



Compliance Airworthiness Regulations Education

27TH ULD CARE ANNUAL CONFERENCE

MAINZ, GERMANY

SEPTEMBER 8 - 11, 2014

MAINZ 2014 - CALL TO ACTION



ULD CARE REPORT

LOUISE LADOUCEUR
ULD CARE



ULD CARE REPORT

- MEMBERSHIP FEES
- TRANSACTION FEES
- DEMURRAGE COST REVISION
- ULD CARE UPDATE
- BOARD MEMBERS – VACANCIES
- NEW MEMBERS
- WEBSITE & NEWSLETTER

FEES

- MEMBERSHIP
- TRANSACTIONS
- DEMURRAGE CHARGE

No change for 2015!

Demurrage Cost Revision

- ULD CARE Advisory Group was created
- Schedule of Charges for demurrage will be posted on ULD CARE website

ULD CARE UPDATE

- September 2012: Annual Conference in Shanghai
- January 2013: New Name and Logo
- March 2013: Launch of Website
- April 2013: First Newsletter
- May 2013: Participation at IATA IGHC in Vancouver
- September 2013: Meeting with C2K in Hong Kong
- November 2013: Meeting with ASA/GHI in Madrid
- April 2014: Participation at IATA IGHC in Kuala Lumpur
- June 2014: IATA/ULD CARE WORKING INITIATIVE

