

Monitor the Industry and Provide Continuous Stream of Advice to Client Partners

Create Air Service Strategy

- Define catchment area and identify airports within catchment area
- Develop market study approach
- Create and perform market analysis (surveys, focus groups) for each type of airport user
- Analyze the catchment area's economy, economic trends and economic ties to other areas in the country and the world
- Create air service development strategy based on market study findings and formalize the strategy in the Air Service Development Master Plan

Identify Opportunities

- Determine market sizes for the airports within the defined catchment area.
- Identify gaps in current air service based on analysis of market sizes and average fares
- Identify airlines that could fill any gaps in existing air service
- Contact airlines to determine preliminary interest
- Development marketing and incentive support plan

Quantify and Rank the Opportunities

- Rank opportunities based on gaps in existing service
- Evaluate local and flow market sizes via a specific hub
- Estimate stimulation based on new nonstop service and changes in average fare
- Estimate impact on existing air service and determine if new service would adversely impact existing service
- Determine which opportunities are most viable and worth moving forward

Build Business Cases

- Summarize the opportunity
- Analyze historical, current and planned air service
- Prepare economic demographic and industry analysis
- Prepare overview of the community to include quality of life metrics and an overview of tourism in the market
- Summarize macro traffic and revenue trends for all airports within the catchment area as a whole and at specific airports
- Prepare analysis of the opportunity to include market size estimates, average fares and market size stimulation
- Prepare summary of airport data and information to include airfield and facility availability and constraints

Present Business Cases

- Schedule airline meeting(s)
- Meet with and present business case to airlines
- Follow-up with airline after meeting to resolve any questions or issues the airline would like addressed before making a decision
- Tailor marketing and incentive support plans for the specific opportunity

Launch Service

- Develop marketing, media and public relations plans
- Plan announcement event and prepare announcement materials
- Hold announcement event
- Implement marketing plan

Monitor Performance

- Work with airline to determine initial success
- Adjust marketing plan as required
- Analyze impact on existing service
- Periodically meet and communicate with airline to understand their perception of the new route's performance and maintain the relationship with the airline