

**European Aviation Conference**  
***Pricing in Aviation: Issues and Innovations***  
*Are prices too high, too low or just right?*

**Vienna**

November 7-8 2019

**Are airfares too high, too low or just right?**

Join us on Nov 6-8, 2019 in Vienna as we debate and discuss pricing in aviation: issues and innovations.

The aviation sector has a history of developing innovative pricing strategies, first by airlines but also by airports, as governance and regulatory changes have promoted commercial approaches to revenue generation. In a business environment increasingly influenced by digital technology, big data and expanding analytic capabilities, airlines and airports face new challenges in pricing and revenue generation.

Ancillary revenues for airlines have grown to \$100bn annually, yet they are not part of fare data published by governments or airlines. How should this be evaluated against the claims of declining real airfares? Airports are facing a decline in non-aeronautical revenues driven by changes in passenger shopping behaviour and innovations in ground transport. What are the implications for aeronautical charges and airport infrastructure investments?

What impacts have alliances, joint ventures and anti-trust immunity had on airfares? What are the underlying economics in the structure of airport charges? Can low cost carriers price to succeed in long-haul markets? Pricing of Air Traffic control has hardly seen any innovation. Pricing fulfills more the function to finance the system without any relationship to the value of the service. Will this change in the near future?

Answers will likely vary, depending on who you are, where you are and which airfares we are being discussed. The perspective on pricing and revenue generation may differ as between airline managers, airport managers, government regulators or an air traveller. Views may also depend on whether you are based in Europe, North America or Asia. Finally the answer to this question may depend on whether we are discussing all airfares on average, long versus short-haul fares, fares by seat class, city pair or route level fares.

Whatever your focus and perspective, pricing and revenue generation in air transport markets are crucial factors in the development and evolution of the industry.

**Join us in Vienna to get the latest expert opinion  
and to hear discussion of these issues from leading industry practitioners  
and academic researchers.**

**Conference Sessions/Topics  
(Provisional)**

	Day One	Day Two
Morning session 1 (9-11am)		Review of Day One
	Opening Minister Keynote	Kunz Lecture (ends at 10.00)
Morning session 2 (11-1pm)	Pricing in an era of ancillary revenues	Passenger-based airport pricing
Afternoon session 1 (2-4pm)	What will new distribution technologies (blockchain) mean for air fares: threats, opportunities and impacts	The future impact and role of non-aviation revenues for airports? What is wrong with pricing of Air Traffic Control?
Afternoon session 2 (4-6pm)	Competition Policy on Airline Pricing: JVs; LCC price strategies in long haul markets; and GDS booking systems	[Conference ends]
	Debate	