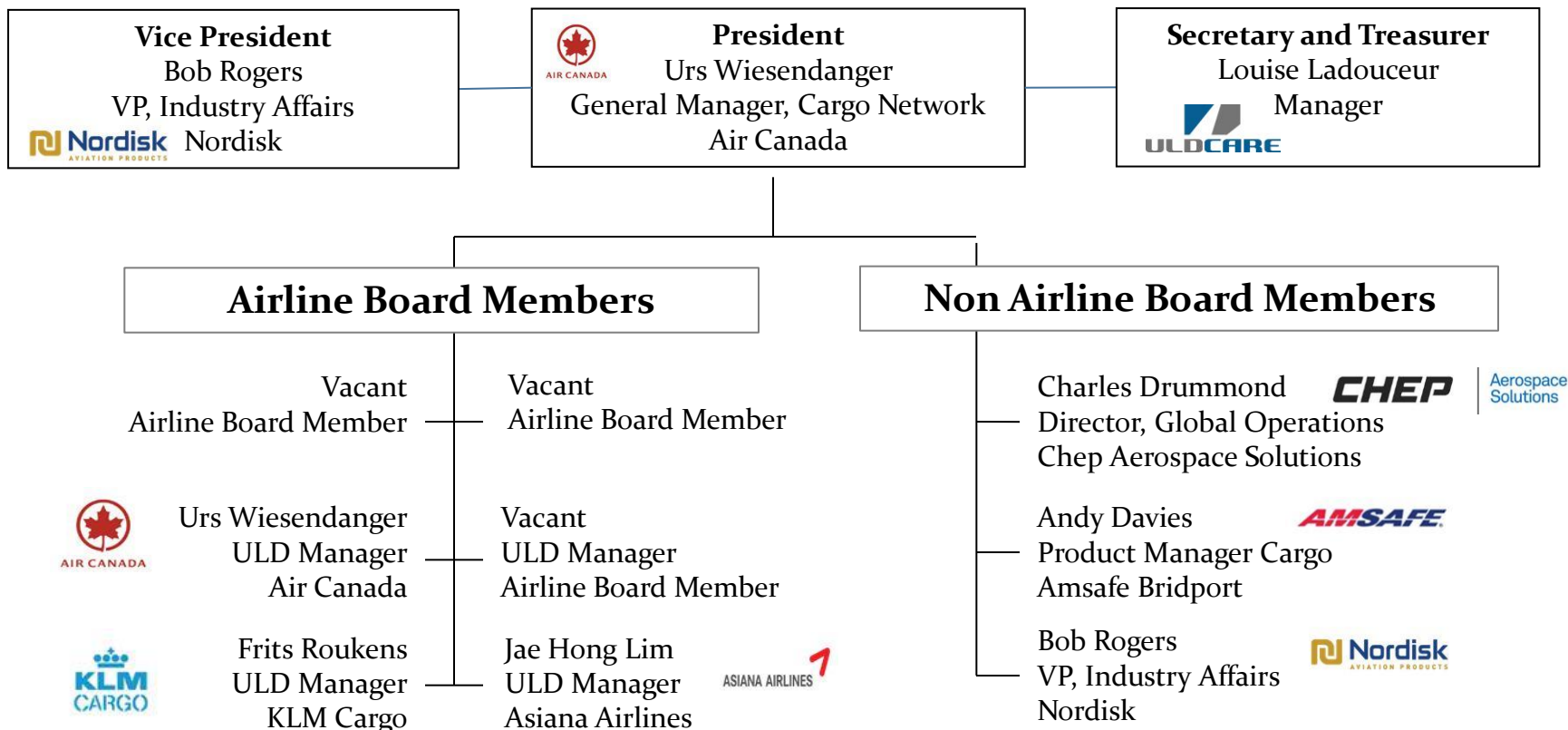


Current Structure

- Elected Board Members:
 - **6 Airlines**- Equal representation for Areas 1, 2 and 3
 - **1 Non-Airline**- Pooling
 - **2 Non-Airlines**- Industry
 - 1 President- Elected from and by the 9 members above
 - 1 Vice President- Elected from and by the 9 members above
- ULD CARE Advisory Group (UCAG)
- Staff:
 - 1 Full-time Employee
- Members



Board Members - Vacancies



BOARD REVIEW - 2015

- **6 Airlines-** Equal representation for Areas 1, 2 and 3
- **1 Non-Airline-** Pooling
- **2 Non-Airlines-** Industry
- 1 President- Elected from and by the 9 members above
- 1 Vice President- Elected from and by the 9 members above

Membership 2014

- 48 airlines
- 26 non-airlines



WELCOME NEW MEMBERS 2014

ANA Trading



EIN UNTERNEHMEN DER DOKASCH FIRMENGRUPPE

dnata

TOTAL EXPERTISE



MAINZ 2014

- 27th Annual Conference
- 36 Airlines Representatives
- 48 Non-Airline Representatives
- 6 Industry Guests
- 91 Delegates in Mainz

- 9 Spousal Program Participants

ANNUAL CONFERENCE ATTENDANCE HISTORY

	AIRLINES / REPS	NON-AIRLINES / REPS
2011 (MIA)	25 / 40	27 / 67
2012 (PVG)	27 / 37	22 / 59
2013 (YVR)	19 / 27	19 / 42
MAINZ 2014	26 / 36	22 / 48

