

**For immediate release**

London 4<sup>th</sup> June 2010

**Airline Retail Conference “good value”, say delegates**

The organisers of **ARC2010** today expressed their delight at the response to the conference from the inflight retail market. Just six weeks after launching the event, over 35 airlines have already committed to attending, despite ash, strikes and the economic climate.

Event director Alex Vail said he was “bowled over” by feedback he had received for the strong conference agenda. With topics including: fighting inflight credit card fraud; driving retail sales through loyalty programs; competing with online retailers inflight; ancillary revenues and airport consumer trends, the agenda takes a strategic view towards the future of airline retail, rather than dwelling on the past.

Of the agenda, Vail said “when we were researching the agenda, the same comment came up again and again: that this industry needs an event which offers focused business insight in a professional atmosphere. That is what ARC2010 will provide.”

“The fact that delegate places are selling well goes to show that the conference content is a valuable investment of time and money for airlines, when both are in such short supply.”

He continues, “with 11 action-packed sessions, over 8 hours of dedicated networking with colleagues, a cocktail reception, gala dinner and impressive 25-stand key suppliers exhibition, it has never been so crucial to attend a conference in the airline retail industry.”

The Airline Retail Conference will take place on Tuesday 20<sup>th</sup> and Wednesday 21<sup>st</sup> July at the Sofitel London Heathrow.

Delegate places at **ARC2010** cost £530 (+VAT). For more information, or to register, visit <http://airlineretail.com>.

[Ends.]