



**AIRPORT TRAFFIC GROWTH 2016 (ATG)
7-9 June 2016**

DAY 1, TUESDAY: TOUR OPERATORS/ TRAVEL BUYERS

0900-0930	Arrivals, Registrations and Coffee
0930-0945	Introductions and Experience (Each delegate to say their No1 experience)
0945-1100	Session I: Effective Destination Marketing & Sales pitches, Q&A
1100-1130	Networking Coffee Break
1130-1300	Session II: Ground Breaking Techniques to attract Tour Operators & Travel Buyers, Q&A
1300-1415	Networking Lunch, Keynote Presentation "Secrets of Tour Operator Growth", Q&A
1415-1630	Session III: Dynamic Packaging: Airports working as Tour Operators (more passengers - longer season), Q&A
1630-1640	Networking Coffee Break
1640 - 1710	Session IV: Group Brainstorm: Airports taking control in the age of LCC's & the Internet
1710	Welcome Networking Reception

DAY 2, WEDNESDAY: SCHEDULED AIRLINES, ROUTE & HUB DEVELOPMENT

0900-0930	Coffee
0930-0945	Session I: The Best Airport Marketing Departments and their techniques, Q&A
0945-1100	Networking Coffee Break
1100-1300	Session II: The most Effective Route Support Deals for new and existing carriers, Q&A
1300-1415	Networking Lunch, Keynote Presentation "Secrets of Airline Growth", Q&A
1415-1530	Session III: Low Cost Carriers as Hub Feeders (and Airports as bridges between Low Cost and Legacy), Q&A
1530-1600	Networking Coffee Break
1600-1730	Session IV: How all Destination Partners (Airports, Tourism Authorities, EDA's, Hotels etc.) can work together for Maximum Traffic Growth, Q&A
1730	Networking Drinks Reception with guests: Buyers, Tour Operators, Airlines, Intermediaries

DAY 3, THURSDAY: VALUE ADDED & GAME CHANGERS

0900-0930	Coffee
0930-0945	Session I: What Makes a Successful MICE Destination? Q&A
0945-1100	Session II: Extending Your Season, Q&A
1100-1230	Session III: Game Changer Brainstorm: Radical moves to transform your Destination
1230-1330	Networking Lunch
Session IV: The Future: What's Next for Airport Route Development – a Group Brainstorm	
1330-1430	4 groups break out to discuss: <ul style="list-style-type: none"> - future trade relations - future stakeholder relations - future products & tools
1430-1500	Coffee & Champagne Break
1500-1630	Group Leaders present ideas followed by General Discussion, Q&A
1630	Farewell Buffet Lunch, Reception & Presentation of Certificates