



MAXIMIZING AIRPORT REVENUES
Marble Arch, London, W2 2EA, United Kingdom
13-15 December 2016

The world's most successful airports achieve a careful balance of aeronautical revenues from carriers and commercial revenues, mainly from (but not exclusively) from passengers. London Heathrow, for example, generates over \$750m from commercial retail, while Amsterdam Schiphol raised \$400m in 2015.

This 3 day quality Best Practice is a Must Go event for Executives wishing to see the Best Airport Commercial Practices and the latest developments influencing vital revenue streams at airports around the world.

PROGRAMME

Day 1: AIRPORT PASSENGERS

Introductions, Ice Breakers, Experiential Discussions

Session I: **Background, Data and International Benchmarking of Success**
Networking Coffee Break

Session II: **Workshop: Improve Your Customer Experience and Make More Money**

Lunch: **Live Stream Video of the Focus Group** [delegates can listen to real passengers talking]

Session III: **Focus Group Debrief – Summary of the findings**
Networking Coffee Break

Session IV: **State of the Art Research Findings**

Welcome Networking Drinks Reception

Day 2: AIRPORT DESIGN & COMMERCIAL DEALS

Session I: **Design of new terminals and re-modelling existing ones**
Networking Coffee Break

Session II: **Case Study: Terminal Design: Make Passengers Spend Big**

Lunch: Keynote Speaker on **Developing Alternative Revenue Sources: Car Parks, Ground Transport, Property, Airport Cities**

Session III: **Contracts: Create Win/Win for all Stakeholders**
Networking Coffee Break

Session IV: **Group Brainstorm: Techniques to Increase Commercial Spend**

Day 3: INDUSTRY NETWORKING & RETAIL TOUR

121 Concessionaries meeting Airports

London Airport Retail Tour: F&B, retail outlets, car parks and VIP Lounges

Farewell Networking Reception

Certificates Awards

SPECIAL FEATURES

Simulation of a professional Focus Group on Day I to allow airports get a feeling of the experience and learn from the professional debrief how their revenue streams can be maximized.
Airport Retail Tour will showcase the latest developments at the leading London airport's Tax Free shops, Food & Beverage outlets and short and long term car parks.