Learn the Essential Tools and Techniques to Succeed in Air Service Development

Fundamentals of Air Service Development

This course is tailored to deliver foundational insights into regional air service development programs. It provides a thorough introduction to attracting new routes and fostering growth from airlines, equipping participants with practical tools and techniques.

Explore the pivotal role of an air service network, influencing passenger and cargo volumes, aeronautical and non-aeronautical revenues, and acting as a catalyst for local, regional, and national economic growth.

Who should attend?

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

Advanced Data & Route Forecasting

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 throughout the course.

Who should attend?

- Airports – air service development managers, analysts
- Airlines – new analysts, network planners
- Civil aviation authorities
- Government agencies and departments
- Personnel responsible for or intersted in airport longterm forecasting

Marketing & Incentives

A tailored course for those directly engaged in marketing airports and destinations to both airlines and passengers, including negotiating incentives with airlines as part of an air service development strategy.

This training is ideal for seasoned B2B marketers, route developers, and individuals assigned to aviation marketing roles, catering to a diverse audience involved in shaping and promoting air services

Who should attend?

- Airports – aviation marketing managers, marketing executives, route development managers
- Tourism organisations – destination marketing managers, executives, air service development managers

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.

August Program
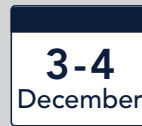*Location: Informa Washington, D.C.*

6 - 7 August — **The Fundamentals of Air Service Development**
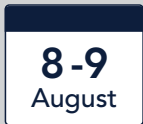
8 - 9 August — **Advanced Data & Route Forecasting**

December Program
Location: Informa Ft. Lauderdale, FL

3 - 4 December — **The Fundamentals of Air Service Development**
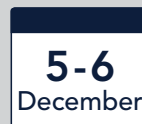
5 - 6 December — **Marketing & Incentives**

Price per Course: $1,695

Early Bird registration discounts available

Facilitators:

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Air Service Strategy
North America

Evan Berg
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To register for a course or a full program, go to
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