NEWSLETTER STATISTICS

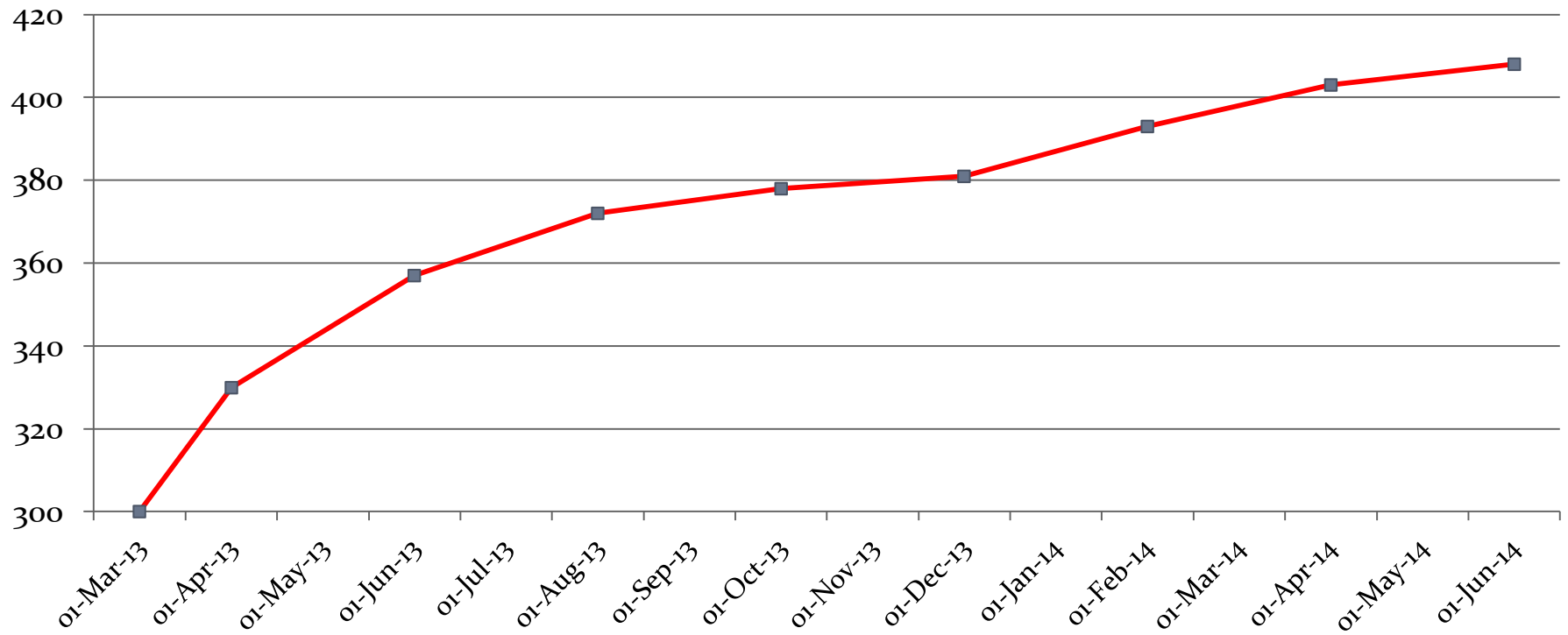
Newsflash: 06-mar-13

First Newsletter: 29-apr-13

Last Newsletter: 26-jun-14

