

Grand Opening

Aleksander Popovich

SVP, Financial Distribution Services, IATA



Welcome to Thailand

Chaiwat Thongkamkoon

Permanent Secretary Ministry of Transport, Thailand



Welcome Address from our Host Airline

Sumeth Damrongchaitham

President Thai Airways

CUSTOMER NEEDS & TRENDS AND INDUSTRY DIGITAL READINESS

Henry H. Hartevelt

President/Travel Industry Analyst Atmosphere Research

Jonathan Keane

Global Industry Lead – Aviation, Accenture



SAKOWITZ

foleys

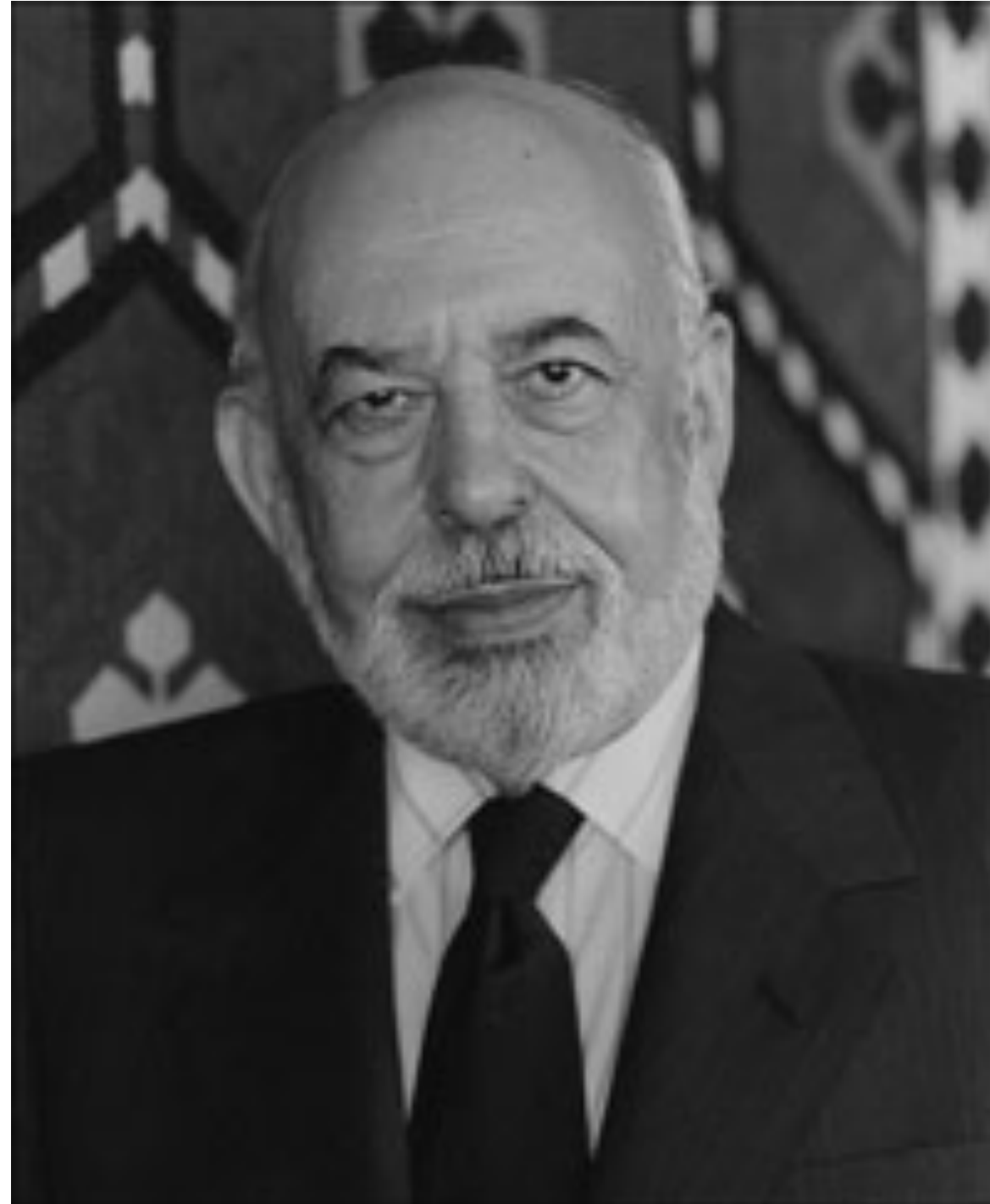
Neiman Marcus



SAKOTZ



Neiman Marcus



“A good retailer carries the products that fit its brand and that its customers want, makes it easy for the customer to pay, and are profitable products to sell.” — Stanley Marcus, Neiman-Marcus

