12th Ancillary Merchandising Conference – Edinburgh 2018
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Airline Retailing

What’s the challenge moving forward?

Panel Discussion moderated by Stephen Luurtsema / Travel in Motion GmbH

Panellists:
Donna Bahar, EL AL Israel Airlines
Brandon Norman, American Airlines
Mark Pegler, ParkCloud
Customers and business models have changed

**Competition** has driven down prices and, with unbundling, created more optional services.

**Customer experience** expectations are higher, people travel more, know what they want and value.

Airlines are investing to innovate in product and service offerings, resulting in **differentiation** and allowing to make offer by value instead of price.

For high-spend or frequent travellers, **recognition** is an expectation which potentially improves experience, loyalty and spend.

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Ancillary Revenue Conference, 9th – 11th April 2018
Technology has opened new possibilities

Customers have higher expectations for lower prices and personalised offers. Look for a digital customer experience.

Distribution channels have stagnated, unable to keep up with customer expectations and the retailing sector.

Airlines are looking to find additional sources of revenue to grow profits and independence from other cost factors.

Airline ecommerce platforms have become outdated, not enabling the digital customer experience and have become inflexible costly burdens.
Technology has opened new possibilities

- New Distribution Technology and Platforms
- Customer Expectations
- Revenue and Profitability Expectations
- Airline Consumer Retailing
- Airline Ecommerce

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To satisfy the consumer and stay competitive, airlines must adapt...

**Customer Focus** - offer a comprehensive set of services, competitively priced at the right time to the right customer

**Profitability** - support revenue growth through an omni-channel digital experience that is agile and cost effective and sustainable

**Tools and Capabilities** - with adapted business processes and updated technology capabilities to support the digital transformation