

# MAXIMIZING AIRPORT REVENUES 2018

11-13 DECEMBER | LONDON MARRIOTT

## DAY I: 11 DECEMBER

Arrivals, Coffees, Registration

Introductions, Ice Breakers, Experience Exchange

### Opening: **Background, Data, International Benchmarking of Success:**

- Improve your Customer Experience to Make More Money
- How to measure pax experience and satisfaction?
- What does a great passenger experience look like?
- Which airport can be considered an example of commercial revenues?

### Analysis & Data: **Fixing the Reasons why Pax Don't Buy:**

- Common problems that damage passenger experience
- Prioritize issues based on loss of satisfaction
- Understanding buying behaviour & intention to purchase
- Getting passengers to Change their Mind
- Drivers of Satisfaction with Commercial Offering

---

**Workshop:** In Groups: discuss your airport's problems, challenges and experiences & how to solve them & then please share with everyone your successes and lessons learnt [30 mins] →

Networking Coffee Break

### Session: **Designing new & re-modelling existing Terminals to Enhance Sales:**

- 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
- Tricks & Tips: Jam Busters, Single Flow, Snake Passes, Space Allocation, Change from Pier Retail to Centralised Retail Zone etc.
- Practical examples of what works and what didn't work

### Panel Discussion: **Omnichannel Digital E-Commerce:**

- Re-thinking travel retail
- Digital optimization of the entire customer travel experience
- The airport as a digital marketplace for services & products

Networking Buffet Lunch at the restaurant [with wine]

---

**Focus Group Exercise:** Hear Real Passengers (Frequent Flyers) share their experiences, examine the summary of their findings & apply to your own airport

### Case Studies: **Lessons from the stock market: How do concessionaires work?**

- How they make money: profit drivers of Dufry, HMSHost, SSP, Areas



- Bargaining power: Infrastructure Owners vs Concessionaires vs Suppliers;
- Joint Venturing, Subcontracting or Doing It Alone: exploring the alternatives.

**Case Study: Airport Capacity Planning & Commercial Space Planning:**

- New Transformational Retail Concession Plans
- Moving away from annual passenger metrics for improved fidelity
- Using terminal simulation to estimate foot-fall and optimise seating vs. walk-through spaces
- Integrating with aeronautical capacity – using passenger show-up profiles and target commercial dwell times to size processing facilities.

**Networking Coffee Break**

**Case Study: Mix of Airport Concessionaires & offered Products:**

- Customer Profile Retail business
- Managing the right product mix at Your Airport
- Evidence of what mix of products works best
- Stimulating the senses and branding local Culture



**Workshop:** In Groups: discuss your airport's commercial space planning & concessionaires and share it with all of the attendees to get more regional focus.

**Panel Discussion: Key steps to Improve Alternative Revenue Sources:**

- Airport Cities: Real Estate & Land rent (offices, hotels, conference centres, medical centres, promotional areas)
- Retail, Premium Brands, Newsstands, Gift Shops
- F&B, Coffee, Bars, Restaurants
- Car Parks, Rental Cars, Ground Transport
- Advertising (placed on airport walls, billboards, buses)
- Duty & Tax Free income
- Currency Exchanges

**Welcome Networking Drinks Reception & Prize Draw** [with invited guests from London airports, concessionaries, airlines, suppliers and industry peers].

**DAY II: 12 DECEMBER**

Arrivals, Coffees

Announcement of the Prize Draw Winner

**Case Study: Expanding Airport Partner Shop Opportunities:**

- Loyalty programmes
- Seasonal Marketing Program (Edmond International Airport)
- New Trends and Unexpected Possibilities to generate revenue

**Networking Coffee Break**

**Case Studies: State of the Art Cases to Drive Commercial Revenues:**

- Adaption to the Experiential Emotional Retail



- Captivate consumer to experience the Brand Story
- Practical examples of what works and what didn't work

**Case Study: Gatwick airport's Car Parking Revenues:**

- Capacity challenges
- Off airport competition
- Off airport Ancillary pre-booking system, e-commerce
- Focus on Customer online behaviours



**Workshop:** In Groups: discuss your airports car parking challenges and off airport competition and best practice and successful experiences when resolving these.

**Discussion: Value Based Pricing:**

- 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



**Workshop:** In Groups: discuss your own experiences on value based pricing and share with everyone your strategies to increase sales of your retail shops

Networking Buffet Lunch at the restaurant [with wine]

**Case Studies: How to start growing declining Duty Free revenues** [Airports TBC]

Networking Coffee Break

**Panel: Chinese pax spent: How to get a share & tailor for your airport?**

- Increasing routes to China to grow non aeronautical spent
- How to balance retail portfolio against Target Audience
- Finavia & Birmingham airport's increase in non-aeronautical spent



**Workshop:** In Groups: discuss how do you balance your retail portfolio against your target audience?

**Discussion: Focusing on the Future: How to adapt to NOW Generation?** How will the technology and the NOW generation travel, think and act as the Traditional customer is taken over by a man-interface traveller who knows the offers/services.

Certificate Awards, Farewell Champagne & Group Photos

**DAY III: 13 DECEMBER**

Meeting at the lobby or at 9:15 meeting at the Bus Station

- London Airport Airside Retail/Commercial Tour
- Tour, Presentations, Discussions
- Farewell Lunch, Questions & Answers, Departures

