



## Peter Hind

Peter graduated from the University of London in 1992 with a degree in Modern History and Economics, and joined British Midland Airways the following year. He spent nine years at the carrier, during which time it shifted emphasis from being a primarily domestic regional airline into a full-service member of the Star Alliance, serving some of the key European destinations from Heathrow. It rebranded to bmi british midland, moved into long haul markets from the UK regions, and launched a low cost subsidiary bmibaby.

Peter held a number of key positions in the Distribution, Industry Affairs, Pricing, Alliances and Network Planning divisions throughout his time at the airline. He built up his knowledge of distribution firstly through the GDS and then the internet – bmi was the first airline to have an online booking and payment system – and had responsibility for pricing distribution and the creation of web-specific initiatives.

While in the Industry Affairs and Pricing area, he launched bmi's first global interline pricing tariff in the years before the Star Alliance integration and was responsible for negotiating the bilateral Special Prorate Agreements between the airline and its partners. He also negotiated the bilateral terms between bmi and its key European and Transatlantic partners prior to, and after, joining the Star Alliance. Before leaving bmi, Peter had been voted onto the IATA Interline Prorate Advisory Committee (IPAC), and had been representing Europe's short haul carriers on the prorate methodology working group.

During his time in strategy and network planning, Peter managed the codeshare partner portfolio, and was responsible for implementing new codeshare agreements with Austrian Airlines, Cathay Pacific, Malaysia Airlines, Virgin Atlantic and Gulf Air in addition to running the other strategic codeshare partnerships. He was responsible for new route analysis, recommending network development opportunities for the airline, and worked on the passenger forecasts for the airline's re-entry into long haul markets.

He joined rdc in 2001 as Senior Consultant, and now runs the consulting and data aspects of business. The company was founded in 1998 as a specialist consultancy and software supplier to the aviation industry, with expertise in forecasting and airline economics, and now offers support and advice to airline and airport clients looking to develop or sustain their route networks. The consulting practise has grown and diversified since Peter joined the business, with assignments now undertaken on a wide range of forecast-dependent areas including airport transactions, airline start-ups, analysis of business plans and fleet sizing.

Peter is involved all aspects of the consulting business including short and long term route planning for airports and airlines; and advising clients on competition impacts and other elements of the commercial planning process. He has considerable experience in forecasting airline and airport revenues under various different business models, and has worked extensively on the UK Department for Transport analysis of long-term regional airport growth prior to the publication of the 'Future of Air Transport' White Paper in 2003. He wrote the analysis report for Scotland informing that component of the White Paper. In the post-White Paper implementation, Peter prepared advice on the development of a national protocol for Route Development Funds (RDF) for DfT, and subsequently has been involved in two of the UK RDFs.

In addition to running the consulting department, he is also responsible for the development of rdc data. The data business supplies written reports and raw and processed data, to end-users and systems providers. It is also a leading provider of online content. Data products include the annual 'Low Cost Monitor' publication which rdc has been producing since 2002; a number of country-specific airline capacity reports; free monthly European seat capacity reports; and [airportcharges.com](http://airportcharges.com), the largest online resource for airport charges, landing fee calculation and online comparison of airport fees.