

MAXIMIZING AIRPORT REVENUES 2017

12-14 DECEMBER 2017 PROGRAMME

Day I: AIRPORT PASSENGERS

Arrivals, Coffees, Registration

Introductions, Ice Breakers, Experiential Discussions

Session I: **Background, Data and International Benchmarking of Success, Q&A**

- Understanding your set up
- Structure of concessionaires
- Your passenger requirements, what do they want?

Networking Coffee Break

Session II: Case Study Philosophy – **Where does the passenger journey start? Q&A**

- Experiential Discussion

Session III: **Designing new & re-modelling existing Terminals to Enhance Sales, Q&A**

- Landside - Ease of Access, parking, signage, security ,check in – De stress the passenger
- Airside - De stressed passenger, bars, lounges, seating, signage, currency exchange, easy flight information = spend
- Mix of concessionaires/awareness

Networking Buffet Lunch: Focus Group Debrief: Hear real passengers share their experiences

- Summary of Findings, Q&A

Session IV: Case Study - **Understanding Your Set Up & Maximising Your Concessions**

Welcome Networking Drinks Reception & Prize Draw

- with invited guests from London airports, airlines, concessionaires, suppliers and industry peers

Day II: AIRPORT DESIGN & COMMERCIAL DEALS

Session I: **Expanding Airport Partner Shop Opportunities** – New ways to generate revenue

- Loyalty programmes



Networking Coffee Break

Session II: Value Based Pricing, Q&A

- What deals are available to concessionaires – Best Practice
- How are concessionaires placed within a terminal/airport
- How to manage concessionaires and organize attractive commercial facilities(Retail, F&B, other services)
- Types of concession contract(lease or rental) including how to impose operating fee
- Measurement Method of customer satisfaction level
- The strategy to increase sales of your retail shops using customer feedback)

Session III: Digitally connecting journeys from booking a flight to return, Q&A

- Websites, Inside Terminals, Outside Terminals,
- What digital products are on offer to airports today?
- Terminal Apps – Do they increase passenger spend?

Networking Buffet Lunch: Videos of the 10 World's Best Airports for Shopping [World Airport Awards]

Session IV: Developing Alternative Revenue Sources:

- Car Parks, Rental Cars, Ground Transport
- Terminal Concessions
- Airport Properties
- Airport Cities

Session V: Link the Future of Shopping to the Future of your Airport, Q&A

Session VI: Experiential Group & Expert Discussion Exercise: Selecting an Airport in Attendance & Brainstorming on How to Maximize Their Own Revenue Streams

End of the day Farewell & Group Photos

Day III: AIRPORT RETAIL TOURS

Meeting outside London Hilton Metropole

London Airport Airside Tours

