



**AIRPORT TRAFFIC GROWTH 2016**  
**7-9 June 2016**

**DAY 1, TUESDAY: TOUR OPERATORS/ TRAVEL BUYERS**

0900-0915	Arrivals, Registrations, Networking and Coffee
0915-0945	Introductions and Experiential Discussion
0945-1100	<b>Session I: Effective Destination Marketing &amp; Sales pitches, Q&amp;A</b>
1100-1130	Networking Coffee Break
1130-1300	<b>Session II: Ground Breaking Techniques to attract Tour Operators &amp; Travel Buyers, Q&amp;A</b>
1300-1415	Networking Lunch, Keynote Presentation "Secrets of Tour Operator Growth", Q&A
1415-1530	<b>Session III: Growing Airport Traffic through Innovation, Personalisation and Mobile, Q&amp;A</b>
1530-1600	Networking Coffee Break
1600-1735	<b>Session IV: Airports taking control in the age of LCC's &amp; the Internet</b>
1710	Welcome Networking Reception

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

0900-0930	Coffee, Networking
0915-0945	<b>Session I: The best Airport Marketing Departments and their techniques, Q&amp;A</b>
0945-1115	Networking Coffee Break
1115-1230	<b>Session II: The most Effective Route Support Deals for new and existing carriers, Q&amp;A</b>
1230-1345	Networking Lunch, Keynote Presentation "Secrets of Airline Growth", Q&A
1345-1500	<b>Session III: Low Cost Carriers as Hub Feeders (and Airports as <u>bridges</u> between Low Cost and Legacy), Q&amp;A</b>
1500-1530	Networking Coffee Break
1530-1700	<b>Session IV: How all Destination Partners (Airports, Tourism Authorities, EDA's, Hotels etc.) can work together for Maximum Traffic Growth, Q&amp;A</b>
1730	Networking Drinks Reception with guests: Buyers, Tour Operators, Airlines, Intermediaries

**DAY 3, THURSDAY: VALUE ADDED & GAME CHANGERS**

0900-0930	Coffee, Networking
0930-1030	<b>Session I: What Makes a Successful MICE Destination? Q&amp;A</b>
1030-1045	Networking Coffee Break
1045-1130	<b>Session II: Extending Your Season, Q&amp;A</b>
1130-1215	<b>Session III: Game Changer Brainstorm: Radical moves to transform your Destination, Q&amp;A</b>
1215-1300	Networking Buffet Lunch
1300-1400	<b>Session IV: The Future: What's Next for Airport Route Development:</b> - future trade relations - future stakeholder relations - future products & tools - future events
1400-1415	Networking Coffee & Champagne Break
1415-1530	Group "Chairman" outlines their findings, 15 mins each, followed by General Discussion, Q&A
1615	Farewell Buffet Lunch, Reception & Presentation of Certificates
1630	Depart