

Route Traffic Forecasting, Leakage Studies, Data Tools & Techniques

Dates

October 22-23: 4:30am EDT | 9:30am BST | 4:30pm SGT

November 5-6: 8:30am EST | 1:30pm GMT | 9:30pm SGT

This virtual workshop is aimed at practitioners who wish to deepen their skills in the area of route traffic forecasting. You will be taken through real examples, including how to manipulate data and develop presentations.

Route traffic forecasts are a critical component of an airline's decision-making process when considering new routes. Airlines expect airports and stakeholders to provide as much detailed data and insight into prospective destinations markets as possible.

This virtual workshop will enable delegates to understand the most up-to-date techniques to generate both short and long-term traffic forecasts, including how to utilise appropriate market data, understanding how successful your target route can be, and tips on how to pitch to the airlines.

What you will learn

- How to produce a route traffic forecast
- Assumptions and methodologies from real-world examples
- The latest forecasting techniques, analytics including QSI, MCR and others
- How to use traffic data, market research and analytics for route forecasting
- The key outputs airlines want to see in a presentation
- Benchmarking against competing airports
- How to manipulate data
- Practical route forecasts exercises and case studies

Virtual Workshop Pricing

\$1,995 USD

\$1,595 USD - Early Bird Pricing

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

Who should attend?

- Airports – route development managers, analysts
- Airlines – new analysts, network planners
- Civil aviation authorities
- Government agencies and departments
- Personnel responsible for airport forecasts

Virtual Workshop Agenda

Day 1

- Data analytics
- Route traffic forecasting
- Leakage studies

Day 2

- Route profitability assessments
- Practical exercises

"The materials provided were extensive, detailed and relevant to the Commission's activities, and the trainers were considerate of the roles, responsibilities and the restrictions the Commission faces."

Leong Chou Sheng
Manager, Aviation Development
Malaysian Aviation Commission