



ALTITUDES
التيتودس

الى النجوم. Reaching new heights.

Airport Revenue Growth 2024

DAY I | Tuesday

PASSENGERS AS CUSTOMERS

Session I: Background, Data and International Benchmarking of Success, Q&A *Networking Coffee Break*

Session II: Improve Your Customer Experience and Make More money, Q&A *Lunch followed by Keynote presentation*

Session III: Focus Group – delegates can listen to real passengers talking... *Networking Coffee Break*

Session IV: Debrief from Focus Group, Q&A

Success Case Studies from:

- Singapore Changi Airport passenger experience and commercial offerings
- London Heathrow Airport diverse range of shops, restaurants, lounges, and other commercial ventures.
- Dubai International Airport luxurious shopping options, including high-end brands and duty-free outlets.
- Hong Kong International Airport robust commercial portfolio, with an emphasis on duty-free shopping, dining, and entertainment.
- Amsterdam Airport Schiphol innovative approach to commercial activities

Session V: Win-Win Contract Negotiation

Welcome Networking Reception

DAY II | Wednesday

AIRPORT DESIGN & COMMERCIAL DEALS

Session I: Design of new Terminals and re-modelling existing ones, Q&A *Networking Coffee Break*

Session II: Make Business Class passengers spend big, Q&A *Lunch including Guest Speaker on Concession Deals*

Session III: Deals: create Win/Win for all Stakeholders, Q&A *Networking Coffee Break*

Session IV: Don't forget you are an Airport (new services quickly increase commercial spend), Q&A

Dedicated Hands on workshops on:

- Maximizing Car Park Revenue
- Airport Marketing & Promotions
- Robust Revenue Strategy
- Customer Profiling
- Enhanced Passenger Experience
- Terminal Design
- Retail Positioning

Networking Drinks Reception

DAY III | Wednesday

LATEST COMMERCIAL SOURCES & TOUR

Session I: Developing alternative revenue sources: Car Parks, Ground Transport, Property, Airport Cities, Q&A *Networking Coffee Break*

Session II: London Airport Retail Tour, Q&A *Networking Buffet Lunch including Airport Presentation & Tour*

Session III: Wrap Up, Certificates Award, Q&A

* Full Agenda with Dates, Timing and Speakers available on request.