



**MAXIMIZING AIRPORT REVENUES 2016
13-15 DECEMBER LONDON**

Day 1: AIRPORT PASSENGERS

Introductions, Ice Breakers, Experiential Discussions

Session I: Background, Data and International Benchmarking of Success DKMA

- Understanding the market
- Airport Environment
- Critical Success Factors

Session II: Interactive Workshop: Improve Your Customer Experience & Make More Money DKMA

- Airport Customer Satisfaction
- Turning queues into your advantage
- Customer Profile Retail Business
- Strategies to enhance customer experience at the airport

Networking Lunch: **Focus Group: Hear real passengers share their experiences Pragma Consulting**

Session III: Focus Group Debrief: Summary of Findings Pragma Consulting

- Summary of the discussed subjects: Shopping, Duty Free, F&B, Lounges, Car Parks etc.
- Summary of the lessons learnt

Session IV: State of the Art Case Studies to Drive Commercial Performance Pragma Consulting

- Effective use of different sources of information for market research
- Commercially unique ways to increase revenues: Tried & Tested Methods for Commercial Success

Welcome Networking Drinks Reception [with invited guests from London airports, airlines & concessionaries]

Day 2: AIRPORT DESIGN & COMMERCIAL DEALS

Session I: Design of new & re-modelling existing terminals to Enhance Sales Potential ARUP

- The right hotels and properties mix for your airport
- Funding Big Commercial Developments i.e. hotels, airport cities

Session II: Valuation of Hospitality Assets: Hotels HORWATH HTL

- Airport Hotels Development and Airport Hotels Value

Session III: Digitally connecting journeys from booking a flight to arrival back home Javelin Group

- Airlines and airports working together
- Passenger in charge of journey
- On demand shopping & Customisable journey (upgrade options at every part of experience)
- Digital shopping: from oculus rift to digital shop windows and POS that adjusts to pax mix
- Robust analytics (Alteryx and Tableau)

Networking Lunch: Keynote Speaker on **Developing Alternative Revenue Sources: Car Parks, Rental Cars, Ground Transport, Terminal Concessions, Airport Properties and Airport Cities Vienna Airport**

Session III: Retail Intelligence: Make Passengers Spend More Abu Dhabi Airports Company

- Strategic Retail Planning
- Understanding buying behaviour
- The right shops and F&B mix for your airport
- Improving Brand Recognition

Session V: Link the Future of Shopping to the Future of your Airport Kinetic Consultancy

- A new future, a paradigm shift: new consumers, new demands and new models
- New collaboration models. The airport as marketplace.

Session VI: Centralized Receiving and Distribution of LHR Kinetic Consultancy

- What is a centralized receiving and distribution centre and what is its impact
- How increased security measure can enable increased sales a quality improvement.

Day 3: AIRPORT TOUR & WRAP UP

- LHR and STN Airside Retail Tours & Networking: Overview of facilities, VIP Lounges, Retail, F&B
- Farewell Drinks Reception & Certificates Award