

FOR IMMEDIATE RELEASE

## “Outstanding” launch for ARC2012 Asia-Pacific with record early delegate registrations

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**Early delegate registrations for the next Airline Retail Conference have set a new record for the show's five-year history.** The event, which will take place from 6<sup>th</sup>- 8<sup>th</sup> February at the Sands Convention & Expo Center in Singapore has seen a steep increase in demand since the last successful Asia-Pacific conference, which took place in Macau last January.

In the fortnight since delegate sales opened for the next Airline Retail Conference, registrations have been at a five-year high, with over 100 attendees booked, including more than fifteen airlines, including **Cathay Pacific, Japan Airlines (JAL), Bangkok Air, Jetstar, Cebu-Pacific** and Singapore Airlines' new low-cost carrier, **Scoot**. In addition, several major international concessionaires have also confirmed attendance, including **Aelia, Inflight Sales Group, Tourvest Duty Free, India Duty-Free Services** and **Lufthansa Worldshop**.

ARC's Delegate Coordinator Shelly Guerrero says, "The feedback from our last show in Macau was incredibly positive, so the response to us growing the event and moving it to Singapore has been outstanding." She continues, "We have taken on board comments from delegates and the next conference is going to be even better: more speakers, bigger exhibition, increased social events and of course we're in another world-class venue."

**To register, or for more information about ARC2012 Asia-Pacific, please call Shelly Guerrero on +44 20 7613 6959 or visit [www.airlineretail.com](http://www.airlineretail.com).**

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**Notes for editors:**

**About The Airline Retail Conference**

**ARC. Shaping the future of inflight retail.**

The Airline Retail Conference is the most focused networking platform for airline buyers and suppliers in the world. Through conferences, exhibitions and social events, ARC creates premium opportunities to build rewarding business relationships.

Since ARC first launched in 2007, over 1500 high-level delegates have attended this focused event, including representatives from almost all of the world's top 50 airlines and all of the major retail concessionaires.

ARC is the leading global conference for senior inflight professionals. We bring together chief executives, retail directors and ancillary revenue specialists from the world's leading airlines, to share knowledge and best practice in a professional networking environment.

Since Ink bought the conference in 2009, it has gone from strength to strength. Following demand from the Asia-Pacific region, the inaugural ARC event took place in January 2011 in Macau. This successful event hosted 18 speakers, 21 exhibitors, 4 sponsors and over 170 delegates. The 2011 London event was the largest in its four-year history, with 20 speakers, 51 exhibitors, 19 sponsors and over 400 delegates.

Each conference is accompanied by an exhibition blending the sector's leading brands with the newest companies and latest innovations in onboard retail, food, beverage and ancillary revenue streams. ARC is designed to be the best possible use of time for busy airline professionals.

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