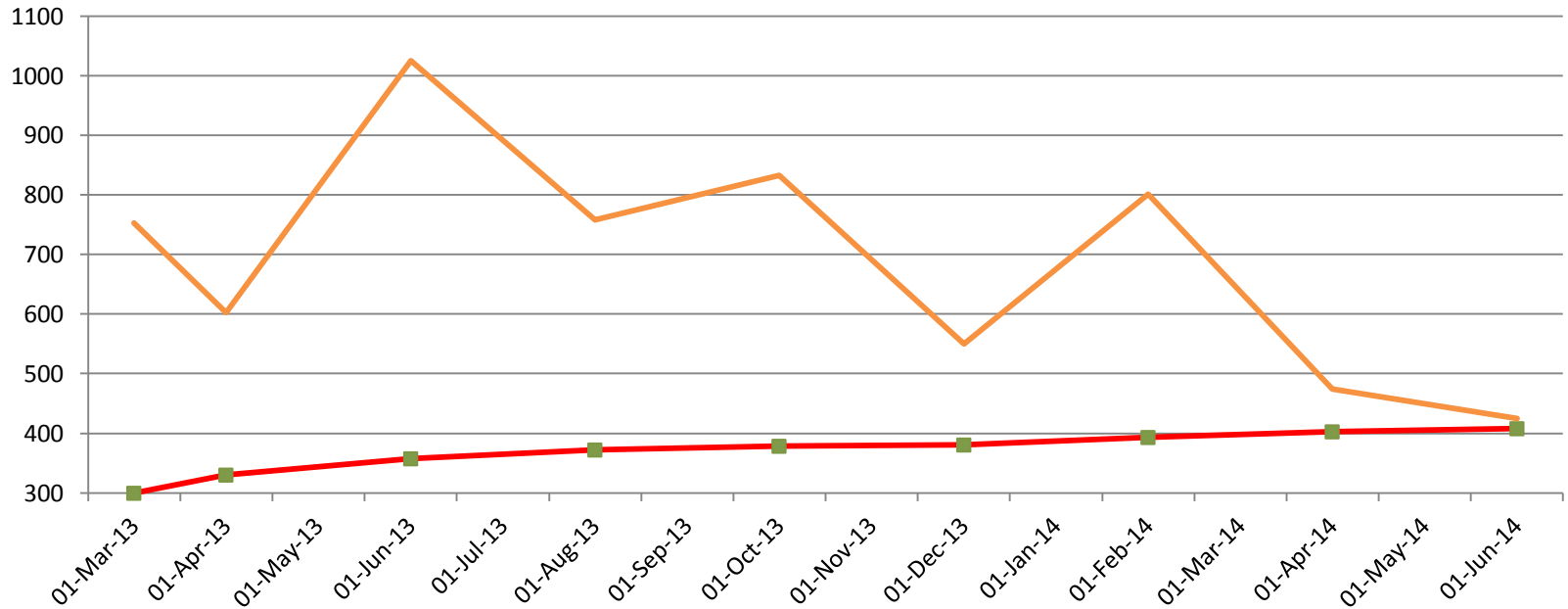
Number of issues: 9

Newsletter Distribution from March 2013 to June 2014 (33% Increase)



