



# The Hot Stuff on Airline Recruiting

## ACI-NA Air Service Data & Planning Seminar

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# Scoring With Your Airline

Providing the right data to land new service

**Jim Ferea**

Managing Director, Network Development

**Continental Airlines**



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## **Know your airline!**

- What is their business model?**
- What is their current story?**



## Who are your travelers?

- How do they fit in our network?
- How are they traveling today?
- How is this traffic changing?



## How is our service going to be viable?

- What does your airport look like today?
- What are your traffic projections for our service?
- We know our own costs, thank you
- How are you going to help us develop new service?



## Tips for getting to first base

- Keep it SIMPLE
- Keep it RELEVANT
- Keep it HONEST
- Patience is a virtue