

*The 2019 European Aviation Conference - Vienna, November 6-8*

## ***Pricing in Aviation: Issues and Innovations***

### ***Are prices too high, too low or just right?***

This November, in Vienna, business executives along with policy-makers and researchers will gather to discuss some important issues facing European aviation.

Organised by an international committee drawn widely from the industry along with universities, researchers, regulators and consultants, under the chairmanship of Professor Hans-Martin Niemeier of Bremen University of Applied Sciences, Germany and Dr Mike Tretheway, InterVISTAS, Vancouver, Canada, the goal of the conference is to provide a platform for industry, government and academia to meet and seek out practical solutions to challenges facing the industry.

#### **The 2019 Theme**

This year we focus on pricing in aviation. There are several ways of looking at the question:

- *Pricing in an era of ancillary revenues.* Is the trend towards increased ancillary revenues raising or lowering the cost of air travel for passengers? Are ancillary revenues a stabilising or disruptive force in the industry?
- *What will new distribution technologies (blockchain) mean for air fares?* What are the threats and opportunities of new distribution capabilities?
- *Have the competition authorities become too lax in regard to approving JVs, and is this set to change?* How have long-haul LCC carriers affected competition in these markets?
- *The Debate: Are airlines aiming too low?* Two teams of experts will debate this issue before the conference audience.
- *Passenger-based airport pricing.* What are the trends in passenger-based airport charges? What might be their impact?
- *The future impact and role of non-aviation revenues for airports.* What might be the effects of online shopping on non-aviation revenues at airports? Would revenue sharing between airports and airlines work?
- *What is wrong with pricing of air traffic control?* ATC pricing is based on the regulatory and technological conventions of the last century. What would be the implications of a change to the pricing approaches used in much of the rest of the industry?

## **The Speakers**

Speakers this year include

- Industry figures  
Rafael Echevarne (CEO of Jamaica Airport), Lubos Hlinovsky (Czech ANSP), Julian Jäger (CEO Vienna Airport), Oliver Lackmann (CEO TUIfly), Peter Malanik (former CEO Austrian Airlines), Magdalena Jaworska (former CEO of Polish ANSP),
- Academics  
Margaret Arblaster (Monash), Leonardo J. Basso (Universidad de Chile), Christiaan Behrens (Amsterdam), Ian Douglas (UNSW), Peter Forsyth (Monash), Romano Pagliari (Cranfield), Peter Lewisch (Vienna)
- Consultants  
Mark Friesen, Logo\_Quinta, Thomas Immelmann, Jay Sorensen (IdeaWorks. President), Mike Tretheway (InterVISTAS ),
- Policy  
Daniel Boeshertz (EC DG COMP), Andrew Charlton (ATM Policy Institute), Isobel Oxley  
ATM Policy Institute

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

### **Booking your Place**

If these questions are relevant to your work, then register for EAC 2019 at the conference website:

[www.eac-conference.com](http://www.eac-conference.com)

## **Conference Structure and Venue**

The Conference is organised in a number of different formats to facilitate participation and discussion. As well as standard presentations followed by question-and-answer sessions, EAC 2019 will feature a Debate, the Martin Kunz Lecture, and a Review of Current and Emerging Issues.

## **AMEC**

EAC 2019 will be preceded by the inaugural meeting of a new academic body, the Aviation Management and Economics Conference (AMEC) on November 6<sup>th</sup>.

## **Awards to be made at the EAC**

To stimulate continued research into applied policy questions in aviation, the winners of the 2019 European Aviation Economics and Management Prizes will be announced at the conference. These prizes are sponsored by Ashgate Publishers and GARS.

## **Would you like to know more?**

Programme details and further information about presenters, venue and booking arrangements may be found at:

[www.eac-conference.com](http://www.eac-conference.com)

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