Let’s Restart the Airline Industry Together!

This year, the Airline Industry Retailing Symposium (AIRS) and the Aviation Data Symposium (ADS) will be held at the same time and place under a brand-new name: Digital, Data & Retailing Symposium (DDR).

DDR will have an even more robust agenda covering in depth the three areas: DIGITAL . DATA. RETAILING

The focus will be on the industry restart plan and how Airlines can further reduce costs and plan for new revenue generation using the power of Data and Retailing.

Facts from 2019 AIRS & ADS

100+ Individual airlines
98% Of past attendees stated that they would recommend the event to a peer
1200+ Delegates from 62+ countries, representing the entire value chain
45+ Exhibitors presenting the latest innovations in Airline Retailing
100% Speakers’ satisfaction
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### DIGITAL & DATA

**Accelerating Airline Digital Transformation** for a sustainable restart

**Building an Integrated Data Ecosystem** through open APIs, standards & architecture

Harnessing the power of new Data as an enabler for:

- New demand signals
- Contactless Travel
- Improved customer experience
- Cargo network resilience
- Predictive analytics (OPS/MTX)
- Addressing net zero goals

**Leveraging the latest Tech**

- Big Data & Cloud Computing
- AI & Machine Learning
- Augmented analytics
- Autonomous vehicles
- BOTs & Robotics
- IOT & the 5th Revolution
- Digital payments & Cryptocurrencies

**Assess your digital readiness!**

### RETAILING

**Re-thinking Commercial Planning**
- Is Dynamic Scheduling the Future?
- New data sources to plan ahead

**Creating value in Airline Retailing**
- Case Studies on Value Creation
- The Industry Measure for Value Creation
- How Corporate and Leisure customer expectations have changed
- How the value chain will deliver

**Agility in Product Design**
- Dynamic Offers are live!
- The future of Interline

**Pathways to the end vision of Offers & Orders**
- No more eTks, PNRs & EMDs
- Transition Pathways

**Visit our onsite AI LAB!**
AN INCLUSIVE HYBRID FORMAT

The symposium will be in a hybrid format allowing our delegation to either attend physically or virtually.

In this current environment of uncertainty, the outlook looks bleak. The data suggests however, that there is a lot of pent-up demand for international travel and as soon as vaccines are rolled out and borders reopen, the restart will be quick. How can we prepare for this rebound from a data, digital and retailing perspective?

Hear from leading industry experts how applying data, digital and retailing strategies can unleash new opportunities for your airline.

The symposium will be a mix of specialized tracks covering Digital, Data and Retailing and Plenary Session focusing on Innovation in these three areas.

Be at the forefront of the latest innovative technology with our Innovation Day. And learn the most about AI and how it is shaping the Aviation Industry from the exclusive standalone AI LAB Workshop.

See you in MADRID!