

The established annual meeting place for India's travel innovators



Travel Distribution Summit *India 2008*

26-27 November 2008, Taj Land's End, Mumbai

REACH MORE CUSTOMERS & MAXIMISE YOUR REVENUES

Attend **TWO** industry-shaping conferences for **ONE** low price

ONLINE TRAVEL STRATEGIES

- Find out how to **DISTRIBUTE, MARKET** and **SELL MORE** of your travel product on the web
- Understand how **TRAVEL PURCHASING BEHAVIOUR** is changing, and how to target a new breed of web savvy travellers in India
- Increase **CONVERSION RATES** and **CUSTOMER LOYALTY** with a targeted online marketing strategy and a user-friendly website

REVENUE MAXIMISATION STRATEGIES

- Get up to speed with the latest **REVENUE MANAGEMENT** techniques that will enable you to maximise profits across all your distribution channels
- Learn about the **PRICING STRATEGIES** used by India's leading travel companies – and how to apply them to your own business
- Find out how **ANCILLARY REVENUE** could have a dramatic positive impact on your bottom line

Hear from **50** expert industry speakers including:



Greg Albertini,
Regional Vice President,
Revenue Strategy, Asia Pacific,
Marriott International



Ratan Ratnakar,
General Manager - Revenue
Optimization, Kingfisher



Ranjan Malakar,
Regional Director,
Revenue Management,
IHG



Amitabh Pandey, President
and Head, ebusiness,
Thomas Cook India



Capt. GR Gopinath,
Executive Chairman,
Air Deccan



Stuart Crighton,
Founder and COO,
Cleartrip



Deelp Kalra,
Founder CEO,
Makemytrip



Dhruv Shringhi,
Founder and Executive
Director, Yatra



Peter Gordon,
Vice President Commercial
Payment Solutions,
Mastercard



Sharat Dhall,
Managing Director India,
Tripadvisor

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the power of payment

etours

EXPRESS
TravelWorld

Media Partner:

TravelBiz

eye for travel

STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

Devdutta Banerjee,
Regional Director - Revenue
Management, Starwood
Hotels and Resorts

SpiceJet

Samyukth Sridharan,
Chief Commercial Officer,
SpiceJet Limited

See inside now for full event information and how to reserve your place

Dear Travel Innovator!

As you will know, the past few years have seen an explosion of web based travel related products and services in India. Travel remains by far the largest e-commerce category (accounting for around 70% of online sales) and online travel sales generated in India are expected to exceed US\$2 billion by 2010.

So it's hardly surprising that everyone wants a stake of this highly lucrative and fast growing market. Global venture capital companies have been falling over each other to invest in "the next big thing" in Indian online travel and the leading players have received massive injections of funding to drive their businesses forward.

However, the Indian online travel market is reaching a critical point in its evolution. Whilst the opportunities are huge, challenges and obstacles to growth must not be under-estimated.

In order to succeed, you need to understand what Indian consumers want, and target them effectively.

Margins are tight, so you also need to know how to price your products correctly and how to maximize the revenue you get from each and every customer.

And of course as always, who you know is just as important as what you know. So you need to identify and cement the long-term partnerships that will ensure your business thrives in this dynamic and highly competitive market.

To help you achieve these goals, this year's Summit comprises of not one, but two industry shaping conferences:

- **Online Travel Strategies India – India's most popular online travel conference. Find out how to sell, market and distribute more of your travel products on the web**
- **Revenue Maximisation Strategies in Travel – As the Indian travel industry continues to experience softer markets, it's vital that your organisation learns how to complement effective revenue management and ancillary revenue strategies to maximise profits**

These conferences have been specifically co-located to provide you the opportunity to meet with 400+ like minded travel professionals. Purchasing one conference ticket gives you an access-all-areas pass to both events - giving you a great array of sessions to choose from and opportunities to network with a unique cross-sector of the Indian travel industry!

Since 2006, this event has consistently brought together the best minds in Indian travel. Much has been shared and learnt, strategies have been formulated and deals done – lots of them! People come back to this event year after year because they know it makes good business sense. They know that they will meet the right people and get the right information to move their companies forward.

