

Workshop

New Issues in Airline and Airport Economics

Hamburg, February, 13th 2008 – Program

Venue: Hamburg Airport – Terminal Tango

Wednesday February 13, 2007	
10.30 to 11.30 a.m.	<i>General Assembly of GARS Agenda at www.garsonline.de</i>
11.30 a.m. to 1.00 p.m.	Coffee & Tea & Sandwiches
1.00 p.m. to 2.30 p.m. Session I Chair: Wolfgang Strehl, Berlin School of Economics	<i>Welcome Address by Thomas Immelmann, Hamburg Airport</i>
	Wolfgang Grimme, DLR Air Transport and Airport Research, Cologne The Evolution of the Low Cost Business Model - Opportunities of Transfers and Interlining
	Ian Kincaid and Mike Tretheway, Intervistas A new Look at Airline Demand Elasticities: How the Question being asked affects the Choice of Elasticity
	Nathalie McCaughey, Monash University, Melbourne Frequent Flier Programs - could they drive away Customers?
2.30 p.m. to 2.45 p.m.	Coffee & Tea
2.45 p.m. to 4.45 p.m. Session II Chair: Jürgen Müller, Berlin School of Economics	Udo Radtke, GfK GeoMarketing On estimating Non-aviation Revenues Potentials: Results from German Airports
	Johan Schölvinc, NACO (Netherlands Airport Consultants) and Innova Aviation The Future of Airport Retail Space
	Dr. Georg Tacke, SIMON - KUCHER & PARTNERS On optimizing parking revenues
4.45 p.m. to 5.00 p.m.	Coffee & Tea
5.00 p.m. to 6.00 p.m. Session III Chair: Hans-Martin Niemeier University of Applied Sciences Bremen	Bill Morrison, Wilfrid Laurier University On Airport Governance, Non-aviation Revenues, Aeronautical Charges and Government Contributions
	Peter Forsyth, Monash University, Melbourne Why Airlines oppose Airport Peak Pricing
6.30 p.m.	<i>Reception at the Top Deck of Hamburg Airport</i>

Supported by Hamburg Airport, Lufthansa, GAP and Hochschule Bremen

Registration: **Karsten Fröhlich** Karsten.Froehlich@hs-bremen.de+49 (0)421 5905-4283
The GARS workshop is free of charge

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For Updates see www.garsonline.de