

### Raphael Bejar, CEO, Airsavings

Online ticket booking and the ‘unbundling’ of ticket revenues represents an ancillary revenue opportunity that airlines have been slow to seize, said Bejar, who explained how some airlines have gone beyond the inflight trolley to boost retail sales.

View the presentation [here](#).

### Maximising the e-commerce opportunity



Asia Pacific workshop, Interview

The Airline, Cruise and Ferry Conference on Tuesday September 20 featured presenters from across the three sectors to discuss common challenges and opportunities. Foremost among them – and in keeping with the theme identified by TFWA president Erik Juul-Mortensen in the Opening Conference – was the issue of technology.

AirSavings CEO Raphael Bejar argued that companies are unnecessarily confining themselves to traditional revenue streams. In particular he said that airlines – and cruise and ferry operators – had failed to take advantage of the internet opportunity.

In this interview with TFWA.com after his presentation, he explains that the problem is one of mindset and culture.

View the interview [here](#).

### 2011 Speakers: Raphael Bejar



CEO Airsavings

Raphael Bejar, founder and CEO of Airsavings, SA, has consistently been in the vanguard of ancillary revenue innovation, leveraging the capabilities of the online booking path to create new revenue generation opportunities for airlines on four continents.

Mr. Bejar is a 20 year veteran of the airline industry, working primarily in finance and purchasing, eventually translating his expertise in the field into Airsavings' group purchasing and ancillary revenue development model for many of Europe's leading low-cost carriers. He has also worked with Jet Finance, Credit Foncier, and SH & E, holds degrees in engineering from ESTACA and in finance and banking from Paris University.

He is a frequent speaker at airline conferences on the topics of ancillary revenue development and innovation. View the full list of speakers [here](#).