If you have attended the event before, then we look forward to welcoming you back again this year. If not, then we urge you to try it out. We guarantee you won't be disappointed.

Best regards,



Tim Gunstone
MD
EyeforTravel



Simon Carkeek
Executive Director
EyeforTravel



Rob Hartman
Global Event Director
EyeforTravel

Here's what some of our 2007 attendees said about the event:

"It is always a great experience being a part of such an event. The content of the show goes up a level every year. We are already looking forward to next year"

Deep Malhotra, Google India

"One of the best events in the industry. Excellent networking opportunities. EyeforTravel events cater for companies from all areas of the travel industry."

Robert Joseph, Travelspice.in

"A well organised event, bringing together the relevant people from all sectors of the travel industry. The networking opportunities are unparalleled."

Arijit Bhakta, Abacus Distribution Systems

"Travel Distribution India 2007 kept up to its expectations & provided the required insights into the current status of the Indian online travel industry. The event also gave a sneak preview into what's coming our way and was a great event to network with the industry. Looking forward to TDI 2008."

Samir Patel, Arzoo



MAKE THE ESSENTIAL CONTACTS YOU NEED TO REDUCE YOUR DISTRIBUTION COSTS & MAXIMISE SALES

SPEAKERS INCLUDE

Rishikant Singh, <i>AGM, Revenue Management, Air India</i>	Hari Nair, <i>CEO, Holiday IQ</i>	Samyukth Sridharan, <i>Chief Commercial Officer, SpiceJet</i>
Stuart Spiteri, <i>Director, Asia Pacific, Akamai</i>	Ranjan Malakar, <i>Regional Director, Revenue Management, IHG-South West Asia</i>	Devdutta Banerjee, <i>Regional Director - Revenue Management, India, Bangladesh and Nepal, Starwood Hotels and Resorts</i>
Manoj Chacko, <i>VP Business Travel India and Subcontinent, Amercian Express</i>	Aloke Bajpai, <i>Founder & CEO, iXIGO.com</i>	Puneet Mahindroo, <i>Director, Revenue Management, Taj Hotels, Palaces and Resorts</i>
Ashok Vashist, <i>Chief Operating Officer, CIPL Easy Transport Solution (Easy Cabs)</i>	Malvinder Rikhy, <i>COO, HRG Sita India</i>	Merwin Ezekial Dawson, <i>Revenue Manager, The Leela Palace Kempinski</i>
Stuart Crighton, <i>COO and Founder, Cleartrip</i>	Belson Coutinho, <i>General Manager, eCommerce & Distribution, Jet Airways</i>	Tarun Lakhanpal, <i>Group Manager- Revenue Management and Distribution, Lemon Tree Hotel Company</i>
Chris Amenechi, <i>Sr Director, International E-commerce and Distribution Planning, Continental Airlines</i>	Ratan Ratnakar, <i>General Manager, Revenue Optimisation, Kingfisher Airlines</i>	Amitabh Pandey, <i>President and Head of ebusiness, Thomas Cook India</i>
Urrshila Kerkar, <i>CEO, Cox and Kings</i>	Rahul Pandit, <i>VP Operations and People, Lemon Tree Hotel Company</i>	Haranath Lockanadham, <i>President, CEO, Ticketvala</i>
Akif Khan, <i>Head of Client and Technical Services, Cybersource</i>	Jay Prakash Ramasamy, <i>Revenue Manager, Mahindra Holidays & Resorts</i>	Himanshu Singh, <i>Managing Director, Travelocity India</i>
Captain GR Gopinath, <i>Executive Chairman, Air Deccan</i>	Deep Kalra, <i>Founder and CEO, Makemytrip</i>	Ashwin Demera, <i>CEO and CO-Founder, Travel Guru</i>
Neelu Singh, <i>Chief Operating Officer, Ezeego1</i>	Keyur Joshi, <i>Co-Founder & Chief Operating Officer, Makemytrip</i>	Sharat Dhall, <i>Managing Director, India, TripAdvisor</i>
Yogesh Rathi, <i>CEO, eTours</i>	Greg Albertini, <i>Regional Vice President, Revenue Strategy Asia Pacific, Marriott International</i>	Peter Ward, <i>CEO and Co-founder, WAYN?</i>
Amy Scarth, <i>Head of Research, EyeforTravel</i>	Peter Gordon, <i>VP Commercial Payment Solutions, Mastercard</i>	Martin Symes, <i>CEO, Wego</i>
Simon Carkeek, <i>Executive Director, EyeforTravel</i>	Gavin Dabreco, <i>VP Marketing, Meru Cabs</i>	Dhruv Shringi, <i>Founder and Executive Director, Yatra</i>
Prakah Gandhi, <i>Director, Market Management, Expedia</i>	Ayesha Kapur, <i>Business Head, Raahi.com</i>	
Abinash Manghani, <i>Head Sales & Marketing, Fortune Park Hotels</i>	Aseem Sadana, <i>Co-founder & COO, Isango</i>	
	Gautan Chadha, <i>CEO and Founder, JourneyMart</i>	