Distribution: Number of people on mailing list

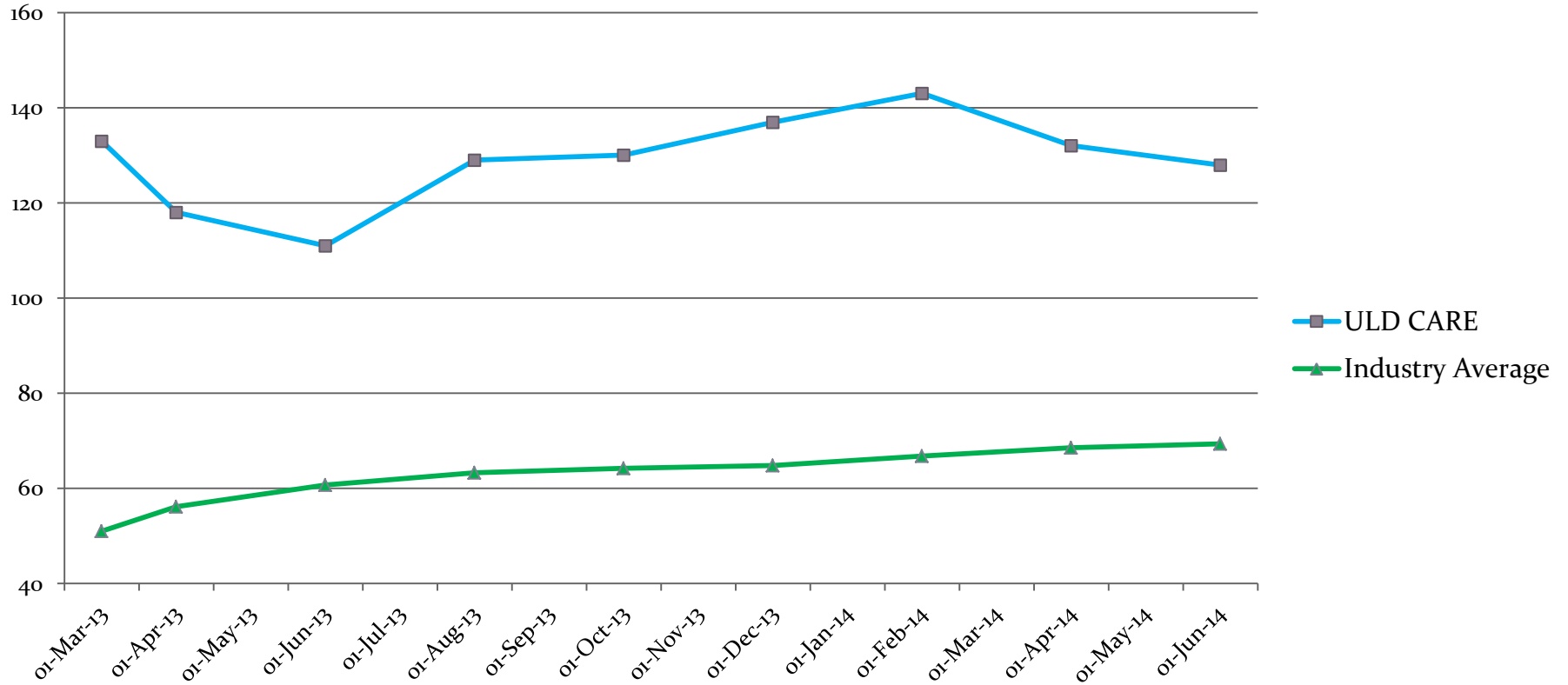
Newsletter Distribution vs Total Opened



	06-Mar-13	29-Apr-13	27-Jun-13	29-Aug-13	31-Oct-13	19-Dec-13	27-Feb-14	24-Apr-14	26-Jun-14
■ Distribution	300	330	357	372	378	381	393	403	408
■ Total Opened	753	602	1025	758	833	550	801	474	425

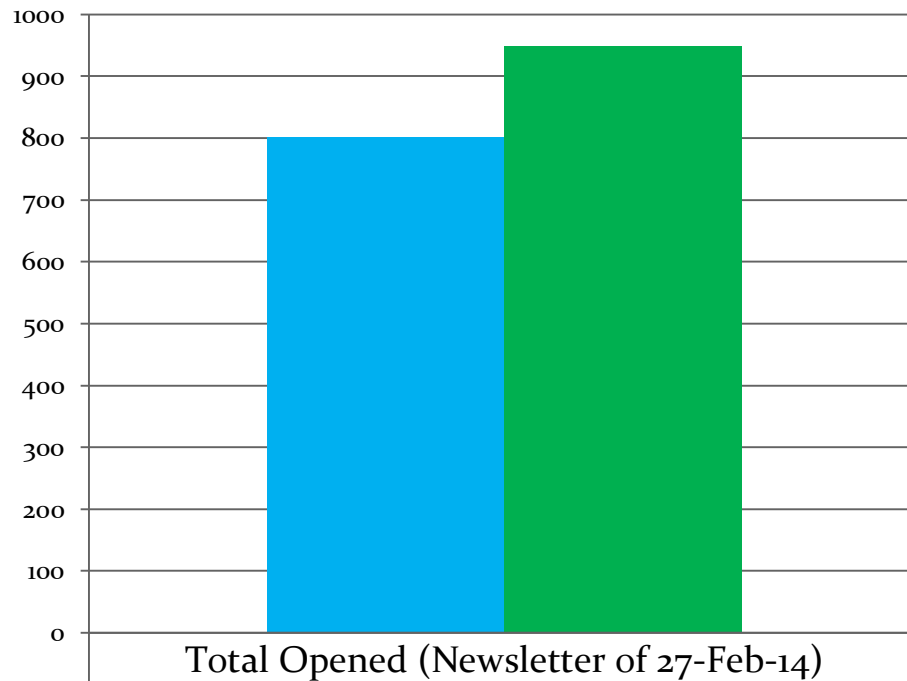
Total Opened: Total number of times newsletter was opened

Newsletter Opened



Opened: Number of unique individual who opened newsletter
Industry Average: Based on Travel & Transportation segment

