

2017 Conference Review



PASSENGER LOYALTY CHINA SUMMIT 2017

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Executive Summary



Almost **200** of the travel and air transport industry's most forward-thinking executives – including a global spread of airlines (majority), airports, hotels, car rentals, OTAs, tourism shopping operators, financial services providers, loyalty solutions suppliers and academia – gathered in Shanghai on **16-17 November 2017** for the 2nd **Passenger Loyalty China Summit**. During the two days' event, the hundreds of attendees set about creating the best customer loyalty strategies and schemes in the world's largest loyalty market. Highlights included keynote addresses from the likes of Shenzhen Airlines, Finnair, Asia Miles, Finavia, Accor Hotel and Swinburne University of Technology etc. complemented with interactive Q&A, intense panel discussions, extensive network breaks and dynamic exhibition.

The main airlines include:

<i>Air China</i>	<i>Beijing Capital Airlines</i>
<i>China Eastern</i>	<i>9 Air</i>
<i>China Southern</i>	<i>Juneyao Airlines</i>
<i>Hainan Airlines</i>	<i>Qingdao Airlines</i>
<i>Shenzhen Airlines</i>	<i>Hong Kong Airlines</i>
<i>Shandong Airlines</i>	<i>Ruili Airlines</i>
<i>Sichuan Airlines</i>	<i>Dalian Airlines</i>
<i>Xiamen Airlines</i>	<i>Delta Air Line</i>
<i>Spring Airlines</i>	<i>Turkish Airlines</i>
<i>Okay Airways</i>	<i>Finnair</i>
<i>West Air</i>	<i>Jet Airways</i>
<i>China United Airlines</i>	<i>Malaysian Airlines</i>
<i>Suparna Airlines</i>	<i>U-FLY Alliance</i>

The main airports include:

<i>Shanghai Airport Authority</i>	<i>Xi'an Xianyang International Airport</i>
<i>Shanghai Hongqiao International Airport</i>	<i>Xiamen International Airport</i>
<i>Henan Airport Group</i>	<i>Finavia</i>
<i>Chengdu Shuangliu International Airport</i>	<i>Shannon Airport Authority</i>
<i>Shenzhen International Airport</i>	<i>Christchurch International Airport</i>

A number of distinguished speakers from both within and outside of the air transport industry delivered inspirational keynotes across the two days of the event. Here we round up some hot topics for your review:

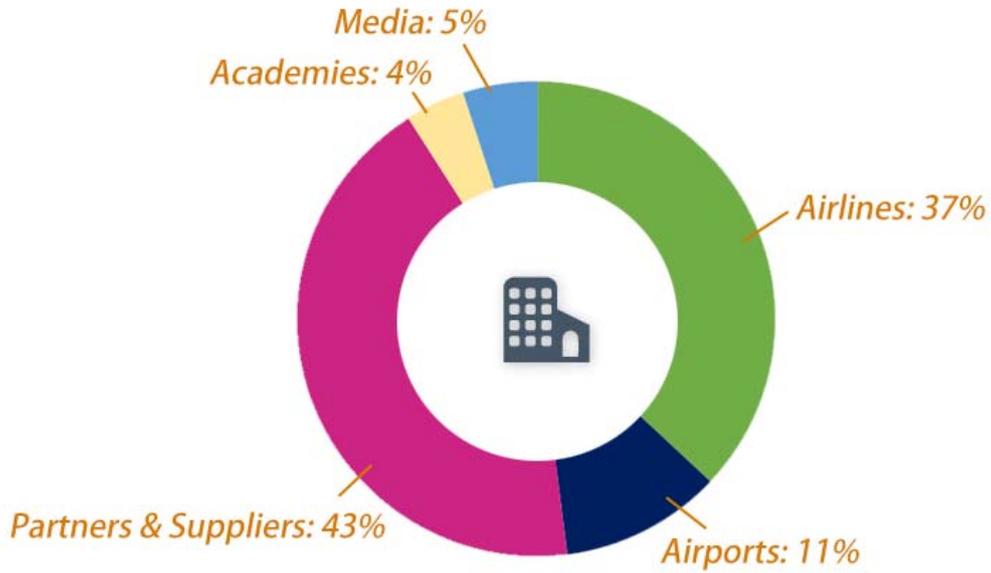
- **Shenzhen Airlines:** *the future road of civil aviation mileage*
- **Turkish Airlines:** *why Mr. Adams is lost-what you should not do in a loyalty program*
- **Shandong Airlines:** *currency frequent flyer program-the trend of frequent flyer program development*
- **Finnair:** *transformation from a members-only loyalty program to an all-customer retention strategy*
- **Asia Miles:** *how to create strategic partnerships that are a win-win?*
- **Sichuan Airlines:** *points application scenarios development and customer loyalty enhancement*
- **Accor Hotel:** *best practice examples of successful air and non-air partnerships*
- **Finavia:** *how we build up Chinese loyalty at Helsinki airport*
- **Wandering Aramean:** *engagement, personalization and the unloyal*
- **Hainan Airlines:** *the practice on loyalty program of fortune wings club*
- **Spring Airlines:** *how to use data operations to increase customer repeatable purchase*
- **Swinburne University of Technology:** *are frequent flyer programs still loyalty programs for frequent flyers?*
- **City University of Hong Kong:** *AI-the future of loyalty programs*
- **Stifel:** *wall street's view of airline loyalty programs*

The summit is set to provide an unparalleled platform in China to inspire, engage and connect its participants from global leading airlines, airports, their fellow partners and industry most progressive minds on customer and brand loyalty to network, share challenges and ideas, benchmark and forge meaningful relationships and collaborate on all the key discussions about how we move forward as an industry to benefit passengers and stakeholders.

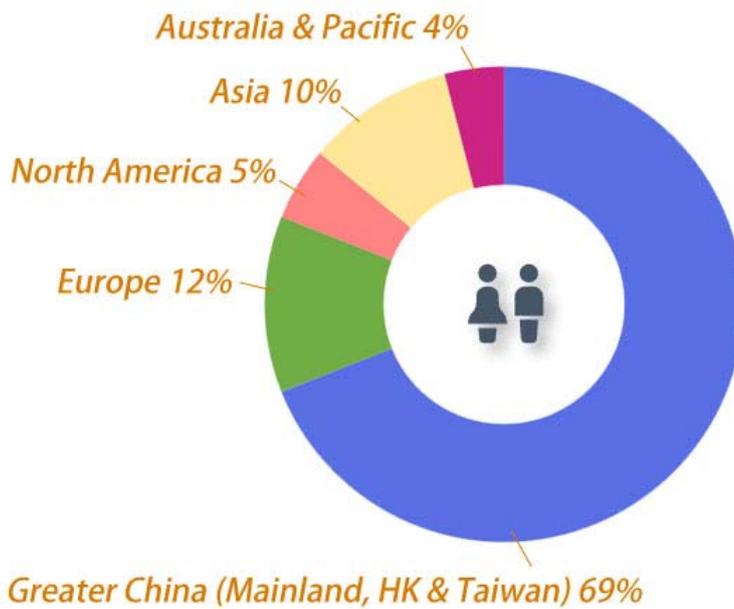
This unmissable annual event will help to forge the necessary new business models and facilitate the engagement needed between the most progressive stakeholders around the world to help China air transport and travel industry realize the vast opportunities presented by the latest loyalty trends, developments and innovations.

Participants Breakdown

Representation by Industry



Representation by Region



Conference Gallery



Mark your calendar for
PASSENGER LOYALTY CHINA SUMMIT 2018

6 - 7 December

Shanghai, China

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