Entering The Era Of Complete Retailing



29 October 2019

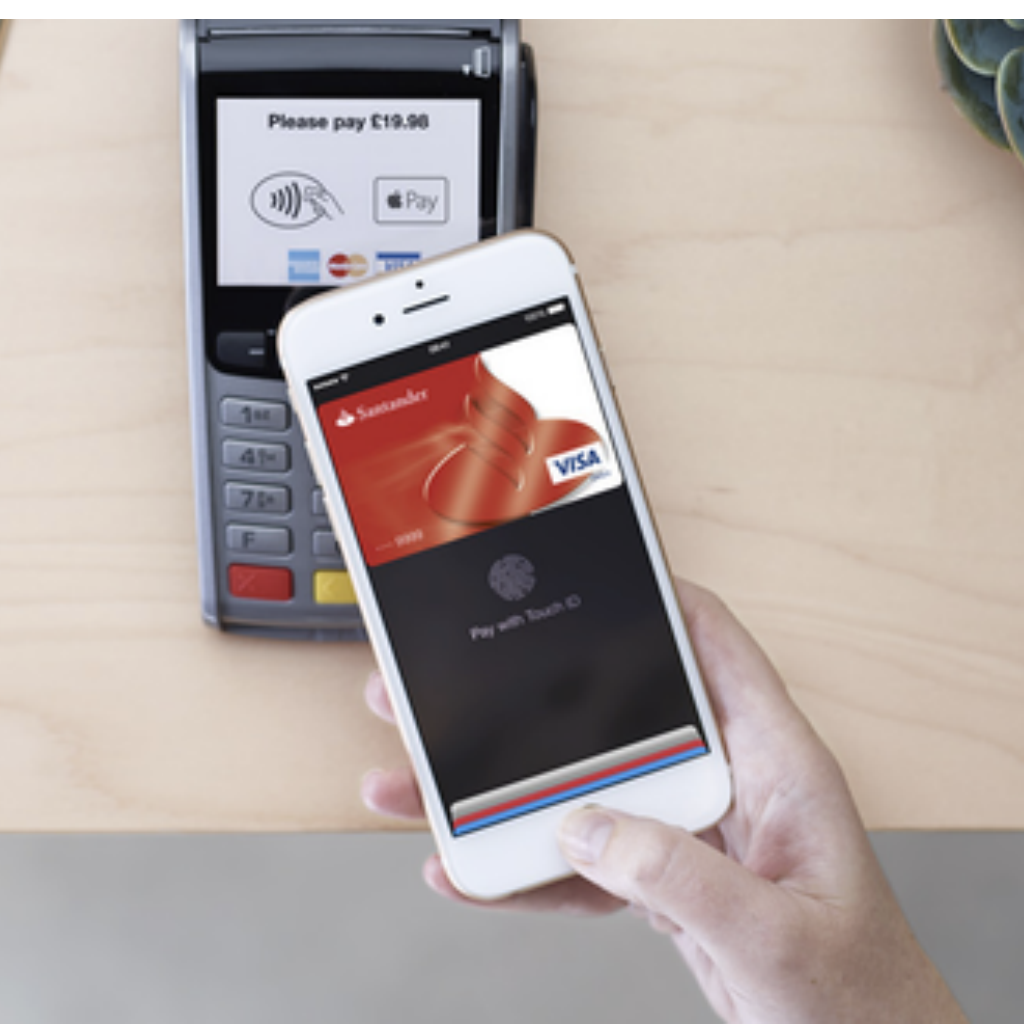
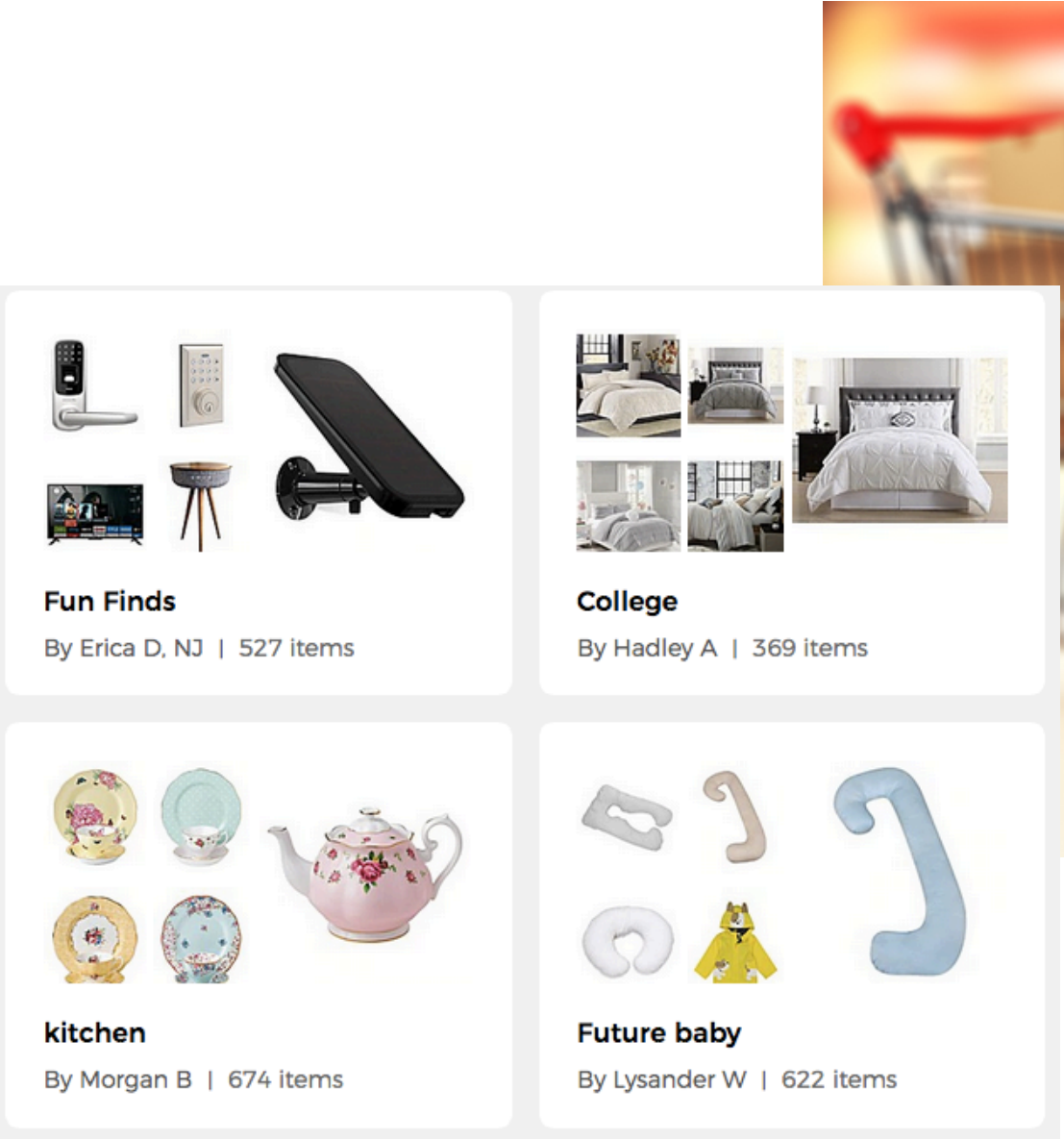
Henry H. Harteveldt