Newsletter Evolution Over Time



■ As of 06-Mar-14

801

■ As of 08-Aug-14

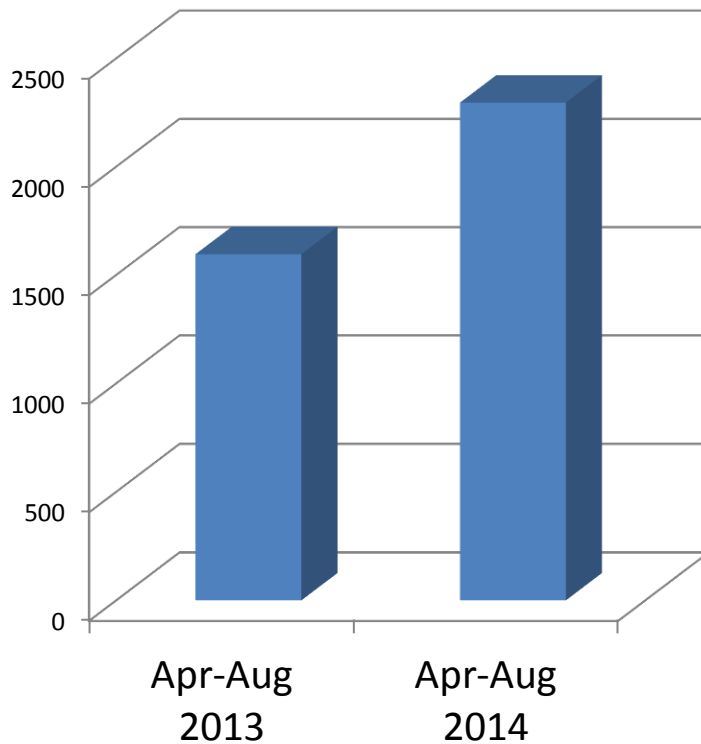
948

Total Opened: Total number of times newsletter was opened

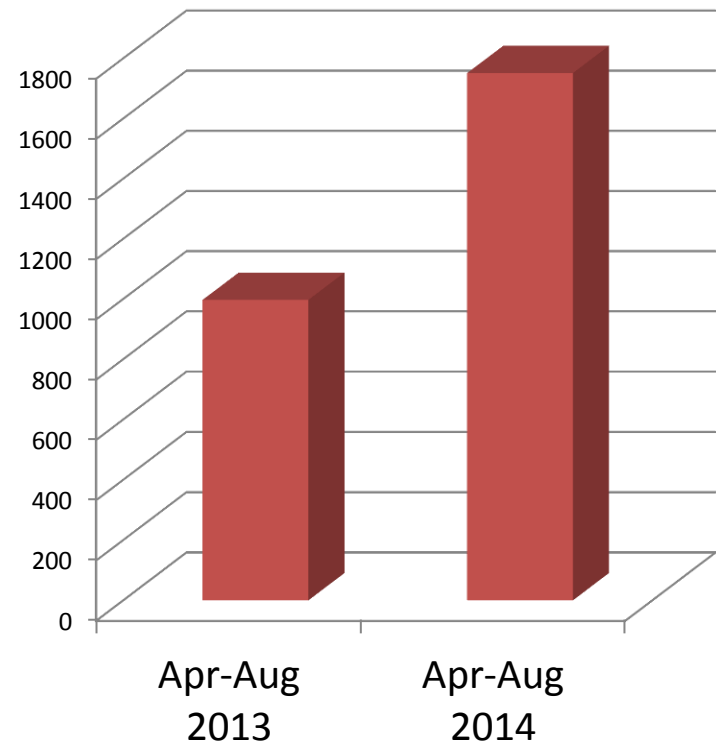
WEBSITE STATISTICS

WEBSITE

Sessions: 44% Increase



