

# Learn the Essential Tools and Techniques to Succeed in Route Development

## Fundamentals of Route Development for Airports and Destinations

This course offers a comprehensive introduction to route 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

## Fundamentals of Air Cargo Development

This course offers a comprehensive introduction to air cargo development. It is designed to benefit airport managers and investment agencies responsible for developing air cargo traffic at airports.

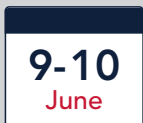
Upon completion, delegates will be equipped with the knowledge and understanding necessary to engage and build networks with commercial airlines, cargo airlines, forwarders, and integrators.

### Who should attend?

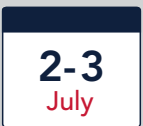
- Airports – route development managers, analysts involved in cargo development
- Airlines – analysts, network planners
- Personnel responsible for or interested in cargo development

Discover courses designed to identify the impacts and opportunities in the current landscape, fostering growth and maintaining a competitive edge. Our facilitators share insights into effective strategies for route development, ensuring you're well-equipped for the challenges and opportunities ahead.

### Summer Program



The Fundamentals of Route Development

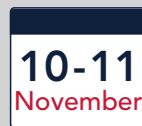


Understanding Aviation Data and Analysis

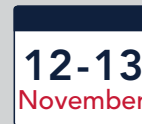
### Winter Program



The Fundamentals of Air Cargo Development



The Fundamentals of Route Development



Route Traffic Forecasting & Data

#### Facilitators:



**Edmond Rose**  
Director



**Olly Atkins**  
Senior Analyst



**Beth Redpath**  
Consultant

**Price per Course: £1,550**

Early Bird registration discounts available

#### Location:

Informa London, 240 Blackfriars

To register for a course or programme, visit [asm-global.com/training-program](https://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.