# Strategic Airport Marketing and Route Development Training Course



16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #AIR6208_77456

## Course Introduction / Overview:

In today's fiercely competitive aviation landscape, an airport is no longer just a piece of infrastructure but a dynamic commercial enterprise. Success hinges on a dual strategy: attracting airlines through robust air service development and engaging passengers through compelling marketing. This course provides a comprehensive A to Z guide to mastering both facets. Drawing upon foundational principles articulated by leading academics like Dr. Rigas Doganis in his seminal work, "The Airport Business," this program explores the intricate relationship between route development, airport branding, and sustainable revenue growth. Participants will delve into the methodologies for identifying new route opportunities, crafting persuasive business cases for airlines, and implementing innovative marketing campaigns that enhance passenger traffic and non-aeronautical revenue. BIG BEN Training Center has designed this training course to equip aviation professionals with the strategic foresight and practical skills needed to navigate market complexities, build lasting airline partnerships, and secure a competitive advantage for their airport in the global market. This is more than a course; it is a strategic toolkit for driving airport growth and profitability.

## Target Audience / This training course is suitable for:

- Airport Marketing Managers and Directors.
- Route Development and Air Service Development Professionals.
- Airport Commercial and Business Development Managers.
- Airline Network Planners and Market Analysts.
- Civil Aviation Authority Officials.
- Tourism Board and Economic Development Executives.
- Aviation Consultants and Industry Analysts.
- Airport General Managers and Executive Leadership.

## Target Sectors and Industries:

- Airport Authorities and Private Airport Operators.
- National and International Airlines.
- Civil Aviation Authorities and Regulatory Bodies.
- Governmental bodies, including Ministries of Transport, Tourism, and Economic Development.
- Aviation and Management Consulting Firms.
- Travel, Tourism, and Hospitality Sectors.
- Air Cargo and Logistics Companies.

## Target Organizations Departments:

- Marketing and Communications Departments.
- Commercial and Business Development Departments.
- Route Development and Aviation Services Departments.
- Strategic Planning and Analysis Departments.
- Corporate Affairs and Stakeholder Relations.
- Finance and Revenue Management Departments.
- Operations and Customer Experience Departments.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop and execute a data-driven airport marketing and branding strategy.
- Conduct thorough catchment area analysis to identify profitable new route opportunities.
- Construct and present compelling business cases to airline network planners.
- Design and negotiate effective incentive programs to attract new air services.
- Leverage digital marketing and social media to increase passenger engagement and loyalty.
- Understand the core drivers of airline business models and network decisions.
- Formulate strategies to grow both aeronautical and non-aeronautical revenues.
- Build and sustain strong, collaborative partnerships with airlines and tourism stakeholders.
- Analyze market trends and competitive landscapes to inform strategic decisions.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable. This course moves beyond traditional lectures to foster a dynamic learning environment where theory is seamlessly integrated with practice. Participants will engage in a variety of activities, including in-depth case studies of successful airport marketing campaigns and route development initiatives from around the world. Interactive group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences, enriching the collective learning process. A significant portion of the course is dedicated to hands-on workshops, such as role-playing airline negotiation scenarios and developing a route viability assessment for a target market. This practical approach ensures that participants not only understand the concepts but can also apply them confidently in their professional roles. Our expert facilitators guide each session, providing personalized feedback and ensuring that every participant leaves with a practical toolkit of strategies and techniques to drive growth for their organization.

## Course Agenda (Course Units):

### Unit One: Foundations of Airport Marketing and Strategy

- The modern airport as a complex commercial business.
- Understanding the global aviation ecosystem and key stakeholders.
- Core principles of B2B (airline) and B2C (passenger) marketing.
- Conducting a strategic SWOT and PESTLE analysis for your airport.
- Defining your airport's unique selling proposition (USP) and brand identity.
- An overview of aeronautical and non-aeronautical revenue streams.
- The critical link between marketing, passenger experience, and profitability.

### Unit Two: Data-Driven Air Service Development

- The strategic role and objectives of an Air Service Development (ASD) team.
- Understanding diverse airline business models (LCC, FSC, Charter, Cargo).
- Mastering catchment area analysis and passenger leakage studies.
- Utilizing key data sources like OAG, Sabre, and government statistics.
- Techniques for identifying unserved and underserved market opportunities.
- Building a prioritized target airline list and effective outreach strategies.
- Fundamentals of air traffic forecasting and demand stimulation models.

## Unit Three: Crafting the Business Case and Airline Engagement

- Key components of a persuasive new route business case.
- Financial modeling, route profitability analysis, and risk assessment.
- Designing innovative and sustainable airport incentive and support packages.
- The art of storytelling and data visualization in presentations to airlines.
- Preparing for and mastering the techniques of airline negotiations.
- Building and managing long-term, mutually beneficial airline-airport partnerships.
- Leveraging industry events and conferences for maximum impact.

## Unit Four: Integrated Airport Marketing and Communications

- Developing a comprehensive and integrated airport marketing plan.
- Advanced digital marketing strategies: SEO, PPC, social media, and content marketing.
- Building a strong airport brand and fostering passenger loyalty.
- Public relations, media management, and crisis communication protocols.
- Marketing to diverse passenger segments (business, leisure, VFR, and niche markets).
- Forging powerful collaborations with tourism boards and regional partners.
- Measuring marketing ROI, campaign effectiveness, and key performance indicators.

## Unit Five: Future Trends, Sustainability, and Strategic Growth

- The impact of sustainability (ESG) on airport marketing and route development.
- Leveraging big data, AI, and technology for enhanced passenger insights.
- Strategies for developing airport hubs, connectivity, and transfer traffic.
- The growing importance of air cargo marketing and logistics development.
- Navigating geopolitical, economic, and regulatory challenges in aviation.
- Creating a resilient and adaptive route development and marketing strategy.
- Final project: Presentation of a comprehensive new route proposal.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

As airports increasingly invest in digital transformation and data analytics to understand passenger behavior, how can these B2C insights be effectively translated into more compelling B2B value propositions for airline route planners?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a truly integrated and holistic perspective on airport growth, seamlessly weaving together the distinct yet interdependent disciplines of B2B air service development and B2C passenger marketing. Unlike programs that focus on one area in isolation, this training provides a 360-degree view, demonstrating how a strong airport brand and deep passenger insights can become the most powerful tools in an airline negotiation. The curriculum moves beyond abstract theory, emphasizing practical application through realistic simulations, such as building a data-rich business case from scratch and engaging in role-playing negotiation sessions that mirror real-world challenges. Furthermore, the course is resolutely forward-looking, dedicating significant time to emerging trends like sustainability, digital transformation, and the strategic marketing of air cargo. Participants will not just learn established best practices; they will explore the future of aviation and develop the strategic agility required to build resilient, competitive, and profitable airports for years to come.