President, Atmosphere Research

 @hharteveldt



Flight Shopping Should Equal...Shopping

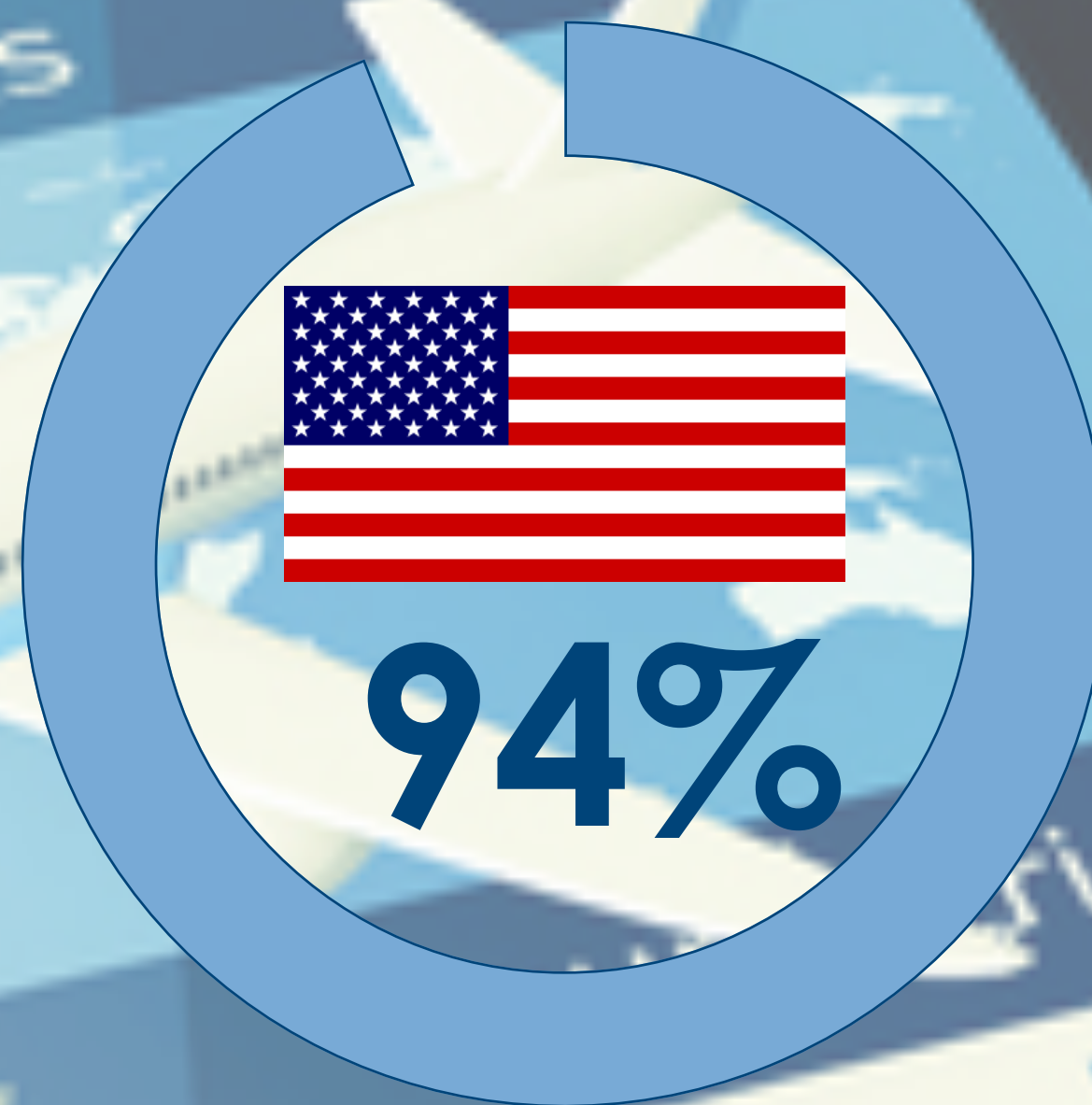




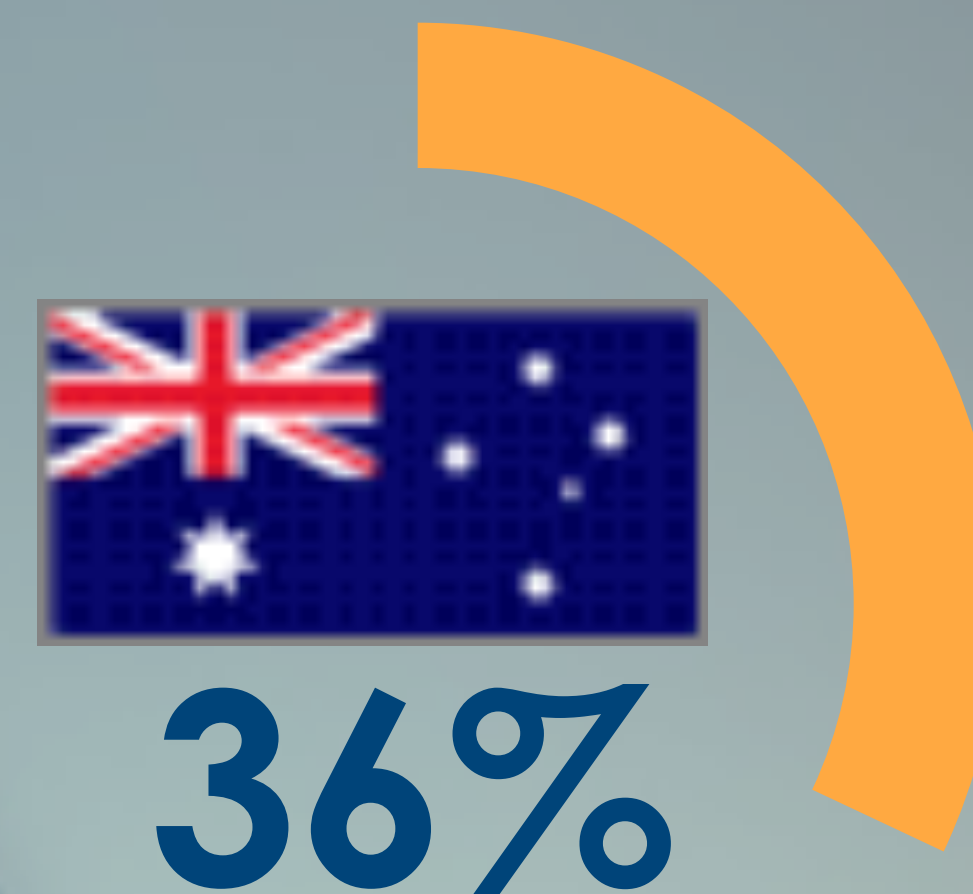
**The Most Successful Retailers Create Enjoyable,
Effortless, And Efficient Shopping Experiences — And
Know How To Control The Offer And The Order**



