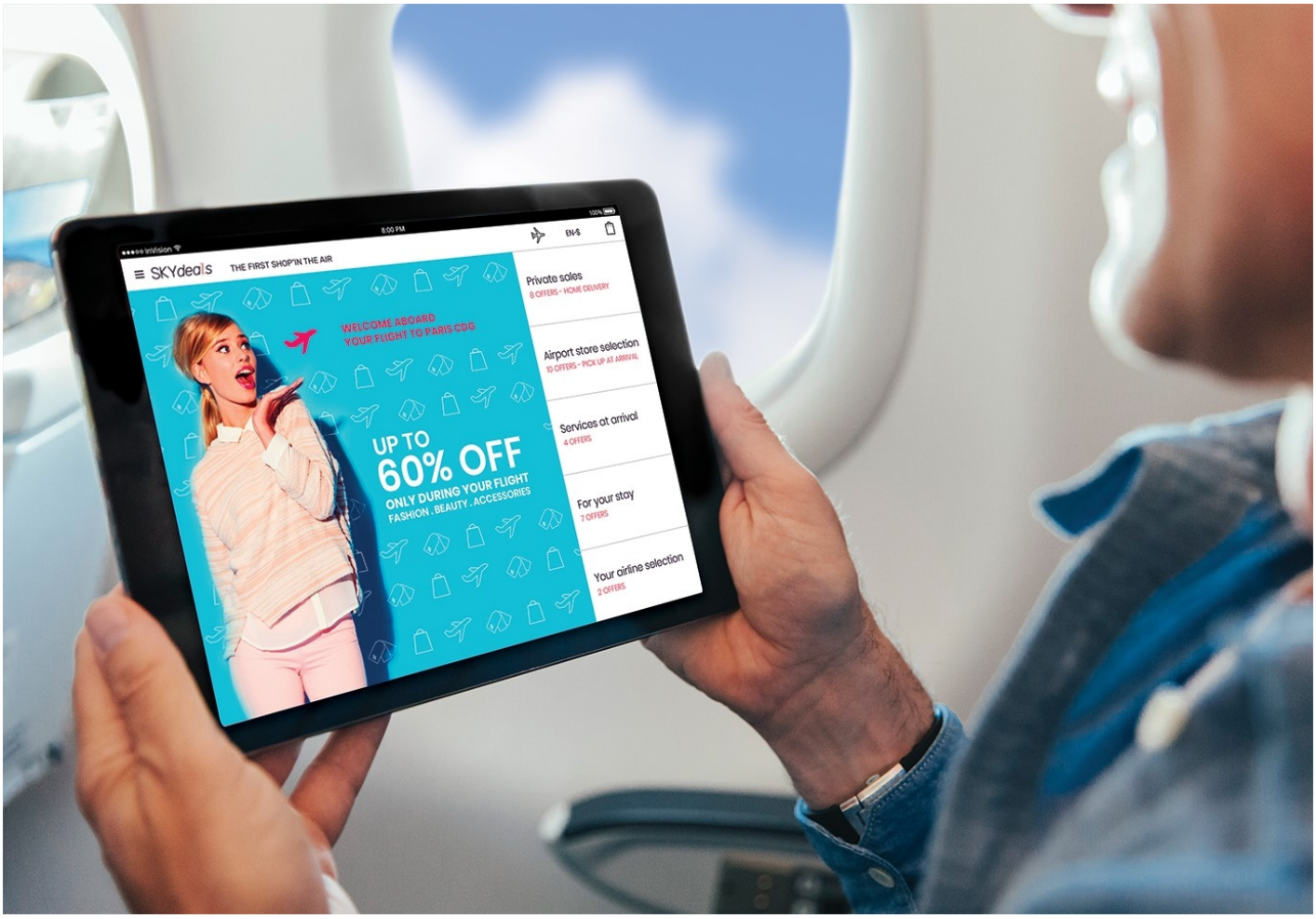
SKYDEALS WILL PRESENT THE FIRST SOLUTION OF INFLIGHT “SHOPPERTAINMENT” AT THE AIRCRAFT INTERIORS EXPO IN HAMBURG

News / Events / Festivals



The start-up SKYdeals will attend the Aircraft Interiors Expo in Hamburg from 10th – 12th April 2018 on booth #3C30.
SKYdeals will showcase the first solution of inflight "Shoppertainment" in the world.

On this occasion, the two founders, also members of the APEX* association, will have the opportunity to showcase to main airlines representatives their concept and its advantages as a new source of additional revenues and as an innovative passenger experience.

Every day, 8 million people around the world travel by plane and thanks to Inflight broadband, it’s now possible to reach these passengers in real time, and to interact with them.

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SKYdeals is the first platform dedicated to this population, a marketplace where brands and service providers can offer, directly to passengers, highly targeted event-driven sales and private sales.
This e-commerce platform gives a double benefit for airlines:

- Quickly access to an innovative, entertaining and connected digital service for passengers: Thanks to its “Plug & Play” catalogs, SKYdeals can be implemented in only two weeks and without any major investment from airlines.

- A new source of revenues from inflight connectivity based on a revenue sharing model. SKYdeals will present during the event some revenues simulations, which clearly show all the potential of inflight e-commerce.

With the development of onboard Wi-Fi, SKYdeals relies on a fast-growing market. Indeed, the market of inflight broadband will reach $130 billion, resulting in $30 billion of additional revenue for airlines by 2035, compared to $1 billion in 2018**. Half of these revenues will be dedicated to e-commerce, advertising and premium content.

**APEX: Airline Passenger Experience*
*** from “Sky High Economics” case study of LSE Consulting realized in 2018*

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About SKYdeals

SKYdeals is an innovation in the world of travel retail: the first solution of Inflight "Shoppertainment", an e-commerce platform dedicated to passengers connected to the Internet via onboard Wi-Fi.
* A new and personalized shopping experience for passengers, with exclusive offers of products and services at destination, available only during the flight.

* More than a significant source of additional revenue for airlines, the first "Shoppertainment" solution revives enthusiasm of entertainment onboard while they can enrich substantially the customer data. * A brand new revolutionary sales channel for brands and services that can target a captive, international and premium audience of more than 3 billion passengers a year.

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