

The Logic and Success of Latin American Airlines

First Spanish-language conference examines potential for future growth of LatAm airline industry

April 30, 2010 – Buenos Aires - Over the past decade, airlines have undergone drastic shifts in all aspects of their operations. From the implementation of new fees, new laws and new rights for the passengers, it's practically unrecognizable as an industry from just a few short years ago. One of the most significant changes that has occurred – beyond the implementation of ancillary revenues – is the growth of the Latin American market. As this market is poised for explosive growth, conferences such as **Conferencia: Ingresos de Lineas Aereas (CILA) taking place May 6-7 in Buenos Aires** become very important, both as an opportunity to share essential information and for executives to develop a plan for the future of the region's airline industry.

At next week's event, pioneer of ancillary revenue development for airlines all over Europe, Raphael Bejar, CEO of [Airsavings](http://Airsavings.com), will deliver the keynote address to more than 150 airline executives. Mr. Bejar, widely considered an expert in ancillary revenue generation and group purchasing strategies for the airline industry, will offer insight into the potential that the Latin American region offers for the global airline industry, as well as suggestions on how these airlines can become more profitable over the long-term.

Mr. Bejar's keynote address, titled **LatAm Logic**, highlights the LatAm market's position relative to other developing and developed airline markets, and outlines the role ancillary revenues play in supporting airlines operating in the region. His presentation focuses specifically on how ancillary revenue streams can be sustained, how commission-based ancillaries compare to a-la-carte services and the best methodologies for maintaining a functional ancillary revenue strategy. Mr. Bejar's most recent publication, *Logica Latinoamericano*, which expands on the subject of his keynote speech, will be available at the CLIA conference.

Mr. Bejar will also contribute to three other panel discussions examining non-seat sales ("Vender, no solamente transporter"); adapting ancillary revenue strategies to the LatAm market ("¿Cómo está adaptándose el concepto de Ingresos Adicionales en el Mercado Latinoamericano?"); and finally, emerging trends in the LatAm market ("¿Cuál es son las tendencias en las compañías aéreas emergentes en Latinoamérica?").

Conference attendees will also have the opportunity to hear from other experts and airlines from the LatAm region discuss the conference topic, **"The New Airline Business Model."** As the first Spanish-language event for the LatAm airline industry, the CILA conference will be a very informative event that will help to reshape the finances and operations of the region's airlines and one that shouldn't be missed.

To receive an advance copy of Mr. Bejar's **Logica Latinoamericano**, to arrange an interview with Mr. Bejar, or to arrange media passes to attend the event, please contact Vanessa Horwell at Vanessa@thinkinkpr.com or +1.305.749.5342 x232.

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About Airsavings

Airsavings has set the benchmark for ancillary revenue development solutions for low cost and regional carriers. Founded in 2001, Airsavings counts some of the world's best performing airlines among its clients, and has helped low cost carriers around the world develop and maintain sustainable ancillary revenue streams. The company's proprietary booking platform, AirlinePlus, is the engine behind sustainable, booking path-based ancillary revenue programs for more than 15 airlines operating on five continents. Airsavings is based in Paris, but has offices in Northern Africa and Southeast Asia.

For more information on Airsavings, please visit www.airsavings.net.