Home Wi-Fi



Smartphone



**Smart home
speaker**

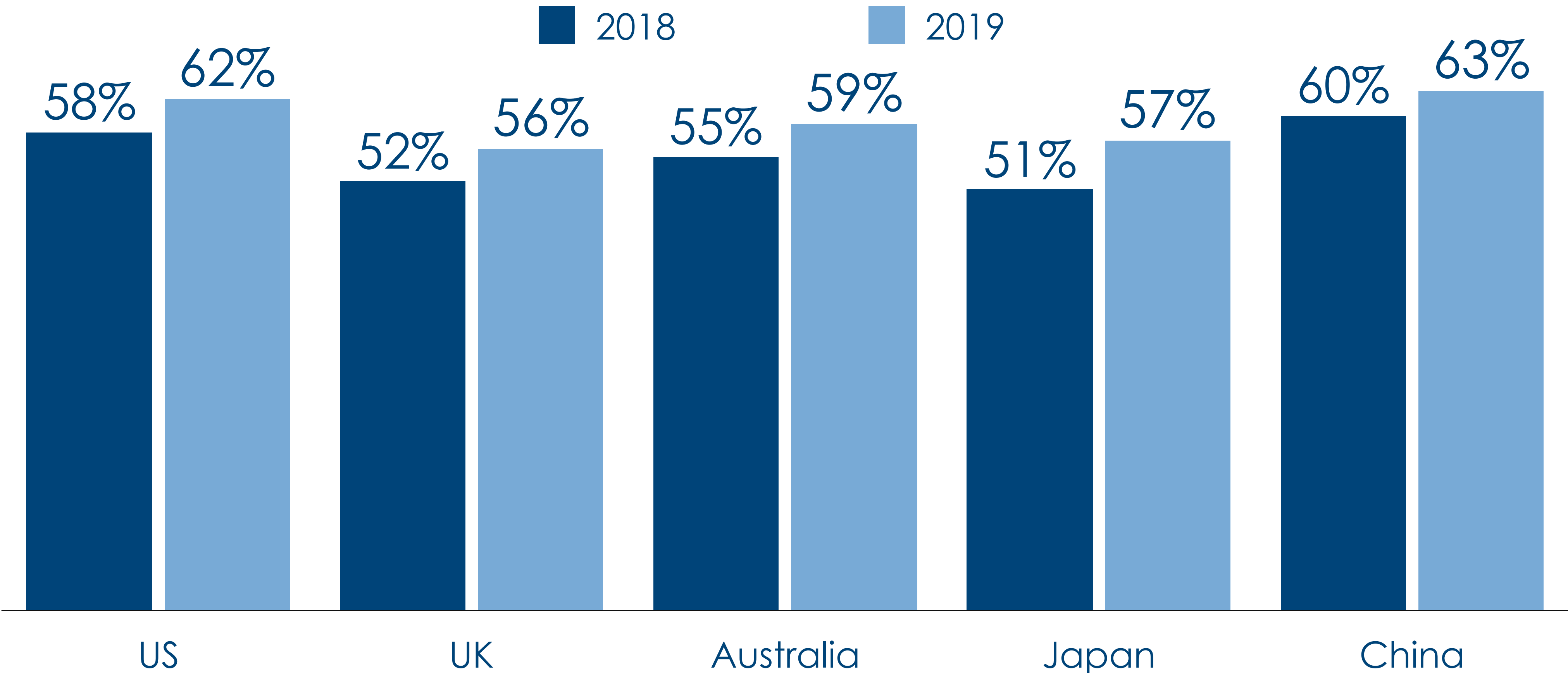
Your Passengers Are Digital



Customer Loyalty Remains A Challenge

More Passengers Are Frustrated With Flight Planning/Booking Vs. 2018

“It takes too much time to plan and book a trip” (top two boxes)

