



**Airport Sales and Marketing 2017**  
[incorporating Airport Traffic Growth]

**23-25 May 2017**  
**etc.venues Marble Arch, London**

PROGRAMME  
[subject to change]

**DAY 1 SCHEDULED AIRLINES, ROUTE & HUB DEVELOPMENT**

**Introductions, Ice Breakers & Experiential Discussions**

**Session I: Attracting Airlines : Interviewing representatives from KLM & Ryanair**

- Airport and Airlines Partnerships in attracting airlines
- What do airlines now want?
- Are you changing as LCC's change their business model?
- Hybrid Carriers & LCC's as feeders and how airports can help?
- The latest sources of data (Sabre vs SkyScanner)
- The next big thing for airlines
- Benefits from USA pre clearance- will you be in the next wave
- Q&A

**Networking Coffee Break**

**Session II: Hainan Airlines experience of selecting new markets, Q&A**

**Networking Lunch Buffet** with the Keynote Speaker on **LCCs as long haul carriers and Airports as Bridges between LCC and Legacy airlines**

**Session III: How to support your airlines & make more money, Q&A**

- Effective Route Support Deals
- Subsidising your carriers
- Growing your shoulders and the off peak
- PSO's
- Increasing the frequency of flights on existing routes for airlines
- Q&A

**Networking Coffee Break**

**Session IV: An Airline Perspective: Professional Sales Techniques, Q&A**

**Networking Coffee Break**

**Session V: Concept design presentation to the airport/ airline, Q&A**

- Development of an airport/airline targeted programs to ensure the best approach to gaining new routes
- Identifying opportunities to increase the frequency of existing and new routes
- Panel: Sabre or Skyscanner demo
- Q&A

**Networking Reception with invited guests (Airlines, Buyers, Online Intermediaries)**



## **DAY II TRAVEL AGENTS, TOUR OPERATORS & TRAVEL BUYERS**

### **Session I: Attracting Tour Operators**

- What do travel buyers now want?
- Wow Factor Destination from Point to Point
- The next big thing for leisure
- Buyer Experience

### **Session II: Airport as a Destination**

- Case Study of Dubai/Singapore airport
- How to sustain growth?

**Networking Lunch Buffet** with the Keynote Speaker "Brexit effect on Airport Marketing"

### **Session III: Airport Marketing Innovation**

- Using ecommerce n social media to the maximum
- "Surprise me" Ideas
- Q&A

### **Networking Coffee Break**

**Session V: Changing Travel Behaviours & use of Technology to increase Web Traffic**

## **Day III FUTURE & CONCLUSIONS**

### **Session I: What's next for airport route development?**

Breakout Groups:

- Future trade relations
- Future stakeholder relations
- Future products and tools
- Future events
- Q&A

## **NETWORKING DRINKS**

### **Farewell Reception**

### **Certificates Award & Photos**