



Network: Westin Meetings
Password: airports18

Updated: January 7, 2018



January 8-10, 2018 • Westin Riverwalk • San Antonio, TX

Session Room: Hidalgo Ballroom

Host Airport



**SAN ANTONIO
INTERNATIONAL AIRPORT**

Sponsors



Monday, January 8, 2018

4:00pm – 5:30pm **Registration** (*Ballroom Level*)

5:30pm – 7:00pm **Host Airport Welcome Reception** (*Hidalgo Ballroom*)

Catch up with old friends and make new ones at the host airport welcome reception. It is the perfect opportunity to find out what your colleagues are doing to address the challenges of our ever-changing air service environment.

Tuesday, January 9, 2018

8:00am – 4:00pm **Registration** (*Ballroom Level*)

8:00am – 8:45am **Breakfast**

8:45am – 9:15am **Welcome and Opening Remarks**

Thomas Bartlett, Aviation Deputy Director, San Antonio International Airport

9:15am – 10:00am **Roundtable Session: Former Airline Representatives Share Their Advice**

The participants in this session will provide some key strategic insights into air service development from the inside and the outside. Each of our panelists previously held a planning role with an airline, but now sits on the other side of the table, either representing an airport, or assisting airports in the pursuit of new air service. Learn the differences between how airlines and airports analyze new services, hear what airports do well and what they don't do well, and take some air service advice from our experts who have taken part in route development from more than one perspective.

Moderator: Will Livsey, Head of Customer Support, FlightGlobal Incorporating Diiio

Speakers: Robert Hill, Vice President, Seabury Consulting – now part of Accenture
Nicolas Mirman, Senior Consultant, Ailevon Pacific Aviation Consulting
Clint Ostler, Vice President, Marketing, Development & Revenue Management, Embark Aviation

10:00am – 11:00am **Data Session: Demographics**

Our airports should only be part of the story when meeting with an airline. This discussion based session will highlight the various types of demographic information that is important to cover with an airline to help them understand your market.

Speaker: Doug Blissit, Executive Director Strategy, Mead & Hunt

11:00am – 11:15am **Networking Break**

11:15am – 12:00pm **Data Session: Schedule Data**

Speaker: Jack Penning, Managing Partner, Volaire Aviation

12:00pm – 1:00pm **Networking Lunch** (*Encino & Sabino – Lobby Level*)

1:00pm – 2:15pm **Data Session: Alternative Sources of Data**

A solid route proposal includes more than local newspaper headlines and numbers from government databases. A successful Air Service Development professional is constantly making new connections and seeking out new sources of information that can support their route development narrative. This session will highlight airports and destination marketing organizations who have utilized different sources of data to grow their business.

Moderator: Brian Pratte, Air Service Administrator, San Antonio International Airport

Speakers: John Chandler, Director, Analytics and Data Products, Visa Inc.
Nate Gieryn, Tourism Research Manager, Office of the Governor, Economic Development & Tourism, State of Texas
Mark Haneke, Air Service Development Marketing Manager, Sacramento International Airport
Tobias Wessels, Senior Vice President Business Development, ADARA, Inc.

2:15pm – 3:00pm **Data Session U.S.: T-100 and Origin and Destination Survey Data**

Speaker: Tom Reich, Air Service Program Manager, Metropolitan Washington Airports Authority

3:00pm – 3:15pm **Networking Break**

3:15pm – 4:00pm **Data Session: Ticketing and Booking**

Speaker: Jim Ogden, Director Products & Services, FlightGlobal Incorporating Diiio

4:00pm – 5:00pm **Roundtable Session: Marketing Beyond the Borders**

Every air service development professional is seeking to attract and retain a balanced portfolio of air services including complementary domestic and international routes. But the strategies and tactics needed to bring in international flights can differ significantly from a domestic approach. It can even vary widely depending on the different areas and cultures targeted in the global environment. Learn from accomplished professionals on their tailored approaches for reaching beyond the borders.

Moderator: Bryan Dietz, Vice President, Air Service Development, Allegheny County Airport Authority

Speakers: Russell Atkinson, Manager, Air Service Development, Vancouver Airport Authority
Maggie Bishop, Business Development Analyst, Indianapolis Airport Authority

Wednesday, January 10, 2018

8:00am – 2:00pm **Registration** (*Ballroom Level*)

8:00am – 8:45am **Breakfast**

8:45am – 9:45am **Roundtable Session: Current Airline Representatives Share Their Advice**

You've spent weeks mining the data, formatting charts and graphs, and refining your forecast. The route case is rock solid. But what will the airline think? This panel of US and Canada-based route planners will listen intently to several hundred airport presentations over the course of this year are prepared to share insights on what makes a memorable meeting. Following a brief update from each carrier, the moderator will lead a discussion that will help Air Service Development professionals understand the current realities of the airline market and how to make the most of future meetings with both tenant and prospective carriers.

Moderator: Trudy Carson, Director, Air Service Development, Metropolitan Nashville Airport Authority

Speakers: Michael Cole, Director – Capacity Planning & Communications, Network Planning, Southwest Airlines
Ben Lewis, Director, Customer Insights, Spirit Airlines
Afeef Louis, Manager, Strategy Planning, Alaska Airlines

9:45am – 10:45am **Roundtable Session: Beyond Network Planning**

Air Service Development professionals spend most of their time working with the network and planning sections from an airline. This session will focus on hearing about other departments within the airlines and how they influence route development.

Moderator: Carol Hewitt, Director, Route Development, Edmonton International Airport

Speakers: Michelle Cohen, Director, Station Operations, Allegiant Travel Company
Mark Johnson, International Operations Manager, Southwest Airlines
Ben Lewis, Director, Customer Insights, Spirit Airlines

10:45am – 11:00am **Networking Break**

11:00am – 11:45am **Data Session: Quality of Service Index**

Speaker: Will Berchelmann, Managing Director, Airline Data, Inc.

11:45am – 12:30pm **Roundtable Session: Developing Air Cargo Service at Your Airport**

This session will address questions about the outlook for the cargo industry, emerging markets, who are your potential partners and what is relevant information for airlines when presenting. You will be in a setting where all questions are welcomed and open for discussion.

Speaker: Douglas Bañez, Founder and Managing Director, Hubpoint Strategic Advisors

12:30pm – 1:30pm **Networking Lunch** (*Hidalgo Ballroom*)

1:30pm – 3:00pm **Peer Group Discussions**

Large Hub Airport Peer Group (10m PAX + p.a.)
(Room: Encino)

Medium Hub Airport Group (3m-10m PAX p.a.)
(Room: Sabino)

Small Hub Airport Group (<3m PAX p.a.)
(Room: Carranza)

Facilitators: Sabine Reim, Senior Vice President, Airline Network Strategy, InterVISTAS Consulting Inc.

Carl Schultz, Interim Vice President, Airline Business Development, Metropolitan Washington Airports Authority

Brad DiFiore, Managing Director, Ailevon Pacific Aviation Consulting

Greg Willis, Marketing Research & Communications Specialist, Jacksonville Aviation Authority

Iлона Cambron, Director, Air Service Development, ASM Americas | UBMi

Chip Gentry, Senior Manager of Air Service, Research and Development, Memphis Shelby County Airport Authority

Angie Spear, Business Development Specialist, Fairbanks International Airport

3:00pm – 4:00pm **Roundtable Session: Wrap-up Session – Putting together the information**

Speakers: Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department
Kevin Schorr, Vice President, Campbell-Hill Aviation Group

4:00pm – 4:15pm **Closing Remarks**