

Air Accessibility Guide

**Final Presentation for
Champions Final Conference,
Wroclaw, February 07, 2013**



Presentation outline

→ Air Accessibility Guide

- ✈ The Idea
- ✈ Background
- ✈ Development Process

→ Air Accessibility Guide

- ✈ The Output
- ✈ Output Review
- ✈ Final Output and Publishing



The Background of AAG in Champions Project

- Elaboration of traffic demand, socioeconomic indicators, degree of mobilization within a region, income, GDP
- Approach for getting in contact with airlines, for conducting negotiations and for a successful marketing
- Investigation of identified routes which are not all commercially viable by imposing Public Service Obligations
- As-is analysis of the development of new flight connections for regional airports in Europe as well as for Public Service



The Background of AAG in Champions Project

- AAG to be compiled as a General Handbook. It is foreseen that the guide contains at least 30 pages and will be distributed to all project partners and to 100 other CE regional airports.
- The AAG is a transnationally developed tool that can be adopted for the identification and implementation of (non) commercially viable routes at other similar airports easily. The main result of this Guide shall be a higher accessibility of CE airport regions.



Air Accessibility Guide

- Supporting tool for regional airports and its stakeholders
- Should cover very divergent topics with specific know how for regional administration, public and private enterprises, tourism departments as well as at the regional airports
- Should enlighten regional airport operators and stakeholders to understand basics of route development activities as well as supporting activities to ensure the sustainable development of the particular airport



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- In order to keep it as workable document, the main aspects of route development activities were picked and elaborated
- Focus is given to cooperation – the increased attractiveness of regional airports for airlines could be achieved only in cooperation of regional airport and its stakeholders
- Assist in minimising the risk of failures by providing the information and topics that cover the necessary knowledge base



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→ Basic chapters to be covered by the Air Accessibility Guide

- ✈ Airport related topics covering customers, competition, market, stakeholders and delivery
- ✈ Understanding airlines – market segmentation, airline economics, targeting airlines, airlines business models, strategies and requirements:
- ✈ Forecasting, data sources and analysis – assessing data sources, data collection and evaluation of relevant data, processing of data, traffic and route forecasting
- ✈ Route delivery campaigns, marketing campaigns – timelines, setting targets, tools, strategies, supporting resources
- ✈ Route support mechanisms – who is involved in route support mechanisms, different types of mechanisms, what airlines are looking for them and how to negotiate about



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The Development Process

- The proposed content presented for comments by industry people
- Original Assumptions Reviewed – the originally planned scope was too wide and would require quite detailed document
- Doubts about intelligibility, especially for non-industry readers
- Specimen review – not many available
- Literature review
- Draft provided to industry experts for assessment as well as to non industry people to see, if the content is understandable
- Following the assessments the content was finetuned and final project output was developed



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The Project Output

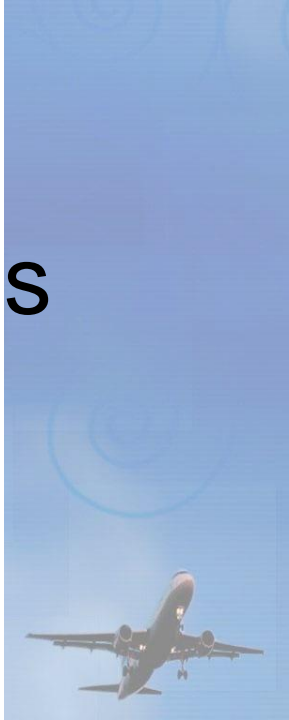
- Chapter 1 - Introduction to aviation, airports and route development process
- Chapter 2 - Basics of Airport Marketing
- Chapter 3 - Airport – Airline relationship
- Chapter 4 - Air Service Development basics
- Chapter 5 - Public Service Obligations
- Chapter 6 - **An Air Accessibility Strategy for Regional Airports**
- Chapter 7 - Conclusions



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The Project Output Final Activities

- Language reviews by licenced language and industry experts
- Placed an order for printing of the handbook
- Distribution to Project partners
- Remaining up-to-date – future of the output?
 - ✈ Aviation industry is changing very fast
 - ✈ Should the output serve the needs of regional airports, it needs to be amended and updated from time to time in order to remain current and usefull



Q & A



Thank you!

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