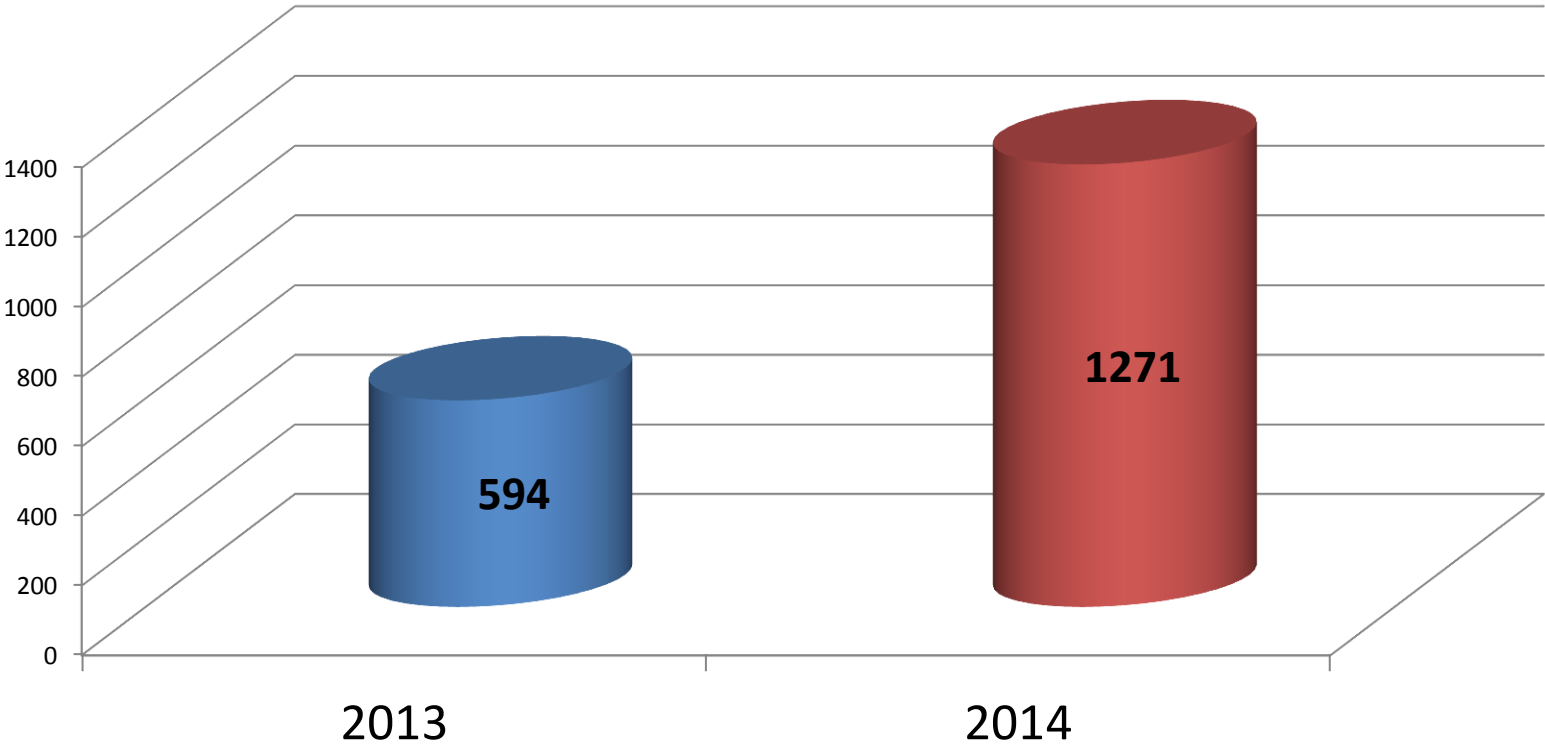
Users: 76% Increase



Sessions: Each time the site is visited

Users: Each device visiting the site (PC, laptop, tablet, smartphone, etc.)

Website New Users (April-August)



Users: Each new device visiting the site (PC, laptop, tablet, smartphone, etc.)

