


[Home](#) [Airline Retail Conference focuses on future of travel-retail](#)

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Passenger conversion and share of wallet were among the issues addressed in the keynote address by Fast Future chief executive Rohit Talwar

The 2011 Airline Retail Conference (ARC) began with a keynote address entitled The Future of Travel Retail from Fast Future chief executive Rohit Talwar. Talwar focused on several elements— Passenger conversion, share of wallet and extending relationships—in front of a packed audience at The Brewery Hotel in London yesterday.

Talwar urged airlines to focus on personalisation and encouraged them to look at ways of personalising products inflight. He said: "When people travel they want to buy something unique. Who knows what would happen if this was possible inflight." He also emphasised the need for innovation in travel-retail and duty-free as a whole. "What we have to do to get people to spend more money in duty-free where they are captive and have time," he said."

He also highlighted the concept of tailored offers on airlines such as Qantas which is "using tailored offers to customers depending on where they are travelling," and the feasibility of daily social media offers and pop-up stores.

Meanwhile Patrón spirits company COO John McDonnell urged airlines, airport owners and airline retailers during the first afternoon session on day one to find ways of working together and to come up with innovative ways to sell products and services to passengers. "This will benefit the airline industry and the customer," he said.

McDonnell cited a concept known as "attract mode" as an example of the teamwork that could improve sales and the passenger experience. "Attract mode in retail is derived from the feature on video games typically found in video arcades where sample games are being played automatically while the console is not being used," he explained.

In the same way McDonnell revealed how the company is putting Patron Ice Bars in World Duty Free's airport shops. "Travellers can then sample their products and receive information about the product even before they get onboard where they will be able to buy the product," he said. "They will also receive a special savings card to get discount on other products."

The presentation also emphasised the need to help consumers decide what products they want to buy and why they want them. "To do this effectively, onboard brochures need to be uncluttered with a clear message telling passengers what they can buy and what it will cost giving them enough reasons why they should by it immediately," he concluded.



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- A: Help
 B: Harm

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B 10.0 %

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