

Learn the Practical Tools and Techniques You Need to Succeed in Route Development



Fundamentals of Route Development for Airports and Destinations

This course offers a comprehensive introduction to air service development, as well as equipping delegates with practical tools and techniques to attract new routes and growth from airlines.

Learn more about how an air service network is the most critical element of an airport, including generating passenger and cargo volumes, aeronautical and non-aeronautical revenues as well as serving as a catalyst for local, regional and national economic growth.

Who should attend?

- Airport personnel with limited experience or new to the route development function
- Tourism professionals responsible for air service development
- Civil aviation authorities
- Government agencies and departments

Route Traffic Forecasting, Catchment Analytics, Data & Long-Term Forecasts

This course is aimed at practitioners who wish to learn the most up-to-date techniques to generate both short and long-term traffic forecasts, including how to utilize appropriate market data, understanding how successful your target route can be, and tips on how to pitch to the airlines.

Delegates will also learn different methodologies to produce both qualitative and quantitative forecasts while running practical "hands on" exercises

Who should attend?

- Airports – route development managers, analysts
- Airlines – new analysts, network planners
- Civil aviation authorities
- Government agencies and departments
- Personnel responsible for or interested in airport longterm forecasts.

Gain an In-depth Understanding of Route Development

June Programme

11-12

June

The Fundamentals of
Route Development for
Airports & Destinations

13-14

June

Route Traffic
Forecasting & Data

November Programme

12-13

November

The Fundamentals of
Route Development for
Airports & Destinations

14-15

November

Route Traffic
Forecasting & Data

November Course

5-6

November

The Fundamentals
of Air Cargo
Development

Price per Course: £1,395

Location:

Informa London
240 Blackfriars

Training Discounts:

Register for both courses £2,790
Early Bird discounts available

Facilitators:



Aiden Mooney
Vice President



James Nicholls
Consultant



Tony Griffin
Sr. Vice President

To register for a course or programme, visit
asm-global.com/training-program



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We also offer BeSpoke training programmes customized
to support your company's specific needs and objectives.