

"think future" - Hamburg Aviation Conference 2017 due to start

Opportunities for aviation and travel in the age of the hyper-connected consumer

CHUR, GRAUBUENDEN, SWITZERLAND, February 6, 2017 /EINPresswire.com/ -- Facebook's net profit more than doubled to \$3.6bn in the fourth quarter. The social network said it was on course to hit two billion users in the first half of 2017. The iPhone celebrates its 10th anniversary this year. 50% of the companies with the highest market value are tech companies. 81pc of consumers search online before they take a buying decision, there are 2.3 million Google searches per second. 57% of decisions had been made up before engaging with a brand. Mobile is growing fast and already leaves desktop behind.



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At the Hamburg Aviation Conference 8 - 9 February 2017 more than 200 top managers, tech innovators and thought leaders from aviation and travel from 29 countries will discuss again innovative solutions to approach the current dynamic environment and to transform the business in the age of the hyper-connected consumers. The event has evolved into a global think tank for customer focus, innovation and new trends and hot topics of relevance for the travel industry.

“Customers expect a seamless travel experience, in reality and in the digital world. This requires a system partnership

between airlines and airports.” explains Michael Eggenschwiler, CEO at Hamburg Airport.

“The new successful airline is all about transforming it into a new entity that yesterday could not be imagined and that the day after tomorrow may be obsolete. Airlines operate in an environment of a new economy, new enterprise and new technology and must master how to link all three to one another and how to enable one another” states Philip Micallef, CEO at Air Malta from 2014-2016, and former top manager with Olivetti, Sita and Equant.

Rajiv Shah, CEO at the global travel, transportation and logistics technology provider IBS, which received \$170m investment from Blackstone last year: “Innovation is not a choice for any business in the current dynamic environment. From the technology provider perspective, it is all about ensuring that we can provide the flexibility and agility to our customers, to enable them to drive deeper relationships with the hyper connected consumer”.

Other [speakers](#) and delegates include top managers from airports such as Moscow, Brussels, Helsinki, Eindhoven, Lviv, from airlines such as Wizzair, Ryanair, Eurowings, Sunexpress, Lufthansa, Finnair, from innovative tech companies such as IBS, kiwi.com, Skyscanner, ICLP, Planitas, Caravelo, Farelogix, BravoAero, Quicket and Discountlf, a bestselling author from Canada, and representatives from Hongkong Polytechnic University, ISM International School of Management, TU Hamburg and Concordia University Canada.

Discussions cover among others the digital airport of the future and new retail opportunities for airports and airlines, best practice in terms of customer engagement and loyalty, case studies related to hot topics such as chatbots and messaging apps for customer service, enhanced data analysis to improve planning and customer service, how to develop booking systems to be fit for the 21st century, talent development in the digital age, a lot more mobile and digital food for thought and how to make change happen.

There will also be demos about virtual reality (by Airbus), snapchat practical application (by Hamburg Airport), and an innovative approach to retail and personalisation real time (by Traxas). The think tank is also the first aviation event showcasing Slack, a collaboration and productivity enhancement tool which is already used by a lot of renowned companies, including airbnb, Pinterest, BuzzFeed, Pandora, Harvard University, LinkedIn, Samsung, ebay.

The Hamburg Aviation Conference had been initiated by Hamburg Airport in 1998. Since 2014, the conference has been organised by [XXL Solutions](#) and evolved into a global think tank. XXL Solutions is a non mainstream consultancy organisation focusing on innovation, digital, commercial strategy and change management. The location for the conference will be the first time the Ameron Hotel Speicherstadt in Hamburg. The event will take place 8th to 9th February 2017. The conference language is English.

Further information can be found on the event website www.hamburgaviationconference.com and on social media.

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