

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

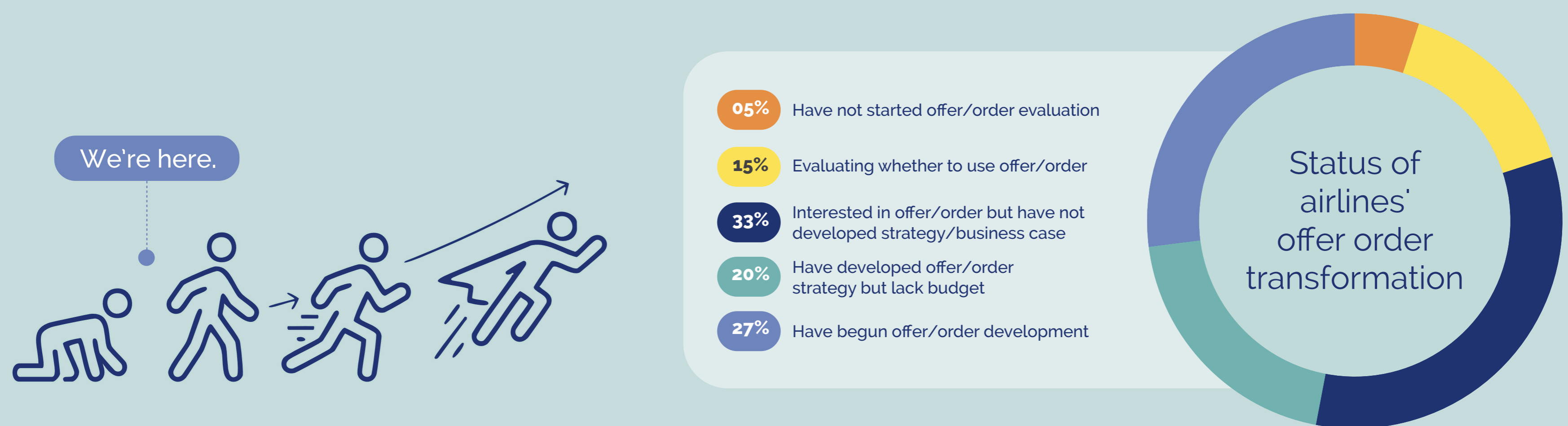
Successful retailers ...



Airline retailing has 5 components, not 4 ...



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



The C-Suite needs to see a clear ROI from the OOSD transition ...

72%

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

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



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

“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**

Airlines need for this transformation ...

