



Airline e-Commerce: Log on. Take off.

By Michael Hanke

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Airline e-Commerce: Log on. Take off. By Michael Hanke

From the few tickets that were sold by Alaska Airlines and former British Midland in December 1995 via the industry's first airline booking engine websites, global online travel has grown to generate today more than half a trillion dollars in annual revenue. This development has brought significant changes to the airline business, travel markets, and consumers. Today, airlines worldwide not only use e-commerce for online marketing and selling but also as a platform to offer unique services and capabilities that have no counterpart in the physical world.

This book is an in-depth introduction to airline e-commerce. It covers a broad scope of areas that are essential to an airline's ongoing digital transformation.

- Digital properties & features
- E-marketing
- E-sales & distribution
- Web customer service
- E-commerce organization
- E-commerce strategy

Written by an airline e-commerce expert and illustrated with numerous examples of leading airlines in this area, Dr. Hanke provides for comprehensive "behind-the-scenes" details of how airline e-commerce works. This book is a crucial companion for students and practitioners alike because it allows the reader to acquire a thorough foundation of airline e-commerce. Furthermore, the book enables the reader to appreciate the ramifications of airline e-commerce in certain corporate areas and to take effective action for a successful e-commerce strategy.

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Editorial Review

Review

‘Dr Hanke’s book provides a fascinating insight into the history and growth of e-commerce in airlines, as well as the challenges now facing companies within this fast-paced area of our business. A great read for practitioners and customers alike.’ ? *Kevin McQuillan, Head of ba.com and mobile channels, British Airways*

‘This book is long overdue. Peppered with numerous airline examples of good, inadequate and bad practice. It explores and analyzes all the key areas of airline e-commerce. This is essential and fascinating reading for anyone directly involved but also for anyone wishing to understand how airlines or other tourism sectors can maximize the benefits offered by the digital revolution.’ ? *Rigas Doganis, Chairman European Aviation Club, Brussels, formerly non-Executive Director of easyJet and South African Airways*

‘Michael Hanke has that very rare combination of excellent professional experience, creativity and the ability to set out in writing necessary to produce a very important work. And that is precisely what he has done with this obvious labor of love. It will I am sure have very practical value to its readers.’ ? *Peter Harbison, Executive Chairman, CAPA - Centre for Aviation*

About the Author

Michael Hanke, formerly with United Airlines, leading the carrier's worldwide e-commerce activities for united.com, is founder and managing director of SkaiBlu, an airline e-commerce consultancy based in the US. He received his doctorate in Air Transportation from Cranfield University, UK; his graduate studies were completed at the London School of Economics with an MSc in International Strategy and Diplomacy, and at Embry-Riddle Aeronautical University with an MBA. Michael earned his undergraduate degree in Business Administration at the University of Hamburg, Germany. He holds an FAA private pilot license.

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