Ample opportunities to network with fellow attendees and meet potential partners...

The travel industry is based on partnerships and at this event distribution deals are initiated, refreshed and most importantly sealed. Our delegates are some of the most senior decision-makers in the Indian and international travel industry and with 400+ people expected at our 2008 Event the networking possibilities are unrivalled. We know how important your time is, which is why we have specifically designed this event to allow you to meet your fellow delegates and start talking.

ONLINE NETWORKING CENTRE

Our Online Networking Centre is open to all delegates and is the perfect place to arrange meetings in advance and make the best use of your time at the event.

SCHEDULED NETWORKING OPPORTUNITIES

You will be able to network through-out the 2 day event and in addition there are specific networking opportunities such as:

- 3 coffee/tea breaks per day
- 2 networking lunches
- Speed Networking forum
- Networking reception party



NETWORKING RECEPTION PARTY

We know that you want to meet your fellow delegates and speakers in a social environment at the end of an information-packed first day - which is why our networking receptions are always such a great success! Being held in the exhibition hall, this informal environment is the perfect opportunity for you to see the products on offer, meet your fellow delegates and discuss the issues that have been raised.



SPEED NETWORKING FORUM

With so many people to meet, time is of the essence, which is why we have scheduled a structured speed networking forum. A great success at our flagship event in London, we think you'll agree that this is a powerful and fun way to establish valuable new contacts in the shortest time possible.



Online Travel Strategies

DAY 1 - 26 November 2008

PRESENTATION

Setting the scene - an overview of Indian online travel in 2008 and beyond

A revealing insight into the last 12 months of the Indian Online Travel Market - discover what's hot right now and how to position yourself to benefit from rapidly increasing trade within the region

Simon Carkeek, *Executive Director, EyeforTravel*

Amy Scarth, *Director, EyeforTravel Research*

CEO ROUNDTABLE

How to exploit rapid change in travel purchasing behaviour in India

As researching and booking travel online continues to gain popularity in India, four CEOs from four very different travel companies will share their views on how to adapt your strategies to cater for a new generation of internet savvy travellers

- Who is buying travel online in India and what new business opportunities have arisen over the past year?
- Selling packages online is a potentially lucrative business. But will Indian travellers actually buy their holidays on the web?
- Customer service and fulfilment – will an offline presence always be necessary to sell travel successfully in India?

Hirmanshu Singh, *MD, Travelocity India*

Urrshila Kerkar, *CEO, Cox and Kings*

Gautam Chadha, *CEO and Founder, Journey Mart*

Sharat Dhall, *MD India, TripAdvisor*

KEYNOTE SPEECH

The changing landscape of air travel in an increasingly challenging market

Indian carriers are estimated to have made losses of at least \$1 billion in the last financial year and analysts are predicting further consolidation in the context of high jet fuel costs and mounting losses. In this era of uncertainty, low cost pioneer Captain Gopinath will share his thoughts on the future of air travel in India, and where he sees the best opportunities for growth in the future.

