

Potential for Growth in Inflight Duty Free



AGENDA

- Introduction
- Technology to better engage travellers
- Communication of the offer
- Crew incentivisation
- Product range
- Q&A



STORY IN BRIEF



Qatar Airways Launched in January 1994

Started as a small regional carrier in 1994.

Re-launched 1997

Under new Group Chief Executive Officer (GCEO), Mr. Akbar Al Baker, with direction from HH Hamad Bin Khalifa Al Thani.

Current fleet

171 aircraft serving more than 150 destinations

Qatar Airways currently has orders of \$70bn and more than 300 aircraft, including Boeing 787s, 777s, Airbus, A350s, A380s and A320 family of aircraft.

AWARDS AND ACHIEVEMENTS

Best Airline in the Middle East

World's Best Business Class Seat

Airline of the Year

Proud to be voted the
World's Best Airline

- World's Best Airline 2011, 2012 & 2015 (Skytrax)
- The only Middle Eastern airline to carry a 5-star rating from Skytrax
- One of only 7 airlines to receive five star status
- First airline to receive Service Excellence Award for Middle East 2014 (Skytrax)

On October 30, 2013, Qatar Airways joined the **oneworld** Alliance, becoming the first Gulf carrier to join a global airline alliance



Current

- On Board Traders (OBT's)
- On-board connectivity and DCC

Future – what are the possibilities

- Virtual shopping experience
- In-Flight Entertainment (IFE's)
 - Integrating IFE and OBT
- Pre-orders using 'ON Air' – local home deliveries
- New opportunities for BYOD – QR Inflight Apps –
 - One stop shop. QDF/Hotels/Lounges



Pre-departure

- Pre-orders / web order / Lounges
- Potential to use 'big data' for more targeted promotional initiatives
- Social Media - Instagram, etc.
- Boarding passes

Departure

- Crew announcements
- In-Flight Magazine 'Extravaganza'
- In-Flight Entertainment (IFE's) / Bulkhead & seatback screens
- Think like retailers - promotions

Post departure?



CREW INCENTIVISATION

Engaging crew

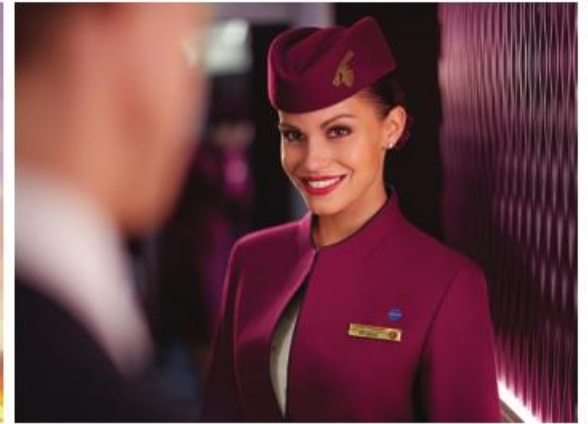
- Crew incentives
- Traditional training / complemented by e-learning
- Setting individual crew targets KPI's
- Crew part of the selection committee
- Open communication channels



PRODUCT RANGE

- 'Extravaganza' Qatar Airways' In-Flight Duty Free magazine
- Traditionally, every six months - February & August
- From 2016, December to be key launch date
- 60% products are new on board
- Customisation by route / Market / Cabin





Thank you

