

Airport Revenue Generation

Aim

The course looks to increase participant knowledge on global best practices to optimize airport revenue generation and related revenue management programs. Emphasis will be on identifying the opportunities available to airport managers to enhance revenue sources including airline, non-aeronautical, and through third-party service providers. With discussions on understanding the role of innovation, competitiveness, and new outreach technologies in developing marketing strategies that effectively influence the airport's strategic business plan, participants will also examine the relationships between airport management, its primary customers, and concession providers together with suppliers for purpose of maintaining long-term value propositions for all affected parties.

Learning Objectives

- Understand the different business models that focus on revenue generation, non-aeronautical development, and the efforts by airports to deliver non-conventional revenue innovations;
- Describe the relationship between overall marketing strategy and optimal revenue methods;
- Identify the best practices for determining target customer groups;
- Describe demand forecasting techniques and use of modern pricing strategy to prepare revenue forecasts
- Explain the principles of business proposal development as it applies to the primary spheres of airport revenue generation (airline, passenger, and cargo traffic retention and expansion);
- Develop the team structure and prepare for implementation of sales efforts and business negotiations.

Target Audience

- Airport General Managers / Executive / Finance / Commercial Directors and staff
- Airport Consultants
- Airport business partners (e.g. concession managers, airport service providers, etc.)

Hosted by:



Location: Munich, Germany

Dates: 03-07 April 2017

Member/WBP Fees: US \$1,680

Non-Member Fees: US \$2,500

For more information, please contact:

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