Captain Gr Gopinath, *Executive Chairman, Air Deccan (tbc)*

EXECUTIVE PANEL

Direct vs indirect distribution - getting the balance right

Reaching the right customers for the lowest cost is paramount for survival in the current climate. This session will debate the merits of direct vs indirect distribution and explore how to get the balance right for your travel company

- How should airlines and hotels balance direct and indirect distribution? And where can savings can be made by driving more business online?
- Low-cost carriers in India have embarked on GDS distribution - how do both sides stand to benefit from these deals, and will the higher costs lead to higher prices?
- As airlines and hotels move to reserve the best fares for their own sites, is this having a positive impact on direct distribution?

Rahul Pandit, *VP Operations and People, Lemon Tree Hotel Company*

Parakh Gandhi, *Director Market Management, Expedia*

Capt. GR Gopinath, *Executive Chairman, Air Deccan (tbc)*

(More speakers to be confirmed)

COFFEE 11.00 - 11.30

1.00 - 2.15 Lunch Break

ONLINE SALES AND MARKETING TRACK

PRESENTATIONS & PANEL

Best practices in online marketing - how do you get the best return on your investment?

- Find out the most cost effective ways to drive qualified traffic to your website
- How do you effectively measure the success of your online marketing tools?
- Understand how to get the right balance of SEO, SEM and display advertising
- As the competition hots up, find out about new and innovative ways to engage your customers online

Ayesha Kapur, *Business Head, Raahi*

(More speakers to be confirmed)

INTERNET CONTENT TRACK

PRESENTATIONS & PANEL

The perfect content, the perfect website - are you getting it right?

- Make sure your site is flawless – a well tailored site turns lookers into bookers
- Content sells - discover how the right content will improve your customers' online experience and increase sales
- Selling packages online is a potentially lucrative business. But will Indian travellers actually buy their holidays on the web?
- Is your site as user friendly as it should be? Find out how to make your site as user friendly as possible to improve stickiness & conversion rates

Gurjit Singh, *Executive Director, Journey Mart*

Haranath Lokanadham, *President and CEO, Ticketvala*

(More speakers to be confirmed)

3.30 - 4.00 COFFEE

The "verticalisation" of search - how is meta-search impacting the Indian online travel market?

- How has comparison shopping affected the online travel marketplace in India?
- Do meta-search and travel search sites further commoditise travel on the web?
- As a travel supplier, what is the best way to work with these players?
- How do you measure the performance of your meta-search partnerships?

Aloke Bajpai, *Founder and CEO, iXiGO*

Martin Symes, *CEO, Wego* Neelu Singh, *COO, Ezeego1*

A step-by-step guide to understanding and exploiting social media and user generated content

- We all know it UGC works, but how can it be monetised?
- Should you attempt to create your own community, or focus your attention on the established social networks?
- When things turn nasty. How do you deal with negative publicity in social networks and blogs?

Peter Ward, *CEO and Co-Founder, WAYN?*

Hari Nair, *CEO, Holiday IQ*

(More speakers to be confirmed)

5.30 END OF DAY ONE & COCKTAIL PARTY

A must-attend event for learning & networking

CEO ROUNDTABLE

OTA 2.0 - business models, growth strategies, consolidation, future plans

India's leading online travel agents (OTAs) have spent the last few years (and rounds of investment) on building brand and claiming market share. Now with impending 0% commission, who will rise prosperous from the imminent financial storm and what measures can be taken to overcome a potentially company destroying situation?

- India's top OTAs have attracted over US\$120 million in funding over the last three years. Where do they stand today and how are they valued in the overall marketplace?
- MakeMyTrip, Yatra and Cleartrip are all optimistic about achieving break-even in 2008-09. Can they do it?
- Comparing the growth curve of Indian and mature market OTAs – have Indian online travel companies been hampered for too long by the pricing strategy of airlines and their own dog-eat-dog game?
- Air accounts for 75% to 95% of the top-line of major OTAs. How can higher margin products like hotels and packages have a positive impact on profitability in the short and medium-term?
- Online goes offline – all the major OTAs are moving towards a hybrid model with greater offline presence. What is the business case behind this move and what will be the effect on the industry as a whole?
- 0% commission and increasing direct sales - will these factors force consolidation?

