



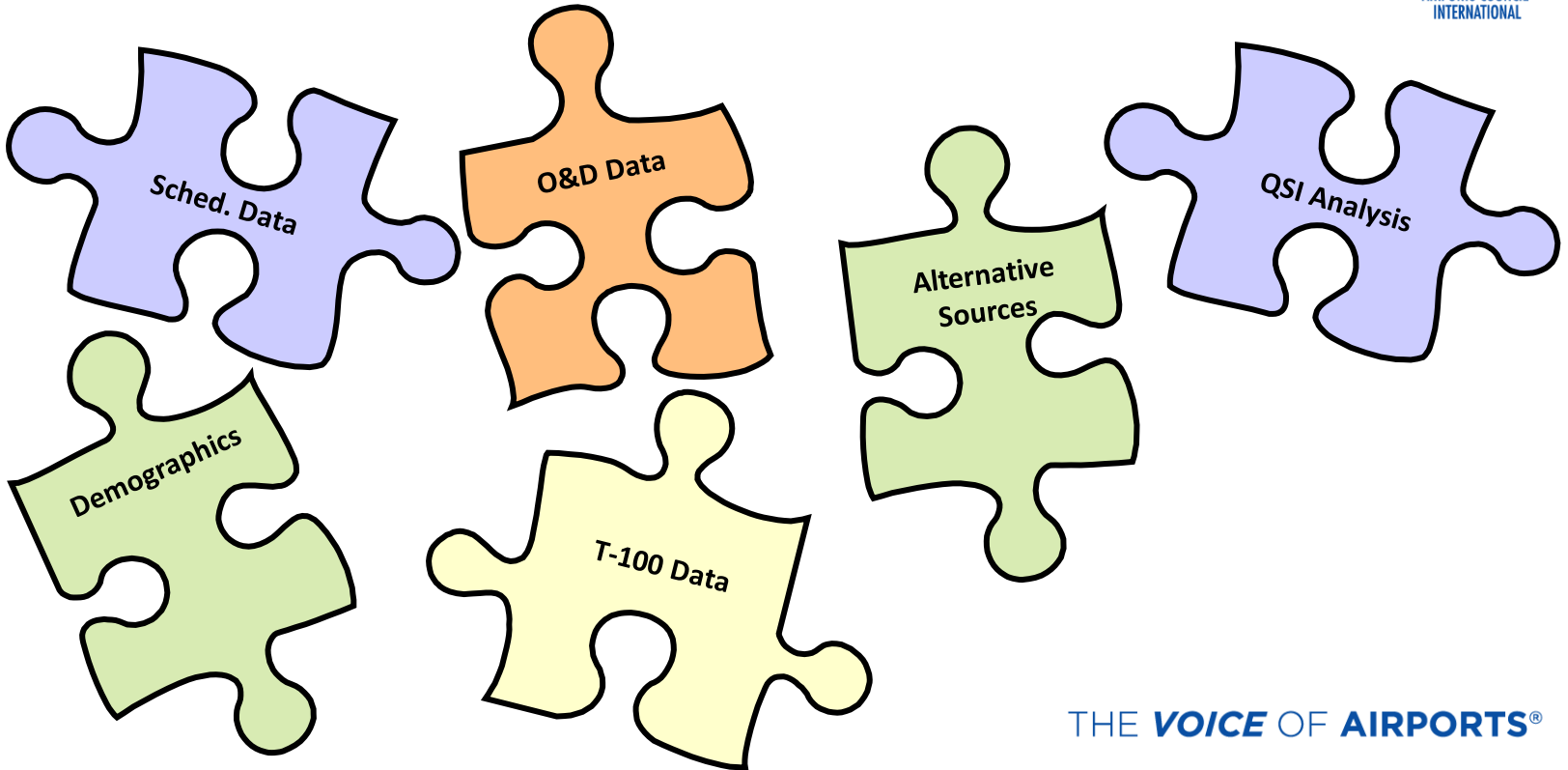
WRAP-UP SESSION – PUTTING IT ALL TOGETHER

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THE
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HOW DOES THIS ALL FIT TOGETHER?