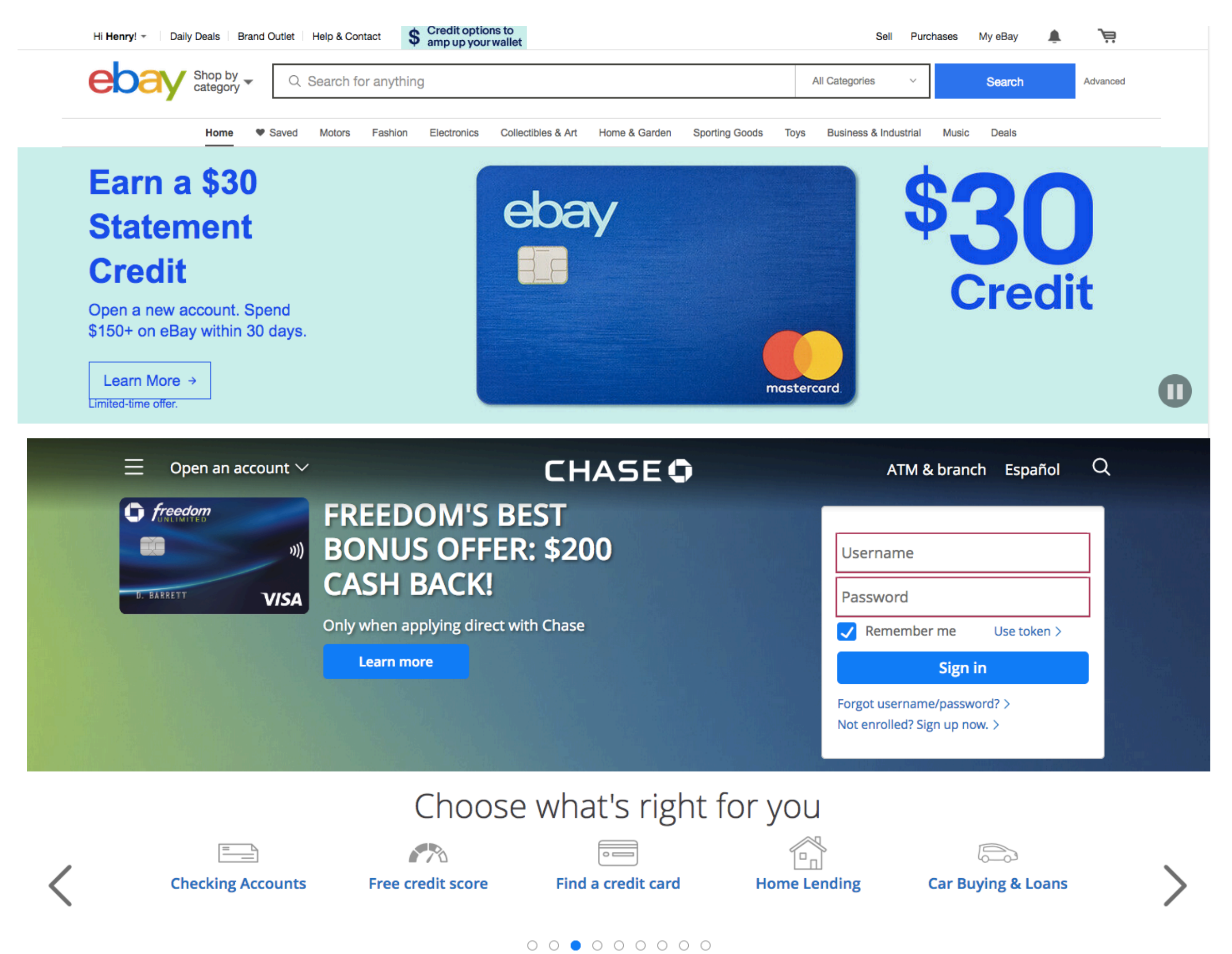
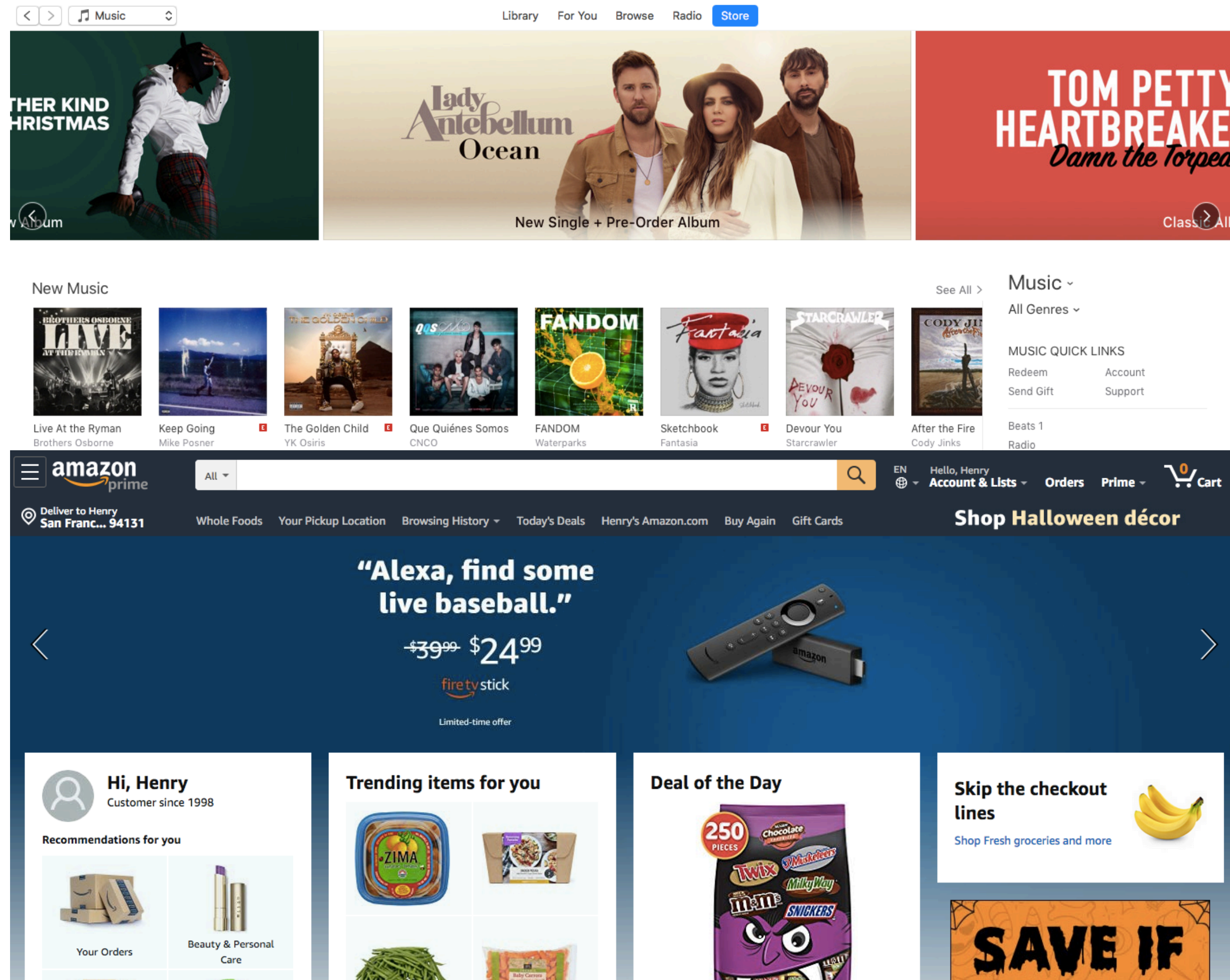


Base: Online airline passengers

Sources: Atmosphere Research Group's US Travel Online Study, Q1 2019; UK Travel Online Study, Q2 2019; Australia Travel Online Study, Q4 2018; Japan Travel Online Study, Q3 2019; China Travel Online Study, Q3 2019;



Passengers Say The Unbundled Model Gives Them More Control Over Budget



Passengers expect airlines to offer the same personalization as their “everyday” brands

Sources: Company websites

The background is a vibrant, abstract composition. It features a dense field of binary code (0s and 1s) in various shades of blue, teal, and green. Overlaid on this are several large, semi-transparent circles in similar colors, creating a layered, organic effect. The overall aesthetic is digital and modern.

Passengers Will Share Their Data With Airlines If Carriers Give Them Compelling Reasons To Do So



Passengers Comfortable Sharing Biometrics Data With Airlines And Airports For Tangible Benefits

Passengers Want Personalized Offers, And Will Pay A Premium For Them

- More than seven in 10 passengers want to receive personalized offers
- Fewer than 20% receive offers that reflect their interests, lifestyle, etc.
- BCG: Retailers see 5% order value increase when they extend personalized offers to customers



Base: Online airline passengers

Sources: Shutterstock Sources: Atmosphere Research Group's US Travel Online Study, Q1 2019; UK Travel Online Study, Q2 2019; Australia Travel Online Study, Q4 2018; Japan Travel Online Study, Q3 2019; China Travel Online Study, Q3 2019;

