



GLOBAL ROUTE
DEVELOPMENT

The Fundamentals of Route Development

Dates

October 20-21: 4:30am EDT | 9:30am BST | 4:30pm SGT

November 3-4: 8:30am EST | 1:30pm GMT | 9:30pm SGT

December 10-11: 9:30am EST | 2:30pm GMT | 10:30pm SGT

Since its inception in 1998, over 1,000 airport managers from across the world have attended the Fundamentals programme, making it the industry's most popular air service development workshop.

This virtual workshop offers a comprehensive introduction to air service development, catering primarily to those who are relatively new to the function.

An air service network is the most critical element of an airport, generating passenger and cargo volumes, aeronautical and non-aeronautical revenues as well as serving as a catalyst for local, regional and national economic growth. This virtual workshop equips delegates with the practical tools and techniques to attract new routes and growth from airlines.

What you will learn

- The characteristic components of markets
- An introductory understanding of airline economics
- The importance of airport competitive positioning and target planning
- Key selling points of your destination and how to articulate them to airlines
- How to organise and implement a route target sales campaign
- The most effective ways of approaching and presenting to airlines
- The relevance of data, market research and analytics to route development
- How to improve your skills to deliver success for your airport or organisation
- Fundamentals of route support and airline incentive programmes

Who should attend?

- Airport personnel
- Tourism professionals responsible for air service development
- Civil aviation authorities
- Government agencies and departments

Virtual Workshop Agenda

Day 1

- Understanding markets and catchment areas
- Competition and positioning - forming strategies to stand out
- Understanding airlines
- Building a new route investment case

Day 2

- Route support - how do incentives attract airlines?
- Implementing a route development strategy
- Marketing to airlines - the "perfect presentation"
- Preparation for Routes events - maximising your meetings

Virtual Workshop Pricing

\$1,995 USD

\$1,595 USD - Early Bird Pricing

**Registration must be complete 30 days in advance for early bird discount.*

"An essential workshop for people who work in the industry."

Marcela Uribe Arango
Arango Tourism Advisor
ProColombia

AVIATION WEEK
NETWORK