Dhruv Shringhi, *CEO, Yatra*

Stuart Crighton, *CEO, Cleartrip*

Deep Kalra, *CEO, Makemytrip*

Ashwin Demera, *CEO, Travelguru*

11.00- 11.30 MORNING COFFEE

EXECUTIVE PANEL

How to target and sell effectively to the business traveller in India

The corporate travel sector in India is growing fast, and is now worth US\$3 billion. Developments in online distribution are starting to impact the corporate travel market to the same extent as they have influenced leisure travel sales. Indian travel management companies, suppliers and corporations are ready to embrace new technologies to offer more choice, flexibility and costs efficiencies to the business traveller. This session will examine the evolution of corporate travel distribution in India and how your business customer will buy their travel in the future

- Where do you need to invest today to sell to the corporate customer of tomorrow?
- How important is customer loyalty in the corporate travel marketplace? How can your distribution strategy enable you to maintain and grow brand value with your corporate travel clients?
- A survey commissioned by Amadeus revealed that 57% of the corporations surveyed recognise the benefits that online self booking tools (SBTs) could offer their corporation. How big are online SBTs likely to get?
- As airlines cut commissions, how will the current distribution model need to change to ensure a win-win-win scenario for suppliers, agents and travel buyers?
- Do GDSs continue to provide value to their agency and supplier clients? And can they evolve quickly enough to fight off the threat of alternative distribution technologies?

Malvinder Riky, *COO, SITA INDIA*

Manoj Chacko, *VP Business Travel Indian Subcontinent, American Express (TBC)*

Ankur Bhatia, *Executive Director, The Bird Group*

1.00- 2.00 Lunch break

PRESENTATIONS & PANEL

Online payment strategies and gateways - how to combat fraud and create confidence in e-commerce

How can the market develop its faith in the consumer and ensure a secure and safe financial future. Just who is the key to the future of secure online payments?

- With consistent payment issues, how can the market prevent fraud?
- Discover the available strategies and learn who can help
- As fraud is such an important issue within the Indian market, is it time to develop a unique regional database?
- How have the other markets coped with the same issues?
- When can India look back at payment problems and finally draw a line through what is potentially the thorn in the side of travel e-commerce?

Peter Gordon, *VP Commercial Payment Solutions, Mastercard*

Belson Coutinho, *Head of Distribution and e-Commerce, Jet Airways*

Akif Khan, *Client Solutions Director, Cybersource*

CLOSING SESSION

The future of Indian online travel- determine alternative distribution models and focus on where and what to invest in

- More Indians have access to mobiles than have access to a computer - are you making the most of this opportunity and utilising the advantages that lie with mobile?
- What are the next developments in e-commerce and how can they be maximised? Is new technology opening up new opportunities?
- What impact is the rapid growth of e-commerce having on the GDSs in India? What are the new alternatives to GDS distribution and how effective are they?

Yogesh Rathi, *CEO, eTours*

Sanjay Aggarwal, *General Manager (Operations), IRCTC*

Stuart Spiteri, *Director Asia Pacific, Akamai*

5.00 END OF CONFERENCE

Over 200 pages and 190 tables and charts

Edition One of the Travel Distribution India Report from EyeforTravel delivers the highly in-depth, quality research & market intelligence that all companies promoting and selling travel to the Indian consumer require.

The report will provide you with exclusive EyeforTravel data revealing:

- The value of the travel market
- The productivity of the different travel sectors
- The online vs. offline sales figures
- The direct vs. indirect distribution patterns
- A breakdown by domestic and outbound travellers
- Trends from 2002 and forecasts to 2011
- An in-depth analysis of all the above for each travel industry sector

Purchase a gold pass for the event and get your copy of the report at a heavily reduced price. See back page for details



Revenue Maximisation Strategies in Travel

DAY 1 - 26 November 2008 - Revenue Management Strategies

PRESENTATIONS AND PANEL

The Indian travel market is unique... in some areas it is softening and in others still expanding at amazing rates. How can you stimulate demand, and maintain rates in soft markets whilst maximising revenues in others?

- What is industry best practice in times of an economic slowdown?
- What are the dangers of chasing demand by lowering your prices?
- Is the low cost model the best for this current economy and how does this fit in with India's hotel building patterns?
- What is the role of opaque pricing in a price sensitive market - especially when 2 markets are co-existing?
- How can you examine the price-elasticity of your customers?

