

Low-Cost Leaders Gather at the 3rd Annual Low Cost Air Transport Summit in London, June 11-12, 2008

Airsavings' CEO, Raphael Bejar to Present "Ancillaries 3.0: The Next Generation"

Raphael Bejar, CEO of Paris-based Airsavings, will present his latest insights into the growing area of ancillary revenue development at the third annual Low Cost Air Transport Summit in London on June 11-12, 2008. After presenting "Ancillaries 3.0: The Next Generation," Mr. Bejar will join a distinguished panel including former Ryanair chairman Patrick Murphy and SAMA's director of direct and ancillary sales, Rachel Start to discuss the future of ancillary revenue creation and development for low cost carriers.

With ancillary revenues the centerpiece of successful LCC strategies, Mr. Bejar's remarks will focus on some of the new and innovative methods of implementation being developed by Airsavings, including an outline of the proprietary AirlinesPlus dynamic packaging platform – which is used by many European LCCs. He will also address new horizons in ancillary revenue development, how to maximize site traffic exposure and capture, per-user customization and dynamic database utilization (a la Amazon.com), and ways of increasing commission per segment.

Mr. Bejar will appear at the Summit in his capacity as CEO and cofounder of Airsavings, SA, which has consistently been at the forefront of innovations in the ancillary revenue segment. The company, which expanded recently into Southeast Asia while maintaining a strong position among European LCCs, evolved over the past 8 years from a group purchasing alliance into one of the foremost authorities in ancillary revenue development and dynamic packaging technology. Partnerships with insurance giant AXA and boutique hotel portal MyDesignHotels.com have helped cement Airsavings' AirlinesPlus platform as the preferred booking platform among forward-thinking LCCs.

The Low Cost Air Transport Summit, now in its third year, is hosted by the Institute of Economic Affairs and Marketforce and is an invaluable forum for discussing trends and issues facing low cost carriers throughout Europe. Sharing the dais with Mr. Bejar will be other industry names including Jason Bitter, CEO of SkyEurope, Jonathan Hinckles and managing director of Zoom. Topics to be addressed at the conference range from analyses of fuel prices and their effects to the future of long-haul low-cost operations, to the feasibility of environmentally sustainable practices - all tackled by leading industry figures and noted researchers.

