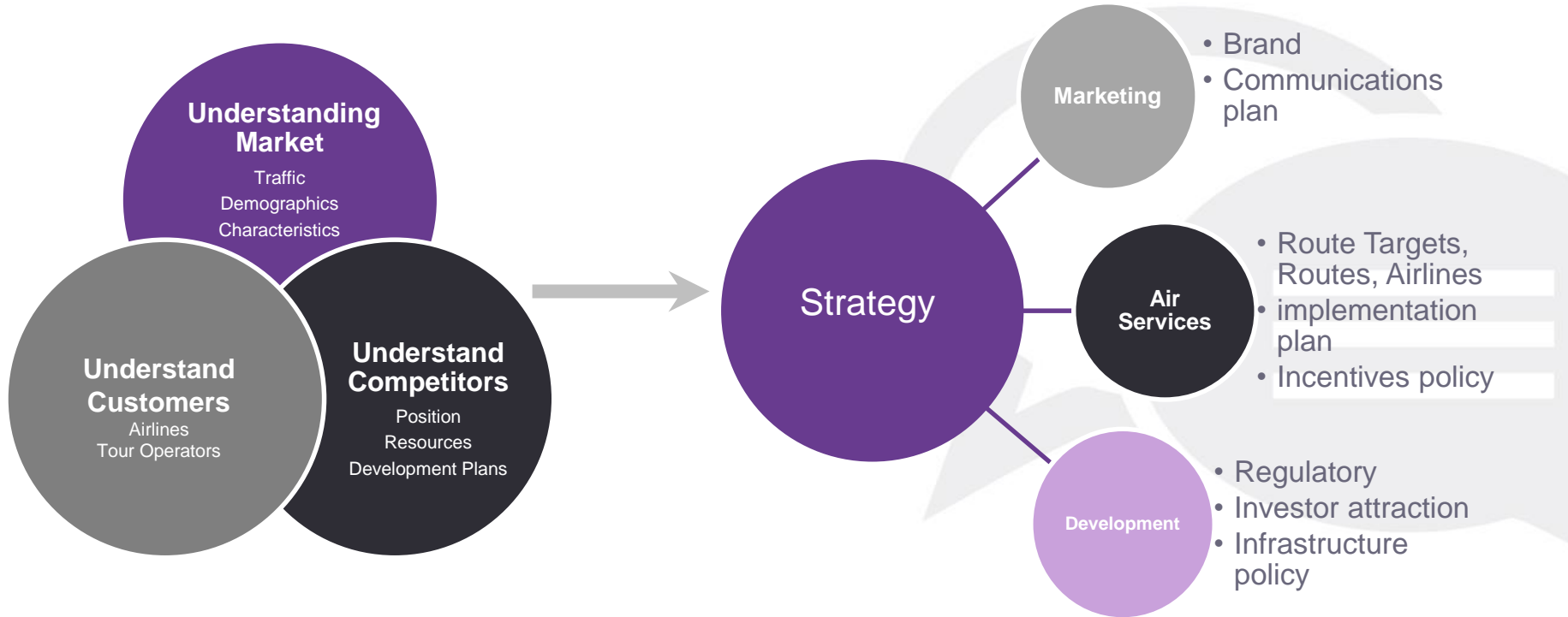


# THE FUNDAMENTALS OF ROUTE DEVELOPMENT

STRATEGY AND TARGETS

MODULE 5



1. Competition, positioning and objectives
2. **Which airlines, which markets**
3. The collaboration expectation



### **Which airlines, which markets**

*Which airlines can deliver?*

*Which airlines are ordering new fleet?*

*Which airlines are strategically aligned?*

*Which airlines are strong in source markets?*

*Does the nationality of the airline matter?*

*How important is the operating model of the airline?*



1. Competition, positioning and objectives
2. Which airlines, which markets
3. **The collaboration expectation**



The collaboration expectation.....

*“The best places that we work with, are those where all stakeholders work together as a destination, rather than individual entities from the same location.” – Emirates*

To the airline this means:

**Joint Planning • Data/Market Insight • Route Support • Traffic Delivery**

# STRATEGY AND TARGETS

CLEAR AND FOCUSED DIRECTION

Strategy	Targets
What Positioning Objective	Routes that fit markets of focus
Which geographic markets of focus	Airlines/Tour Operators that are strong/relevant to geographic market of focus
Which airline/tour operator sector	Airlines/Tour Operator fit to sector; Alliance
Key success KPI's	Airlines/Tour Operator ability to deliver: Fleet, operations
Timeframe of achievement	Nationality/ownership of airlines
Integration with stakeholders	Specific – route, airline, seasonality, frequency, connecting flows, aircraft, start date
Understanding Enablers	Rating of deliverability



### Be specific

- Identify the route(s)
- Target carrier(s)
- Routing (non-stop, tag)
- Frequency
- Aircraft type(s)
- Target start date
- Validate
- Airport revenue

