

AIR TRANSPORT RESEARCH SOCIETY (ATRS)

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The 2012 World Conference of Air Transport Research Society in Tainan, Taiwan, June 27-30, 2012

15 March 2012

ATRS Paper Number and Title: 209 - The Attractions of EVA Hello Kitty Flights

Dear CHIU-HUA(Jeff) CHANG, YANG LI LING, CHUANG YU CHING, CHEN WEI YU, and CHANG CHING CHING,

Thank you very much for submitting your paper for presentation at the 2012 ATRS Conference.

Based on the review of your abstract, we are pleased to inform you that your paper has been accepted for presentation at the 2012 ATRS Conference. Congratulations!

1. The deadlines to remember are as follows:

- Early registration deadline: **May 15, 2012**
- Deadline of payment of the conference registration fee and submission of accepted papers for inclusion in the conference CD & presentation AND for consideration to be included in special journal issues: **May 31, 2012**
- Submission of PowerPoint presentation files: **June 20, 2012**

PLEASE NOTE THAT YOUR PAPER WILL NOT BE INCLUDED IN THE CONFERENCE PROCEEDINGS AND WILL NOT BE SCHEDULED FOR PRESENTATION UNLESS YOUR REGISTRATION FEE IS PAID.

2. Please submit your paper to ATRS Administrator, Ms May Zou, at conference@atrsworld.org. Please name your file using the paper number shown above, followed by the last name of the first author, e.g. 10-LASTNAME.doc [we prefer MS Word format. Please make sure that you carefully review and abide by the attached formatting guidelines for your paper preparation.

We would like to remind you of the ATRS "**one registrant - one presentation**" policy. This is to allow other registrants the opportunity to present papers. If you have more than 1 abstract accepted, **we ask that you select only one paper for submission**. However, please note that if each paper is presented by different author/co-author, then there is no problem.

Further information is posted on the Conference websites www.atrsworld.org and www.atrs2012.org. To register for the conference, you can register online at www.atrsworld.org.

Important Notes: For those who need to obtain an entry visa, please make your visa application as soon as possible because the process may take longer than you expect.

Thank you very much for your attention and cooperation. We look forward to seeing you in Tainan in June.



Prof. Joel Shon
Executive
2012 ATRS Organizing Committee



Prof Anming Zhang
VP Scientific and Programs
ATRS

16TH ATRS WORLD CONFERENCE PAPER FORMAT:

TITLE

Author(s) Name(s)

Name of Presenter

Affiliation

Address

Telephone Number

E-mail address

ABSTRACT

Papers should begin with an abstract, followed by a set of keywords. The revised abstract should be a concise statement of the problem, approach, findings, and conclusions of the work described.

KEYWORDS: Please list 3-5 keywords

CLASSIFICATION: To assist in the classification of your contribution, you are requested to explicitly mention up to three (3) related topic areas from the specific topic areas listed in page 1 of the “Call for Abstract” document.

CORRESPONDING AUTHOR: If more than one authors, please indicate who will be the corresponding author.

PAPER BODY TEXT

PAGE SIZE

Please use A4 size

FONT:

Please use a 12-point Times Roman font, or other Roman font with serifs, as close as possible in appearance to Times Roman in which these guidelines have been set.

PAGE NUMBERING, HEADERS AND FOOTERS

Please align author's last name(s) on the left margin of the header, and page number on the right margin.

FIGURES AND TABLES

Figures and Tables can be inserted at the point in the text where they are referred to or at the end of the paper.

LANGUAGE, STYLE AND CONTENT

The written and spoken language of ATRS conference is English. Spelling and punctuation may consistently be used in any dialect of English (e.g., British, Canadian or US). Hyphenation is optional. Please write for an international audience.

CITATION AND THE LIST OF REFERENCES TO FOLLOW SHOULD HAVE REGULAR ACADEMIC JOURNAL FORMAT (SEE EXAMPLES BELOW):

Airbus (2003), *Global Market Forecasts 2003-2022*, December, 2003

Boeing (2004), *Current Market Outlook 2004*, Seattle, Washington, 2004

Forsyth P. (2002a), "Privatization and Regulation of Australian and New Zealand Airports", *Journal of Air Transport Management*, 8, pp.19-28

Oum, T. H., Zhang, A. and Zhang, Y. (2004), "Alternative Forms of Economic Regulation and their Efficiency Implications for Airports", *Journal of Transport Economics and Policy*, vol. 28, part 2, pp.217-246.