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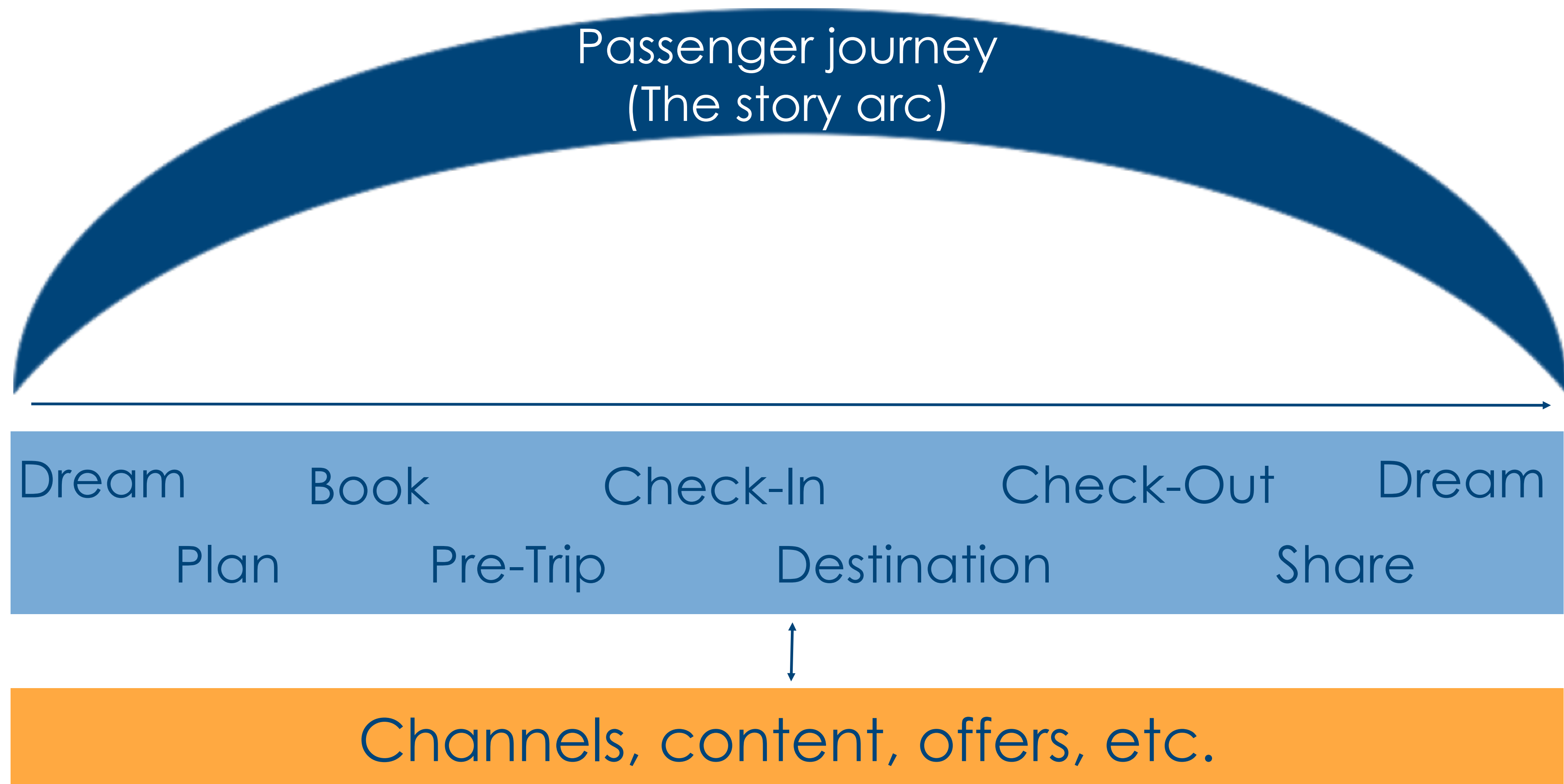
We Are At The Point Where Airlines Can Become Complete Retailers



What Do We Mean By “Complete Retailing”?

The ability for an airline to dynamically create, price, publish, and sell relevant, personalized offers throughout the traveler’s journey, and manage the order’s creation, payment, and fulfillment, across any channel and platform

Complete Retailing Lets Airlines Fully Access The “Story Arc” Of Sales Opportunities Spanning Each Journey

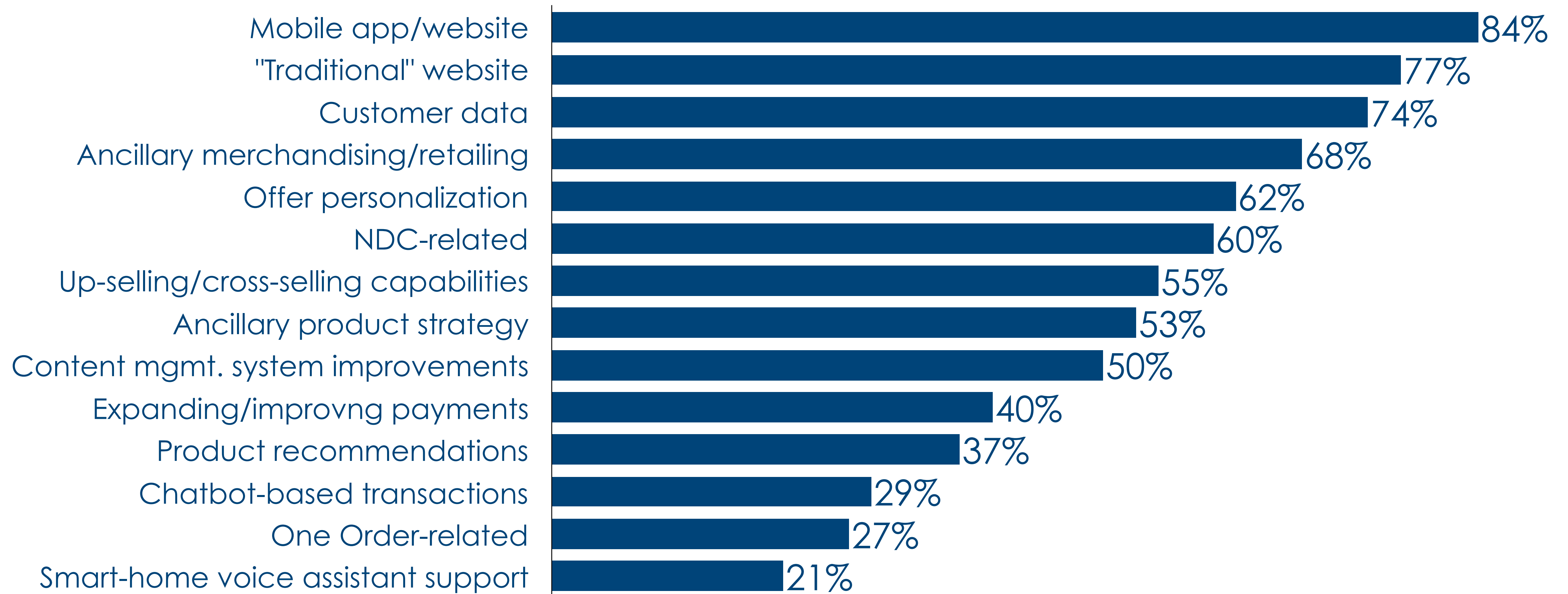




More Than 8 In 10 Airlines Say They Will Need To Substantially Improve Their Retailing Capabilities By 2023

