

Need to Advance Your Skills in Route Development?

Register today for ASM's **Asia-Pacific Fundamentals of Route Development for Airports and Destinations** training course to gain insight into the trends affecting route development in the Asia-Pacific region. ASM's industry experts, **Tony Griffin** and **Edmond Rose** will share in-depth knowledge on topics including sustainability, data, airline relationships, passenger demand, market sizes, catchment area calculations, market share calculations, service and price stimulations effects.

Delegates will gain a deeper understanding of the the importance of data, airline relationships and more. This course is designed to equip delegates with the skills to attract new routes and growth from airlines. A full comprehension of the latest techniques enables the creation of traffic forecasts for both the short and long term

Registration is limited so delegates have the opportunity to actively participate in lively discussion and allow ample time for networking with airlines and airports.

Act fast! Space is limited.

For more information, contact:

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Venue: Informa Singapore, 103 Penang Rd

Course Fee: £1,395 GBP

Training Discounts:



Attend more than one ASM training course in 2024 and receive a discount off on all additional courses.

Early Bird discounts are also available.

Facilitated by:



Tony Griffin
Sr. Vice President
Consulting



Edmond Rose
Consulting Director

10-11

September

**The Fundamentals of
Route Development for
Airports & Destinations**

Who should attend?

- Airport personnel who are part of the route development function
- Personnel involved in the marketing of airports and destinations
- Individuals involved with negotiating incentives with airlines
- Tourism professionals responsible for air service development
- Civil aviation authorities
- Government agencies and departments

"The course was exceptional! Being relatively new in my role, I am much more knowledgeable about air service development and how to present a stronger business case to the airlines."

- Air Service Development & Foreign Trade Zone Manager