

AIRPORT SALES & MARKETING: THE LATEST TECHNIQUES 2018
PREMIUM BEST PRACTICE & NETWORKING TRAINING EVENT

DAY I: MONDAY/ 9 APRIL 2018

09:00 Arrivals, Coffees, Registration

09:30 Introductions, Ice Breakers & Experience Exchange

10:00 Opening: **Where is the Market at a Global Level?**

- State of Air Transport: Key Market Data
- LCC Long Haul flying to US Destinations & New Ultra LCC
- Changing Demographics: Who is travelling & what motivates them?
- Latest Issues in Distribution, travel agencies' mediation

10:40 Session & Workshop: **Attracting Airlines: Latest Techniques:**

- What do airlines now really want?
- Airport and Tourism co-operation to build markets
- Content Marketing for Airline Route Development
- Latest sources of market data (OAG, Sabre, SkyScanner)



Workshop: In Groups: analyse practical examples & real business cases and compare it to your airport

Discussion: **Border Pre-clearance Benefits: Strategic Advantage:**

- Win the 'Battle for the Atlantic'
- How to overcome the complexity
- Pre-clearance in Winnipeg & Lynden Pindling Nassau airports

Discussion: **Best Ways Airports Can Work with Low Cost Airlines:**

- LCC's Tips, Tricks and Traps
- Airport with airline mindset: Role of Network Development



Workshop: Apply what has been discussed in groups & share how does the assigned airport for your group work with its LCCs

Networking Refreshment Break

Roundtable: **Why do some regional airports grow quickly?**

- HUB to HUB traffic growth & Need for more feeder traffic
- Regional Traffic Development & Future Growth
- Route Development from the Successful Regional Airports
- Strategic Partnerships: do airlines see you as a supplier or as a partner?



12:30 Buffet Lunch at the Signature Restaurant [with wine]



Workshop: Route Analysis Assessment (Traffic Forecasting, Catchment Area)
In Groups: collect & analyse the same sets of data for different routes
(Long Haul/ Short Haul/Legacy/LLC)

15:30 Networking Coffee Break

15:45 Panel Discussion: **Winning New Airlines At Least Cost To Your Airport:**

- Effective Route Support Deals
- Subsidising your carriers
- Growing your shoulders and the off peak
- PSO's
- Increasing the frequency of flights on existing routes for airlines

16:35 Case Study: **Increasing Connectivity to China, Q&A:**

- Incheon airport's routes to China
- Hong Kong – Incheon route increased growth
- Analysis of Chinese connectivity for major airports (NRT & SIN)
- Using Netscan Model for increasing connectivity to China

17:00 **WELCOME NETWORKING DRINKS RECEPTION** with invited guests from worldwide airlines, airports, tourism authorities, suppliers and consultants].

DAY II: TUESDAY/ 10 APRIL 2018

09:00 Arrivals, Coffees;

PRIZE DRAW & Announcement of the Winner

Panel: Maximizing Your Destination by using All Stakeholders: Tour Operator, Tourism Authority and Economic Development Agency:

- Case Study from an Airport and Airline
- Case Study from a Tourism Authority and EDA
- Case Study from a Tour Operator

Networking Coffee Break

Case Study: Can Legacy Long Haul carriers compete better with Long Haul LCC's on transatlantic routes and how can airports assist both? Q&A



Workshop: Discuss how can this be applicable to your airport?



Roundtable: **NDC (New Distribution Capability) initiative: IATA and Skyscanner's Distribution for Airlines & Travel Agents, Q&A**

- Changing the world of distribution
- How will it change the way airlines distribute?
- How do airports work with these changes?

14:00 Buffet Lunch at the Signature Restaurant [with wine]



Workshop: **Pitching to an Airline** - in Breakout Groups; create the best pitch to Long Haul, Low Cost and Charter Airlines

Discussion Workshop: **How can airports grow their cargo business?**

- Air Cargo Industry Structure, Flows, Trade & Macroeconomics
 - Air cargo development challenges & Increasing Cargo Demand
 - Market segmentation and competition
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Workshop: Apply what has been discussed to your own airport example & share with all attendees.

Case Study: **Airport as a Destination: It's in the experience:**

- Practical case study of Singapore airport

15:20 Networking Coffee Break

Open Discussion: **Big Data: How this can work for you, Q&A**

17:00 NETWORKING FAREWELL CHAMPAGNE RECEPTION with Certificate Award and Group Photos shared with **AIRLINE 2018 delegates** [with invited airlines, airports, tourism authorities, suppliers and consultants] sponsored by Washington Dulles International Airport.

WEDNESDAY/ 11-12 APRIL 2018
[AIRLINE – TOTAL NETWORKING 2018](#)

The new airline/airport networking event organised by GTI. Over 200 airlines and airports are expected and delegates to Airport Sales can attend at a discounted rate.