Base: 57 airline commercial professionals
Source: Atmosphere Research Group's 2019 Airline Commercial Outlook Global Study, Q4 2018

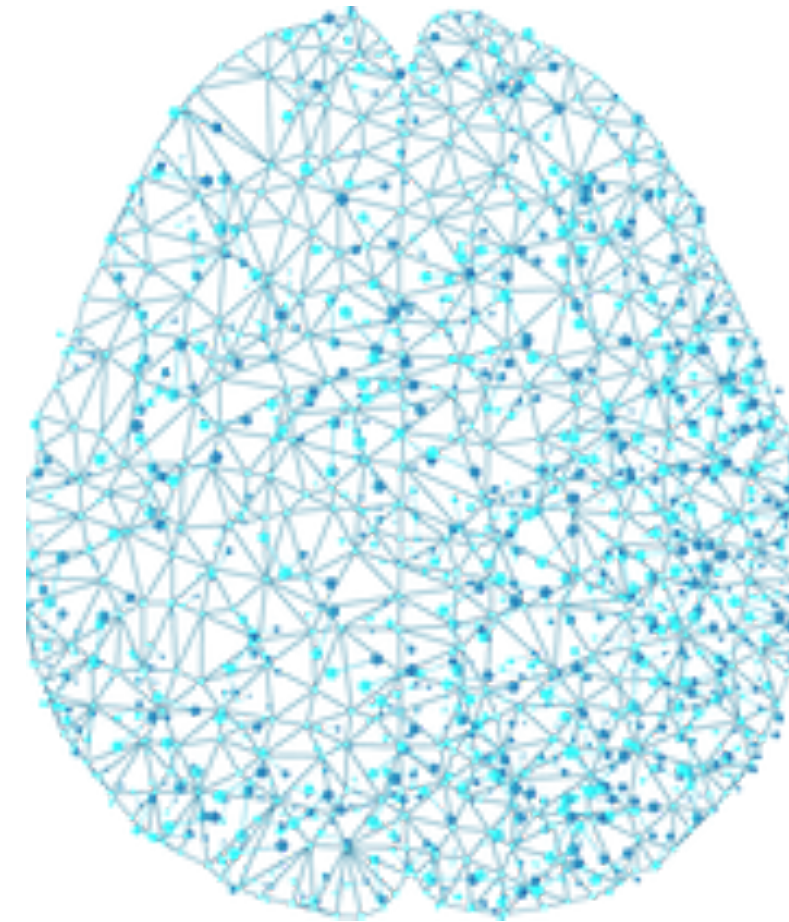
Airlines Investing To Support Retailing



Base: 57 airline commercial professionals

Source: Atmosphere Research Group's 2019 Airline Commercial Outlook Global Study, Q4 2018

Technologies Exist To Support Complete Retailing





Productize The Products

Sources: Google Images

Why Do You Want To Be A Complete Retailer?



Happy passengers



Brand differentiation



Improved profitability

Atmosphere Research Group

Thank You



Henry H. Harteveldt
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THE 2025 VISION