Devdutta Banerjee, *Regional Director - Revenue Management, India Bangladesh and Nepal, Starwood Hotels and Resorts*

Rishikant Singh, *AGM, Revenue Management, Air India*

Tarun Lakhanpal, *Group Manager-Revenue Management and Distribution, Lemon Tree Hotel Company*

KEYNOTE PRESENTATION

What can revenue management do for your organisation when it's fully deployed? What revenue management strategies work in softening markets?

- Revenue management for the hotel business can be far more than just price of a room. This talk looks at how can you maximise the revenue every time you make contact with your customer
- The role of revenue management in F+B and conference + exhibitions
- Most Revenue managers in India have yet to experience a softening market... what do you do to prepare your people and what strategies work?

Greg Albertini, *Regional VP, Revenue Strategy, Asia Pacific, Marriott International*

11:00 Coffee break

PRESENTATIONS AND PANEL

Make revenue management work across all your distribution channels

- How are distribution channels shifting and what impact does this have on revenue management? Where should you focus your time and resources?
- Rate parity is often talked about. but is it honoured? How do you change decades of business practice and make rate parity work in a personal relationship business world?
- Should your revenue management rules vary depending on your distribution channel and how can you deal with the client trust?
- How do you measure your revenue management performance across various channels?
- Identify the marketing opportunities for each channel
- Has Web 2.0 made a revenue managers life even harder?

Abinash Manghani, *Head Sales & Marketing, Fortune Park Hotels*

Ratan Ratnakar, *General Manager - Revenue Optimization, Kingfisher Airlines*

(More speakers to be confirmed)

CASE STUDY

Looking at revenue management from a Total Revenue Per Occupied Room perspective

- How do you assess the total spend of a customer not just the room?
- Where are the customer touch points and how do you exploit them?
- How do you take revenue management to the next stage and apply it to F+B and conference + exhibitions
- How do apply revenue management in a softening market when some cities are still experiencing massive prices?

Merwin Ezekial Dawson, *Revenue Manager, The Leela Palace, Kempinski*

1.00 – 2.30 Lunch break

PRESENTATIONS AND PANEL

CRM and RM - Actively pursue a consumer-centric revenue management strategy to boost revenue

- Hear how to segment your customers into distinct buying groups and how to track their traits to predict future behaviour
- How do you monitor changes to various customer segments and detect downturns?
- Learn how to set prices according to your customers' willingness to pay
- See how your competitors have boosted sales by sending targeted messages to certain segments in specific channels at specific times
- Unearth the psychology of how and when different groups buy and hold out for a more profitable reservation
- Examine the lifetime value of the customer and take a humanistic approach to revenue management

Puneet Mahindroo, *Director of Revenue Management, Taj Hotels Resorts and Palaces*

(More speakers to be confirmed)

3.45 – 4.15 Afternoon Tea Break

CASE STUDY

The role of revenue managers within travel organisations - how to find, train and retain them and maximise their positions

- Which RM organizational structures work and why?
- How do you ensure your marketing promotions are in alignment with your RM decisions?
- What combination of skills makes a good revenue manager?
- Where should you look to recruit talented revenue managers?
- How can you show the results of your RM efforts to senior management and convince them to give RM the respect it deserves?

Ranjan Malakar, *Regional Director, Revenue Management, Intercontinental Hotels Group*

CASE STUDY

How do credit card payments and internet penetration impact on revenue management?

- Internet penetration and credit card usage is expanding rapidly. But the factors are still holding back web bookings and the application of revenue management. Even with such rapid expansion the Indian travel industry is facing a long wait before they can rely on these tools to apply an effective revenue management strategy.... In the mean time what can be done?

Jay Prakash Ramasamy, *Revenue Manager, Mahindra Holidays & Resorts India*

5.30 END OF DAY ONE & COCKTAIL PARTY

A must-attend event for learning & networking

DAY 2 - 27 November 2008 - Ancillary Revenue Strategies

PRESENTATIONS AND PANEL

How can Ancillary Revenue benefit the travel industry?

