

Making low-cost flights flexible: How BYOjet and Aunt Betty boosted revenue and booking confidence with Refund Protect

THE CHALLENGE

Jetmax, a division of Flight Centre Travel Group, operates the brands BYOJet and Aunt Betty globally, two of Australia’s most recognisable online travel brands. They operate in one of the most competitive segments of the travel industry: metasearch.

With platforms like Skyscanner, Kayak, Google Flights, Wego and IWantThatFlight demanding the lowest possible advertised fares, both brands often sell flights at or below cost to maintain visibility. They needed a way to give customers confidence when booking non-refundable fares while unlocking new ancillary revenue to balance the cost of discounting.

Initially, we integrated our standard widget at the end of the booking process, expecting performance similar to other partners. However, conversion rates were lower than anticipated.

To address this, we collaborated on two key changes that drove a significant uplift in conversion rates:

- **Early Placement:** Instead of appearing at the end of checkout, our product became the first element in the booking flow immediately after flight selection.
- **New Offering Structure:** We rebranded our offer to appear as one of two distinct fare options, “Standard Flight” and “Refundable Flight”, rather than as an extra add-on. This positioned our service as part of Jetmax’s core offering rather than an optional upgrade.

THE RESULTS

100% uplift in revenue generated by Refund Protect

70,000+ flights protected since launch

10%+ conversion rates across eligible bookings

ABOUT BYOJET AND AUNT BETTY

Founded in 2010 and headquartered on the Gold Coast, Australia, BYOjet and Aunt Betty specialise in low-cost international airfare comparison and online flight booking. Operating across all major metasearch engines and servicing customers worldwide, both brands are known for delivering aggressively priced fares, a simple online booking experience and strong customer support.

KEY HIGHLIGHTS

- Operate across global metasearch channels, including Skyscanner, Kayak, Google Flights, Wego and more
- Known for ultra-competitive fares and mobile-optimised booking experiences
- Benefit from strong cross-brand digital infrastructure and operational synergy

Website	www.auntbetty.com , www.byojet.com
Key stakeholders	Trent Newton
Founded	2010
Industry	OTA / Metasearch Retail
HQ	Gold Coast, Australia
Company size	75-100

Customers want low fares but also flexibility when the unexpected happens. Refund Protect lets us offer both, giving travellers peace of mind while helping us fund the discounting required on metasearch platforms.

TRENT NEWTON

Head of Technology, Jetmax Division

Standard or refundable flights

Standard flights

Airline and agent fees may apply if you cancel for

- ✘ Accident & illness
- ✘ Lost or stolen documents
- ✘ Transport disruptions
- ✘ Family or home emergency
- ✘ Severe weather
- ✘ And many more...

\$211 per passenger **Total \$210.85**

[Select](#)

RECOMMENDED

Refundable flights

100% money back on your flights if you cancel for

- ✔ Accident & illness
- ✔ Lost or stolen documents
- ✔ Transport disruptions
- ✔ Family or home emergency
- ✔ Severe weather
- ✔ And many more...

\$232 per passenger **Total \$231.93**

[Select](#)

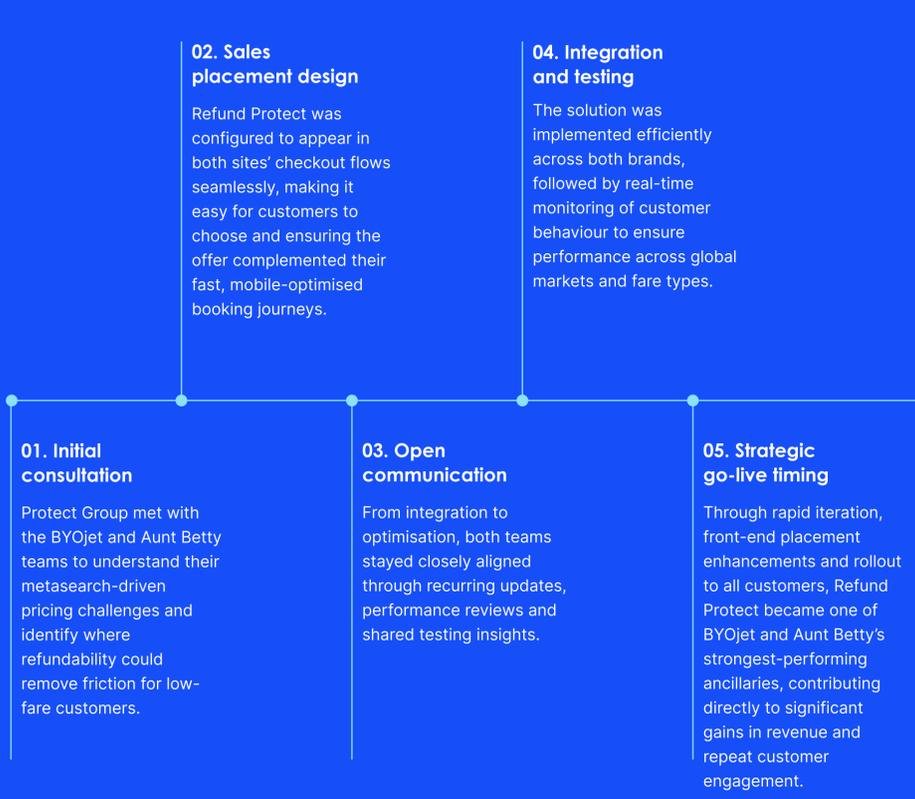
No stress, no hassle - just peace of mind. If you can't make it and have supporting evidence, we'll refund you in full. Check the details in our [Terms and Conditions](#).



By integrating Refund Protect directly into their booking flows, BYOjet and Aunt Betty gave customers the rare combination of ultra-low fares with optional refundability. For travellers booking the cheapest available through rigid tickets, this upgrade offers meaningful flexibility; for both brands, it delivered a scalable ancillary revenue engine that aligned perfectly with metasearch economics.

THE SOLUTION

BYOjet and Aunt Betty embedded Refund Protect into their booking flows to give customers a flexible safety net when booking low-cost, non-refundable flights. Supported by seamless UX integration, the ancillary aligned perfectly with their competitive metasearch strategy.



THE RESULTS

RP has delivered \$millions in revenue to Aunt Betty and BYOjet across the life of the Partnership, protecting tens of thousands of customers against unforeseen events, with a customer attachment rate exceeding 10%. The product has become an essential part of both brands' commercial model, boosting customer confidence while offsetting metasearch discounting pressure.

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect
Enabled customers to easily upgrade their flight bookings to refundable ones, reducing hesitation and improving booking completion rates.

Pulse Reporting Dashboard
Gave Aunt Betty and BYOjet real-time insight into adoption, performance, pricing impact, and behavioural patterns across global markets.