

## 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: **Key Market Data at a Global Level, Q&A:**

- State of Air Transport: Key Market Data
- LCC Long Haul flying to US Destinations
- New Ultra Low Cost Carriers
- Changing Demographics of travellers
- Latest Issues in Distribution, travel agencies' mediation

**KLM AIRLINES**  
FORMER DIRECTOR OF  
DOMESTIC SERVICES

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

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

**ETIHAD AIRWAYS**  
SENIOR MANAGER



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

Discussion: **Border Pre-clearance as a Strategic Advantage:**

- Win the 'Battle for the Atlantic'
- Geopolitical/Market Drivers
- Expansion plans/pushing the border out
- Alignment with DHS/TSA enhanced security
- Inventing the new Preclearance model

**NACO AND**  
**INTERVISTAS**  
EXECUTIVE  
VICE PRESIDENT

Discussion: **Best Ways Airports Can Work with LCCs:**

- LCC's Tips, Tricks and Traps
- Successes to Date

**RYANAIR**  
FORMER DIRECTOR OF  
ROUTE 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 Panel: **Why do some regional airports grow faster than others?**

- HUB to HUB traffic growth
- Need for more feeder traffic
- Regional Traffic Development & Future Growth

**AALBORG**  
AIRPORT HEAD  
OF ROUTE  
DEVELOPMENT



- ➔ Route Development from the Successful Regional Airports
- ➔ Strategic Partnerships
- ➔ Do airlines see you as a supplier or as a partner?

**COLOGNE  
AIRPORT  
DIRECTOR  
MARKETING  
& SALES**

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

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

**INCHEON AIRPORT  
SENIOR MANAGER  
STRATEGY**

- ➔ 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

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

**VIENNA AIRPORT VP  
CATHAY PACIFIC  
AIRWAYS SENIOR VP**

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

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:**

**COPENHAGEN AIRPORTS CHIEF  
TRAFFIC FORECASTER &  
VISIT DENMARK  
FORMER ADVISER**

**Tour Operator, Tourism Authority & Economic Development:**

**WINNIPEG AIRPORTS  
AUTHORITY VP AND CCO  
CATHAY PACIFIC  
AIRWAYS SENIOR VP**

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





Workshop: In Groups: discuss how is this applicable to your airport?

Networking Coffee Break

Case Study: **Can legacy long haul carriers compete Better with long haul LCC's on transatlantic routes & how can Airports assist both? Q&A**

**VIRGIN ATLANTIC**  
FORMER DIRECTOR OF  
ROUTE DEVELOPMENT

- The underlying economics of long-haul airline operations
- The likely winners/losers and the role of airports.

Case Study: **Adding Value through Traffic Development at CIA's Investee Airports (GIG, VVO, AER):**

**CHANGI AIRPORT,**  
HEAD OF MARKET  
ANALYSIS

- Learning points, outcomes and Value Add
- Changi Airport Group Adapted Know How
- How CIA's Traffic Development techniques are implemented with success in more challenging markets overseas.

Networking Coffee Break

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

**IATA**  
SKYSCANNER  
MIDAS AVIATION

- 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]

**SOUTHWEST**  
DIRECTOR  
CAPACITY  
PLANNING

15:00 Case Study: **What do airports have to do to attract Southwest?**



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

**VIRGIN ATLANTIC**  
FORMER DIRECTOR OF  
ROUTE DEVELOPMENT

Open Discussion: **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

17:00 NETWORKING CHAMPAGNE RECEPTION with Certificate Award and Group Photos shared with **AIRLINE 2018 delegates** [worldwide route development representatives from airlines, airports, tourism authorities, EDAs and consultants] sponsored by **WASHINGTON DULLES INTERNATIONAL AIRPORT**.