



EXPO 08

DALLAS TEXAS 13/14 MAY



FFP Conference

- Annual event since 2005, this year took place in IST
- Looks at loyalty program strategy (in status quo/future)
- Largest single gathering of airline loyalty managers
- Several loyalty program operators such as hotels, car rentals, Credit card rewards, attend.
- **Airline and loyalty program operator speakers only.**

FFP EXPO

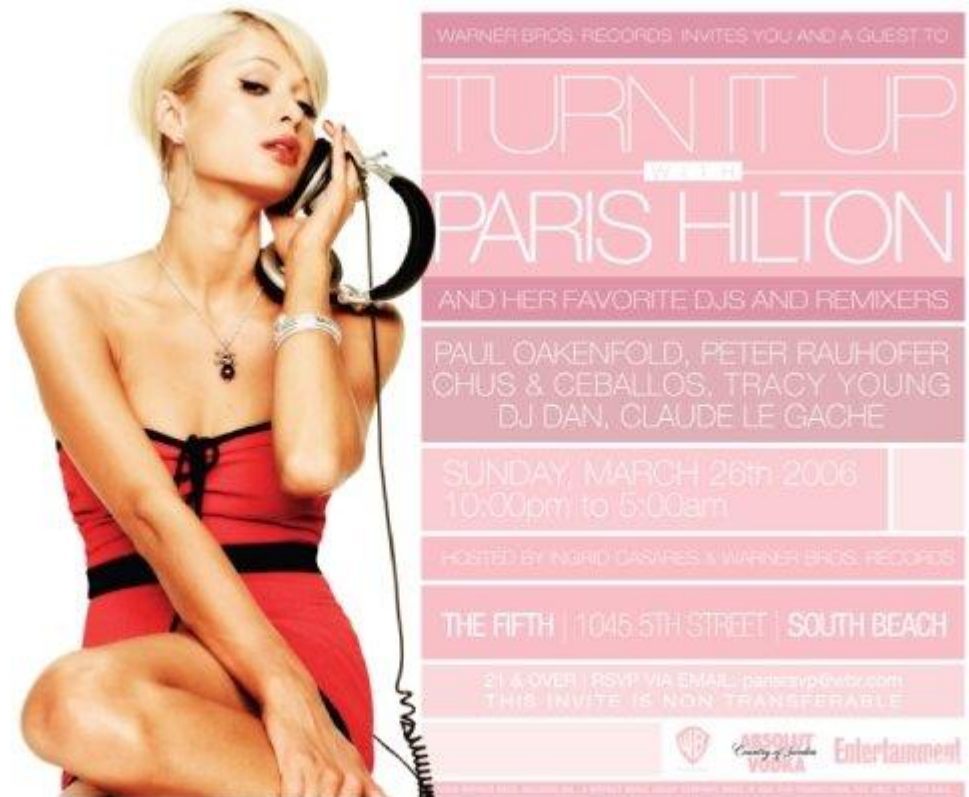
- Annual event since 2007 was formerly FFP Partnership
- Takes strategic direction from FFP Conference and promotes *practical* application
- This is a great event for Senior management as well as analysts and partnership professionals
- Remains largest gathering of airlines with a bit more *non-airline loyalty* represented
- **Supplier and Consultants speaking alongside loyalty operator case studies.**



> 13 May 2008

Hip Digital Media and Airline Information Release Survey Results to Loyalty Industry

*Music Incentives Used To
Reward Survey Participants*





- **Key findings of the FFP Survey revealed:**
- **75%** of participants think internal FFPs should purchase seats from revenue management.
- **66%** said yes, a loyalty program can be recession proof.
- **77%** said yes, 5 years from now co-branded credit cards will still be the major source of revenue for FFPs.
- Most important benefit of an **FFP SPIN OFF:** **40%** of those surveyed said increased customer satisfaction. **30%** said liability relief, and the remaining **30%** said cash from the sale.





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