

Latin American Airlines and Their New Business Model

The first Ancillary Revenue Event for Airlines in Latin America
Conferencia de Ingresos Para Lineas Aereas, Buenos Aires, May 6-7, 2010

The Latin American airline market has sometimes been considered an afterthought, a subset of the larger “Americas” market which North America has historically dominated. But as anyone in the airline industry will tell you today, that has changed.

In many respects, the Latin American market has weathered the global recession better than the US, and seems destined to make a quicker recovery and high growth over the next few years. The IATA predicts that the Latin American airline industry will post an overall profit of \$800 million this year, and enjoy 12.2% increase in demand over 2010. This has been driven by some strong national economies, an overall population growing more accustomed to travel, and a growing number of efficient low cost carriers defining the operating landscape - in their own terms.

And this growth and success of low cost carriers has led to the first high-profile airline conference taking place in the region. The conference, CLIA (*Conferencia: Ingresos de Lineas Aereas*), will take place in Buenos Aires on May 6-7, 2010.

It’s official focus: The New Airline Business Model.

CLIA features a line-up of many high-profile airlines from the region (TAKE THIS INFO FROM THE WEBSITE), and many of the low cost carriers that have reshaped the airline market in Latin America. Also present will be many technology experts, and industry consultants that help airlines achieve their ancillary revenue potential. Keynote speakers include Raphael Bejar, CEO of Airsavings and high ranking executives from the region’s best performing airlines.

As an airline market, Latin America is in a very unique position. The region faces a world of opportunities, but with the added advantage of having examples of established markets to follow - or avoid. Latin American carriers have capitalized on this fact with airlines like Copa, TAM and GOL posting respectable profits while the rest of the world’s airlines continue to struggle with demand conditions created by the recession. Avianca, fresh off a merger with Salvadorean airline TACA, shows a 16% net profit margin.

CLIA will highlight the successes of these airlines as well as the opportunities available to the Latin American market as a whole, with a specific focus on ancillary revenues and their importance for sustainable, continued growth. Additional topics to be covered at CLIA will include ancillary revenue generation from non-ticket sales, generating revenues from a-la-carte fees, decreasing costs using alternative forms of payment, what can be sold onboard aircraft in the Latin American market, increasing sales using social media, and maximizing revenues from a loyalty program.

CLIA is the first Spanish-language event for the Latin American airline industry on “**The New Airline Business Model,**” examining how airlines can be commercially profitable.





For more information about the event, or to attend as a member of the press, please contact Airsavings' media liaison Vanessa Horwell at vanessa@thinkinkpr.com or +1.305.749.5342 x 232. To schedule an interview with Raphael Bejar, or for more information about Airsavings at CILA, please visit www.airsavings.net.

