

MAXIMIZING AIRPORT REVENUES 2018

11-13 DECEMBER | LONDON MARRIOTT

DAY I: 11 DECEMBER

Arrivals, Coffees, Registration

Introductions, Ice Breakers, Experience Exchange

Opening: **Background, Data, International Benchmarking of Success:**

- Improve your Customer Experience to Make More Money
- How to measure pax experience and satisfaction?
- What does a great passenger experience look like?
- Which airport can be considered an example of commercial revenues?

Analysis & Data: **Fixing the Reasons why Pax Don't Buy:**

- Common problems that damage passenger experience
- Understanding buying behaviour & intention to purchase
- Getting passengers to change their mind
- Practical Strategies to Grow Per-Pax Spent through Customer Profiling and Pax Traffic Analysis



Workshop: In Groups: discuss your airport's problems, challenges and experiences & how to solve them & then please share with everyone your successes and lessons learnt [30 mins]

Networking Coffee Break

Session: **Designing new & re-modelling existing Terminals: Practical Examples of What Works & What Doesn't to Enhance Sales:**

- Enhancing revenue generation within the existing commercial space
- Improving passenger flows, distribution for targeted retail
- Landside: Ease of Access, parking, signage, security, check in – De stress the passenger
- Airside: De stressed passenger, bars, lounges, seating, signage, currency exchange, easy flight information
- Tricks & Tips: Jam Busters, Single Flow, Snake Passes, Space Allocation, Change from Pier Retail to Centralised Retail Zone etc.

Panel Discussion: **Omnichannel Digital E-Commerce:**

- Re-thinking travel retail
- Digital optimization of the entire customer travel experience
- The airport as a digital marketplace for services & products

Networking Buffet Lunch at the restaurant [with wine]



Focus Group Exercise: Hear Real Passengers (Frequent Flyers) share their experiences, examine the summary of their findings & apply to your own airport



Case Studies: Lessons from the stock market: How do concessionaires work?

- ➔ Profit drivers of Dufry, HMSHost, SSP, Areas
- ➔ Bargaining power: Infrastructure Owners vs Concessionaires vs Suppliers
- ➔ Joint Venturing, Subcontracting or Doing It Alone: exploring the alternatives

Case Study: Airport Capacity Planning & Commercial Space Planning:

- ➔ New Transformational Retail Concession Plans
- ➔ Moving away from annual passenger metrics for improved fidelity
- ➔ Using Terminal Simulation to estimate foot-fall
- ➔ Optimising seating vs. Walk-through Spaces
- ➔ Integrating with aeronautical capacity: using passenger show-up profiles and target commercial dwell times to size processing facilities.

Networking Coffee Break

Case Study: Mix of Airport Concessionaires & offered Products:

- ➔ Customer Profile Retail business
- ➔ Managing the right product mix at Your Airport
- ➔ Evidence of what mix of products works best
- ➔ Maximising concessionaires performance



Workshop: In Groups: discuss your airport's practices and lessons learned in optimising commercial spaces & capacity and share it with all of the attendees to get more regional focus.

Panel Discussion: Key steps to Improve Alternative Revenue Sources:

- ➔ Airport Cities, Real Estate & Land rent (offices, hotels, conference centres, medical centres, promotional areas)
- ➔ Retail, Premium Brands, Newsstands, Gift Shops
- ➔ F&B, Coffee, Bars, Restaurants
- ➔ Car Parks, Rental Cars, Ground Transport
- ➔ Advertising (placed on airport walls, billboards, buses)
- ➔ Duty & Tax Free income
- ➔ Currency Exchanges

Welcome Networking Drinks Reception & Prize Draw [with invited guests from London airports, concessionaires, airlines, suppliers and industry peers].

DAY II: 12 DECEMBER

Arrivals, Coffees

Announcement of the Prize Draw Winner

Case Study: Expanding Airport Partner Shop Opportunities:

- ➔ Profiling customers' spending habits and passenger flows
- ➔ Loyalty programmes
- ➔ Seasonal Marketing Program (Edmond International Airport)
- ➔ New Trends and Unexpected Possibilities to generate revenue



Networking Coffee Break

Case Studies: **State of the Art Cases to Drive Commercial Revenues:**

- Adaptation to the Experiential Emotional Retail
- Practical examples of what works and what didn't work
- Case studies on innovative retail concepts

Case Study: **Gatwick airport's Car Parks and Commercial Products Revenues:**

- Capacity challenges
- Off airport competition
- Off airport Ancillary pre-booking system, e-commerce
- Focus on Customer online behaviours



Workshop: In Groups: discuss your airports car parking challenges and off airport competition and best practice and successful experiences when resolving these.

Discussion: **Value Based Pricing:**

- What deals are available to concessionaires
- Cost Structure Transformation and revenue-generating system
- How to manage concessionaires and organize attractive commercial facilities (Retail, F&B, other services)
- How do the types of concession contract(lease or rental) including how to impose operating fee



Workshop: In Groups: discuss your own experiences on value based pricing and share with everyone your strategies to increase sales of your retail shops

Networking Buffet Lunch at the restaurant [with wine]

Case Studies: **How to start growing declining Duty Free revenues:**

- Minimise opportunity losses from under-utilised commercial spaces
- Strategies for maximising concessionaires' profitability
- Innovative advertising & promotion models for airports
- Strategies to capitalize on Visibility & Revenues of Duty Free

Networking Coffee Break

Panel: **Chinese pax spent: How to get a share & tailor for your airport?**

- Increasing routes to China to grow non aeronautical spent
- How to balance retail portfolio against Target Audience
- Finavia & Birmingham airport's increase in non-aeronautical spent



Workshop: In Groups: discuss how do you balance your retail portfolio against your target audience?

Discussion: Focusing on the Future: How to adapt to NOW Generation? How will the technology and the NOW generation travel, think and act as the Traditional customer is taken over by a man-interface traveller who knows the offers/services.

Certificate Awards, Farewell Champagne & Group Photos

