



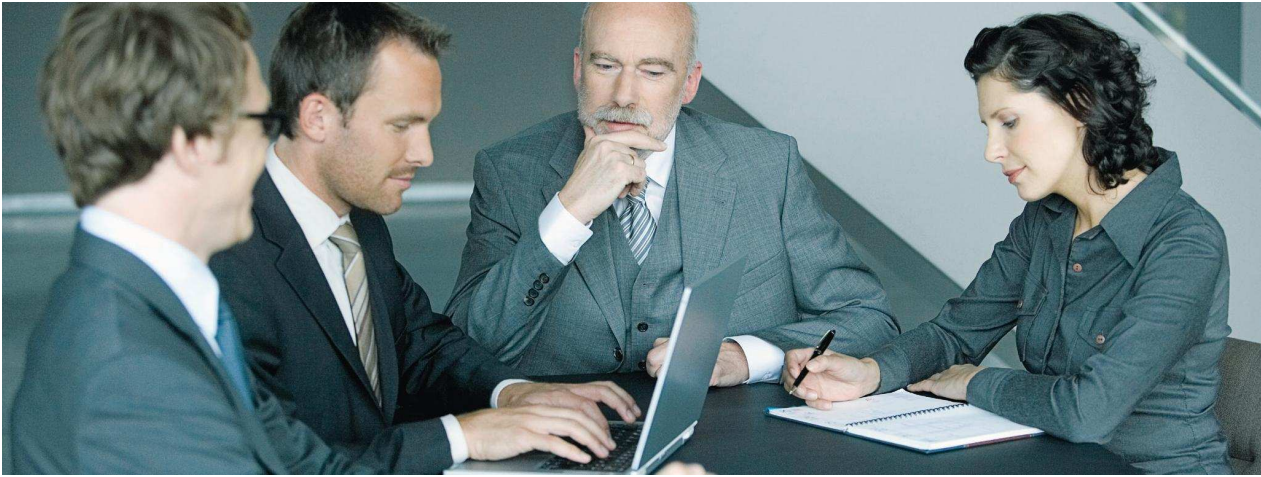
Air Service Development –
the pro-active approach to steering
your airport growth

Faced with an increasingly competitive aviation environment, more and more airports are willing to invest in thorough analyses of their local market and the passenger and cargo flows. Using this detailed information future-oriented airports are able to approach airlines with promising market opportunities.

And the investment has proved to be worthwhile: According to ACI every passenger on a worldwide average contributes an extra 20 USD in both aeronautical and non-aeronautical revenues to the airport.

Airports can no longer afford to leave route development up to the airlines. Successful airports have realized that they can have a major positive impact on their growth with a pro-active air service development strategy.





Lufthansa Consulting's approach: three steps towards your successful air service development strategy

Market Potential Analysis

Comprehensive data analysis is a sound basis for every successful business development.

- Market Segmentation and Positioning – provides all the quantitative information about your markets and your airport's position within them.
- Air Traffic Flow Analyses – identifies your true O&D flows and your development opportunities.

Traffic Development

A structured course of action evaluates the most promising routes and airline combinations.

- Simulation of the Air Service Pattern – provides you with supply profiles by simulating potential airlines on potential routes based on the respective carrier's network development strategy.
- Route Evaluation – assesses the viability of any route/ carrier combination chosen.

Airline Marketing

Transferring the evaluated results into your airport marketing concept is the key to success.

- Marketing action plan – structures the approach to your future airline clients.
- Marketing support – provides hands-on support during important industry conferences and for airline marketing activities.

Lufthansa Consulting – your competent and reliable partner in the aviation business

Reap the benefits of our in-depth market knowledge and aviation expertise to gain the competitive edge.

- Access to the most up-to-date aviation data sources.
- Comprehensive data analysis complemented with long-standing world-wide industry experience.
- State-of-the-art IT-tools to simulate new air services in an existing market environment.
- Airline network management philosophy applied to airports' needs.
- Well connected expert network incorporated in the Lufthansa Group, one of the most successful aviation businesses in the world.



Lufthansa Consulting

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