



Airlines deserve a breath of fresh

AIR: Airline Intelligent Retailing

Exclusive preview, full report launching soon

Exclusive report from **Henry** Harteveldt, from the Atmosphere Research Group, named by Skift as a travel industry mover and shaker

Extensive interviews with forward-thinking airline Executive C+ and industry leaders, committed to transforming the industry and driving retailing innovation

Successful retailers •••

Customer obsessed

Omnichannel



Intuitive digital customer experiences

Clear value propositions

Airline retailing has 5 components, not 4 •••



Offer



Order



Service



Settle



Delivery

Airlines are at very early stage of their retailing transformation •••





Interested in offer/order but have not developed strategy/business case

Have begun offer/order development

Have developed offer/order strategy but lack budget

Status of airlines' offer order transformation

The C-Suite needs to see a clear ROI from the OOSSD transition ••••

Airline mid/upper-level management are currently the retailing transformation champions



72%

Percent of airline executives who say their carrier's retailing transformation is somewhat/very important to their C-suite/Boards of Directors

This is a major transformation that requires commitment and long-term vision of three to five years with a payback period that is not immediate. An airline that doesn't have the C-Suite alignment on this will struggle to make progress."

Managing Director, US airline

This will be a gradual journey, not a one-off event ••••

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Airlines need for this transformation •••



Close the data gap, to effectively track and associate purchases with passengers



