

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

Pricing in Aviation: Issues and Innovations

Are prices too high, too low or just right?

This November, in Vienna, a number of leading aviation executives will be joined by policy-makers and researchers to discuss a variety of related issues concerned with pricing in European aviation.

The 2019 Theme

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

- *Ticket pricing in an era of ancillary revenues.*

Professor Ian Douglas, of the School of Aviation at the University of New South Wales, a panel chair, noted: **“Ancillary revenues have become so fundamental to airline business models that they make the difference between profit and loss. Whether it is payment for bags on a low cost carrier or loyalty points sold to financial institutions, ancillary revenues are now close to \$1 billion per week.”**

- *Also, 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?

Dr. Mark Friesen, Managing Partner of QUINTA Consulting, a panelist, commented:

“As the Managing Director of the leading consulting company for airport parking in Europe I am very much looking forward to this year’s European Aviation Conference in Vienna. I expect the 8th European Aviation Conference to be an event which could make a real difference in shaping the future of the non-aviation business of airports.

Since car parking is one of the main contributors for commercial revenues at airports I feel honored of being invited to be part of a panel discussion - together with Romano Pagliari and Walter Seib - on the importance and the role of non-aviation revenues for airports in the future.”

Industry structures - both airline and ATC - have significant implications for aviation pricing and will be discussed at the conference.

- *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?

Barry Humphreys, aviation consultant at BKH Aviation, and chair of one of the conference panels,

argued:

"Airline Joint Ventures, with immunity from competition law, have become a routine part of international air transport. But there are signs that the competition authorities on both sides of the Atlantic may be taking a firmer line. This is an opportune time, therefore, to consider whether JVs have been good for the industry and consumers and what the future might bring."

The conference's closing session will tackle ATC pricing.

- *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?

David McMillan, the Chairman of the ATM Policy Institute, suggested:

"Now, more than ever, it is important that we look at our current air traffic management system and ask ourselves if we can do it better, more economically and more efficiently. For that we need to raise the issues, to consider the economic and policy implications and start to put forward suggestions."

The Conference

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 Speakers

Speakers this year include

- Industry figures
Rafael Echevarne (CEO of Jamaica Airport), , Julian Jäger (CEO Vienna Airport), Oliver Lackmann (CEO TUIfly), Peter Malanik (former CEO Austrian Airlines), Magdalena Jaworska (former CEO of Polish ANSP), Lubos Hlinovsky (Czech 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
Jay Sorensen (IdeaWorks. President), Mark Friesen (Quinta), Thomas Immelmann,

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

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 6th.

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

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