To offset soaring fuel costs airlines have begun charging passengers for a second bag – a move that will generate United Airlines an estimated \$100m. Can it work in India?

- Why is the travel industry particularly suited to delivering significant ancillary revenue?
- What factors are driving the need for ancillary revenue?
- What is the difference between genuine ancillary revenue and unbundling?
- Creating an ancillary revenue program for your particular business: How much money could you make?

Samyukth Sridharan, *Chief Commercial Officer, SpiceJet*

Keyur Joshi, *Co-Founder & Chief Operating Officer, Makemytrip*

Belson Coutinho, *General Manager - eCommerce & Distribution, Jet Airways*

10.45 – 11.15 Morning Coffee Break

KEYNOTE ANALYSIS

Ancillary Revenue from A to Z

- How lucrative could Ancillary Revenue be for your business?
- Why is the airline model particularly suited to Ancillary Revenue?
- How can an ancillary revenue strategy help you offer a lower base fare and appeal to price conscious customers?
- How does Ancillary Revenue relate to your brand?
- Get expert advice for implementing an Ancillary Revenue strategy throughout your company

Chris Amenechi, *Sr, Director – International E-commerce and Distribution Planning, Continental Airlines*

PRESENTATIONS & PANEL

Ancillary Revenue Partnership Management - what structure do you need to succeed?

Alliant Air has 37 hotel partners in Las Vegas alone, and in June 2006 they filled 30,000 room nights in the city

- How do you evaluate the value of an ancillary revenue program to your organization and convince senior management to invest?
- How can you provide the right partnerships to increase ancillary revenue?
- Is it ever more profitable to go it alone?
- Should responsibility for ancillary revenue lie with one person in your organization, or is it better shared between the relevant departments?
- What's the most profitable way to add partnerships with leisure companies and destination-based organizations?
- Which systems will you need to handle the pressure that accelerating customer demand will place on your infrastructure?
- Integrating third-party relationships into your business processes: - What will your partners expect from you?

Amitabh Pandey, *President and Head, eBusiness, Thomas Cook India*

(More speakers to be confirmed)

12.30 – 2.00: Lunch Break

"A well organised event, bringing together the relevant people from all sectors of the travel industry. The networking opportunities are unparalleled."

Arijit Bhakta, *Abacus Distribution Systems*

PRESENTATIONS AND PANEL

Which ancillary revenue products best complement the travel purchasing cycle - and deliver maximum profits?

- Create a list of innovative products that are ideally suited to your brand and reach – and identify the items that are serious money-spinners?
- What "special-service requests" can you add in the booking process – and fulfill with ease, Travel insurance – the ancillary revenue no-brainer?
- How can you successfully push insurance to your customers and what kind of returns should you expect?
- How can you exploit the boom in destination and experiential travel to sell ancillary products?
- What kind of experiential services and souvenir items work best with destination seekers?
- In-flight and in-room entertainment: Which new ideas are working best right now?
- The cruise industry and ancillary revenue: How easily can you form profitable third-party partnerships?
- When – and where – is the best time to sell your extra products and services? Can you expand your window of opportunity?

Aseem Sadana, *Co-founder & COO, Isango*

Ashok Vashist, *Chief Operating Officer, CIPL Easy Transport Solution (Easy Cabs)*

Gavin Dabreco, *Vice President Marketing, Meru Cabs*

3.15 – 3.45: Networking Coffee Break

PRESENTATIONS & PANEL

The most effective ways to profile your customers and target them with precise ancillary revenue offerings

- Unbundling: If you lower your base fare and appeal to price-conscious customers and those who don't want to pay for certain items, will you actually increase revenues?
- Using behavioural targeting to offer additional services within the purchasing path:
 - How do you recognize customer preferences?
 - How easily can you analyze previous purchasing behaviour?
 - What type of content is most likely to generate an immediate sale?
- How can you promote ancillary services with mobile offers, that's based on customer profiles and relevant to their travel experiences?
- How can the airlines use customer profiles to cross-sell travel insurance and other products?
- How can you make your website a retail outlet?
- How can you successfully target business travellers with ancillary products?
- How should you tweak your product offerings to gain maximum revenues?