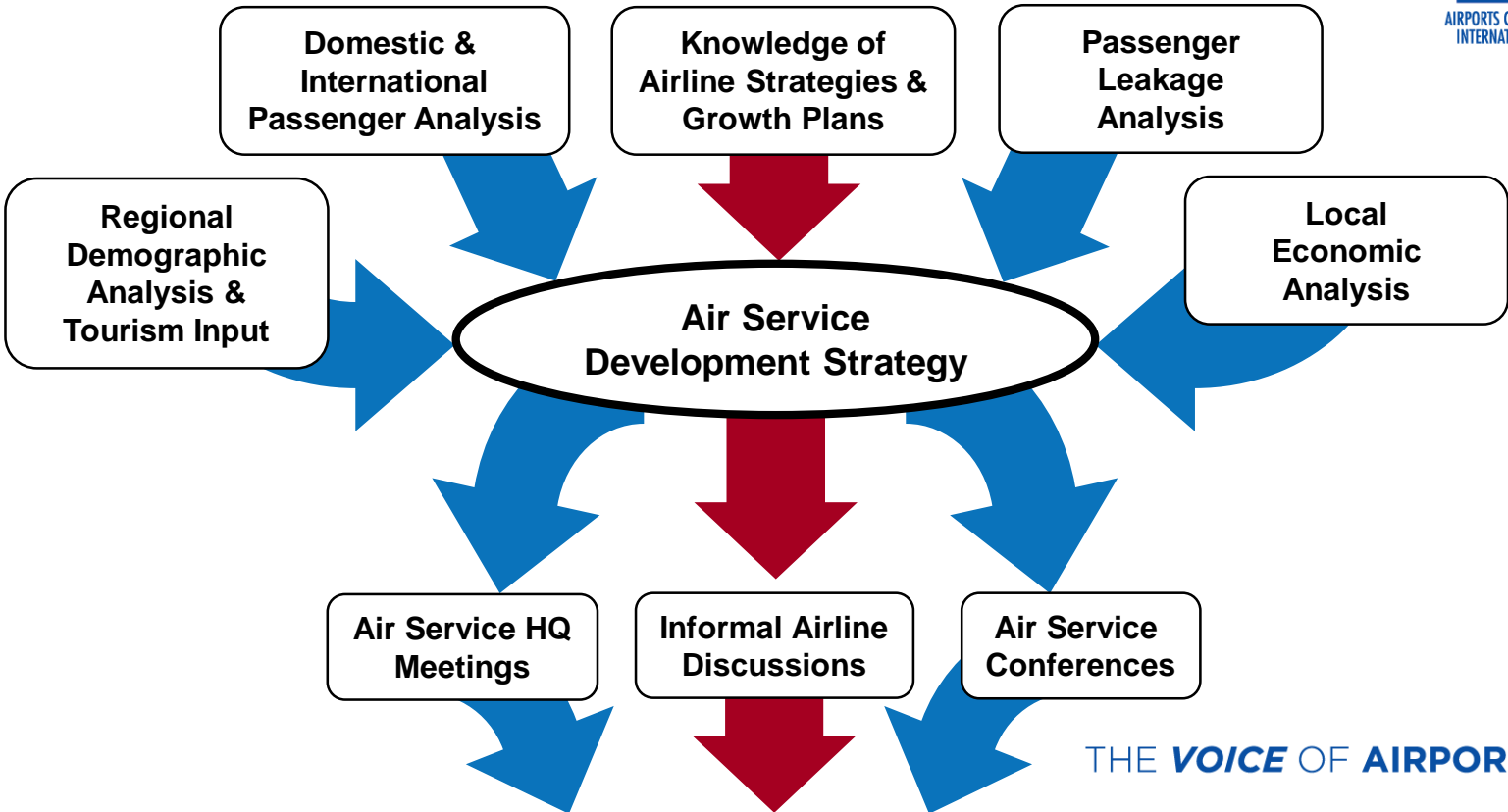
THERE IS TONS OF DATA OUT THERE!

WHAT MATTERS TO AN AIRLINE?

USE COMMON SENSE!



AIR SERVICE DEVELOPMENT APPROACH



NEW AIR SERVICE!



GUIDELINES FOR USING AIR SERVICE DATA

- Use data that matters and enhances the business case
- If you meet with an airline several times, change it up!
- Don't regurgitate data back to the airlines they already have
- Ask yourself: What does the airline want to see? What does the airline **NOT** want to see?
 - What would pique your interest if you were sitting on the other side of the table?
- It's all about relationships and the data/business case could help or possibly hurt

ROLE OF THE AIRPORT IN AIR SERVICE DEVELOPMENT



- Provide internal data reports and air service updates to airport team
 - Monitor schedule data for weekly changes
- Maintain relationships with airline network planning and sales
- Team with economic development and tourism stakeholders to maintain and pursue air service
 - Stay up to date on regional economic development and tourism trends
- Attend air service speed-dating conferences and air service development meetings at airline headquarters but also communicate with airlines via e-mail/conference call
- Stay up to date – attend conferences, listen to earnings calls, read periodicals, read analyst research, etc.

ROLE OF THE CONSULTANT IN AIR SERVICE DEVELOPMENT



- Partner with the airport in its air service development program:
 - Air Service Development Presentation Materials
 - Incentive Program Design & Benchmarking
 - Strategic Marketing Plans
 - Air Service Deficiency Studies
 - Leakage Analysis / Studies
 - Community Stakeholder Advisory
 - Air Service Conference Support
 - Quarterly, Monthly & Ad-Hoc Data Reports

ACI-NA OPPORTUNITIES FOR AIR SERVICE TRAINING AND DEVELOPMENT



- Attend bi-ennial Air Service Data Seminar (January)
- Attend JumpStart education sessions and one-to-one meetings (June)
- Attend Marketing & Communications Conference (Nov)
- Attend International Aviation Issues Seminar (Dec in DC)
- Participate in air service committee and steering group
- Participate in international air service program and facilitation committees



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