Eric Leopold

Director Transformation, IATA



Digital Transformation in Air Retailing

Eric Leopold

Director, Transformation

Financial and Distribution Services

IATA

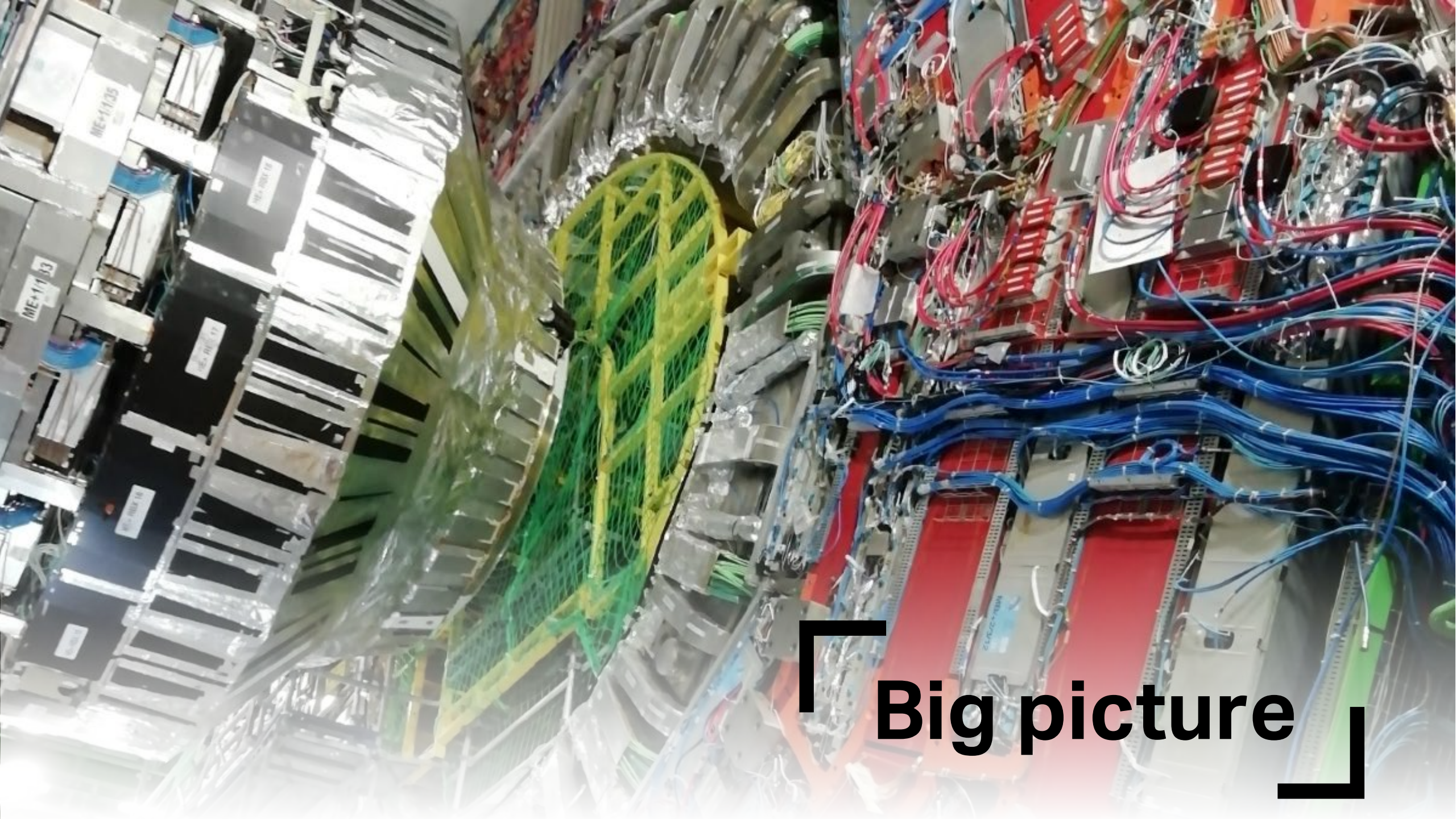
29 October 2019



A nighttime photograph of Wat Arun, the Temple of Dawn, in Bangkok, Thailand. The temple's central spire is the tallest and most prominent, reaching towards a clear blue sky. It is illuminated with warm golden lights, and its top is crowned with a bright, starburst light. Several smaller spires and pavilions are also lit up, creating a warm, glowing effect. The temple is situated on a riverbank, and the water in the foreground reflects the lights from the temple and the sky. The background shows the city skyline of Bangkok, with various buildings and lights visible under the twilight sky. The overall scene is a vibrant and beautiful representation of Thai architecture and culture at night.

Welcome to Bangkok

「Passion」



「Big picture」

#1 NEW YORK TIMES BESTSELLER

Yuval Noah Harari

New York Times Bestselling
Author of *Sapiens*



Homo Deus

A Brief History
of Tomorrow

“Provocative. . . . The handiwork of a gifted thinker.”
—NEW YORK TIMES

「Unlearn」



100 years of commercial aviation



1980

From a regulated
industry

2000

To Freedom of
distribution

2020

Entering the Offers
and Orders era

A new era of traveler experience

Voice
interface



Taxi drones



Environment



Connectivity



Space travel



A new era of airline retailing

**Enhanced
Distribution**

New
Distribution



**Seamless
Payment**

One customer centric connected journey

Future of interline and One ID



**Personalized
Offers**

Dynamic Offers

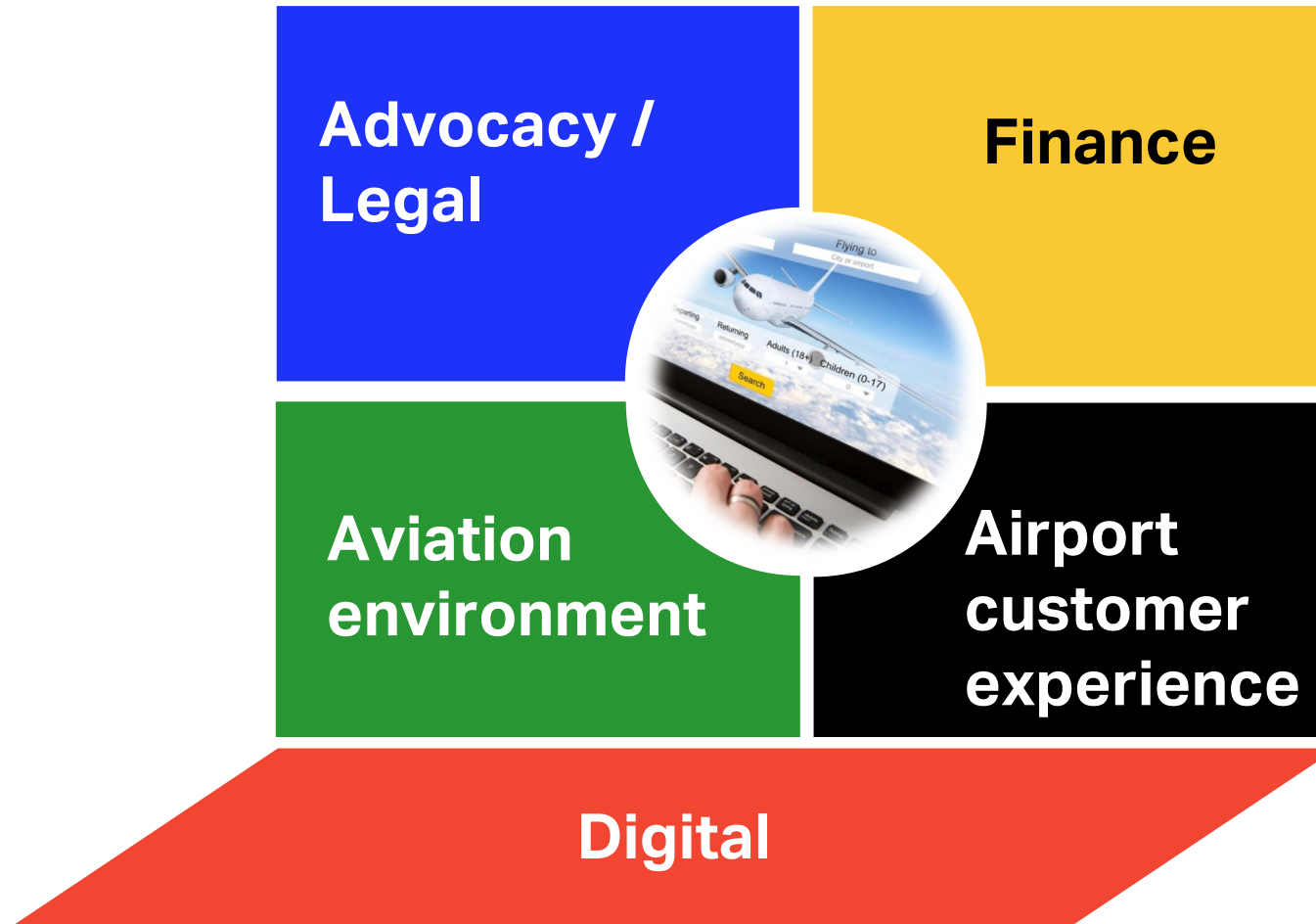


**Simple
Fulfillment**

ONE Order



Airline retailing “beyond distribution”



Think Tank



Innovation in Airline retailing

Hackathons



New standards
New opportunities

**Accelerate
@IATA**



Let's open the game to agile innovators!





Unlearn and build together



Thank you



OUR INDUSTRY RETAILING PRIORITIES

Tamur Goudarzi Pour

SVP, Revenue Management & Distribution, Lufthansa Group Hub Airlines

Michael Doersam

SVP Group Finance, Emirates

Aleks Popovich

SVP Financial and Distribution Services, IATA

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