(Speakers to be confirmed)

5.00 END OF CONFERENCE

"It is always a great experience being a part of such an event. The content of the show goes up a level every year. We are already looking forward to next year"

Deep Malhotra, *Google India*

Secure your place now and save up to US\$200!



Travel Distribution Summit *India 2008*

26-27 Nov 2008, Taj Land's End, Mumbai

3 EASY STEPS TO REGISTER NOW!

1. Your Choice of Registration Package

Please tick the package price box you require below:

		SUPER EARLY BIRD PRICES (REGISTER BY 26 SEPT)	EARLY BIRD PRICES (REGISTER BY 24 OCT)	FULL PRICE
GOLD PASS Includes: 2 Day Conference Pass, CD-Rom of the conference (audio and presentations), Travel Distribution India 2008 Report	Indian Companies	<input type="checkbox"/> US\$1295	<input type="checkbox"/> US\$1395	<input type="checkbox"/> US\$1495
	Rest of the World	<input type="checkbox"/> US\$1595	<input type="checkbox"/> US\$1695	<input type="checkbox"/> US\$1795
SILVER PASS Includes: 2 Day Conference Pass, CD-Rom of the conference (audio and presentations)	Indian Companies	<input type="checkbox"/> US\$795	<input type="checkbox"/> US\$895	<input type="checkbox"/> US\$995
	Rest of the World	<input type="checkbox"/> US\$1095	<input type="checkbox"/> US\$1195	<input type="checkbox"/> US\$1295
BRONZE PASS Includes: 2 Day Conference Pass	Indian Companies	<input type="checkbox"/> US\$695	<input type="checkbox"/> US\$795	<input type="checkbox"/> US\$895
	Rest of the World	<input type="checkbox"/> US\$995	<input type="checkbox"/> US\$1095	<input type="checkbox"/> US\$1195

- **PLEASE NOTE** Payments are accepted in the INR equivalent of the above prices. However, an additional 4000 INR will be charged to offset the additional costs incurred by EyeforTravel

2. Delegate Details

Please photocopy this form for multiple registrations

Mr / Mrs / Ms / Dr: _____ First name: _____

Last name: _____

Company: _____ Position/Title: _____

Telephone: _____ Fax: _____

Email: _____

Address: _____

Postcode: _____ Country: _____

5 Easy Ways To Register

EMAIL: rob@eyefortravel.com
FAX: This form to + 44 (0) 207 375 7576
CALL: +44 (0) 207 375 7583
ONLINE: www.eyefortravel.com/tdindia
MAIL: Registrations, EyeforTravel, 7-9 Fashion Street, London E1 6PX, UK

Accommodation

We have arranged a special rate at Taj Land's End, Mumbai. Our exclusive booking offer will be sent when you register.

How to Pay

INR Payment: All INR payments to be made in cash at the registration desk on the first morning of the conference (26 Nov)

Credit Card: Complete and return the form with your credit card details

Invoice: Complete and return this form to be sent an invoice. Alternatively call, email or go online

Cheque/draft: Payable to First Conferences Ltd and mailed to Registrations, EyeforTravel, 7-9 Fashion Street, London, E1 6PX, UK

All US\$ payments can be made by credit card, bank transfer, cheque or cash. All INR payments must be made in cash at the registration desk.

Terms and Conditions

All payments must be received before the event. Cancellations received before the 28 October 2008 will be without penalty. However all credit card refunds will be subject to a 5% admin fee. Please note, you must notify us in writing of any cancellations by emailing jharrod@eyefortravel.com. If we do not receive written confirmation of a cancellation by 5pm GMT on 28 October, we will be obliged to charge the full fee. The organisers reserve the right to make changes to the agenda without notice.

3. Payment

Choose one of the following payment options:

- I enclose a cheque/draft for: **US\$** _____
(payable to First Conferences Ltd)
- Please invoice my company: **US\$** _____
Purchase Order No.: _____
- Please charge my credit card: **US\$** _____
 Amex Visa Mastercard

Credit card number: _____

Expiry date: _____ Security code: _____

Name on card: _____

Signatures: _____

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT