



Willkommen

Benvenuti

مرحباً بكم

Welcome

ようこそ

добро пожаловать

Bienvenue

स्वागतम

歡迎

خوش آمدید

ਜੀ ਆਇਆਂ ਨੂੰ

Chairman's Opening Remarks

- We are here to participate in the first-ever conference dedicated ancillary revenue.
- We are here to celebrate something new.
- We are here to explore a new way of marketing and selling air transportation.



Chairman's Opening Remarks

And . . .

We are here to learn as much as possible,
make as many new friends as we can,
and have fun.



Ancillary Revenue Defined

Revenues beyond the sale of tickets that are generated by direct sales to passengers, or indirectly as a part of the travel experience.



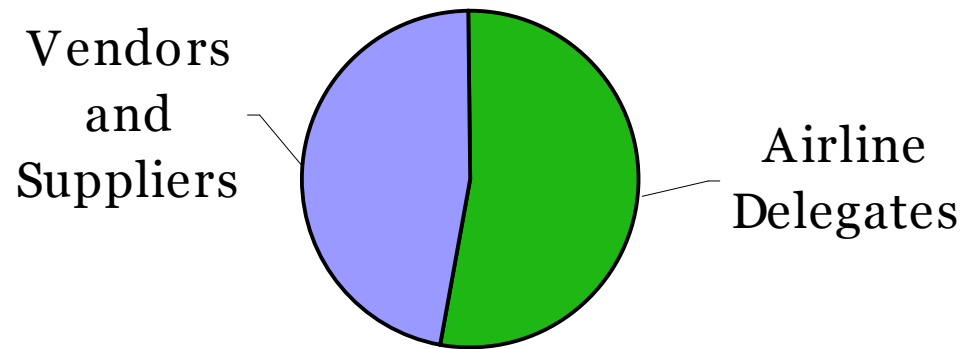
A further definition

IdeaWorks further defines ancillary revenue using these categories:

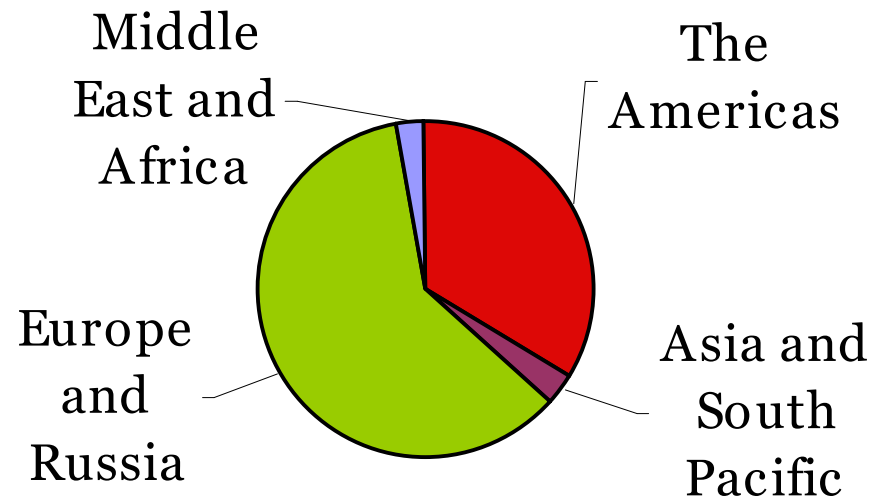
- 1) A la carte features
- 2) Commission-based services
- 3) Frequent flier activities



Who is here?



Where are you from?



Why meet here?

- It's a major European hub.
- Nonstop flights from the Americas, Asia, and the Middle East.
- Keep conference prices low to encourage attendance.
- Value oriented conference hotel.
- Sorry, no beaches to distract you!



A few housekeeping notes.

- Practice mobile phone etiquette: set to vibrate and leave the hall to take calls.
- Discussions in the hotel lobby please.
- Meet speakers during the breaks.
- Substitutions have occurred due to absences.
- Please wear your badges.

