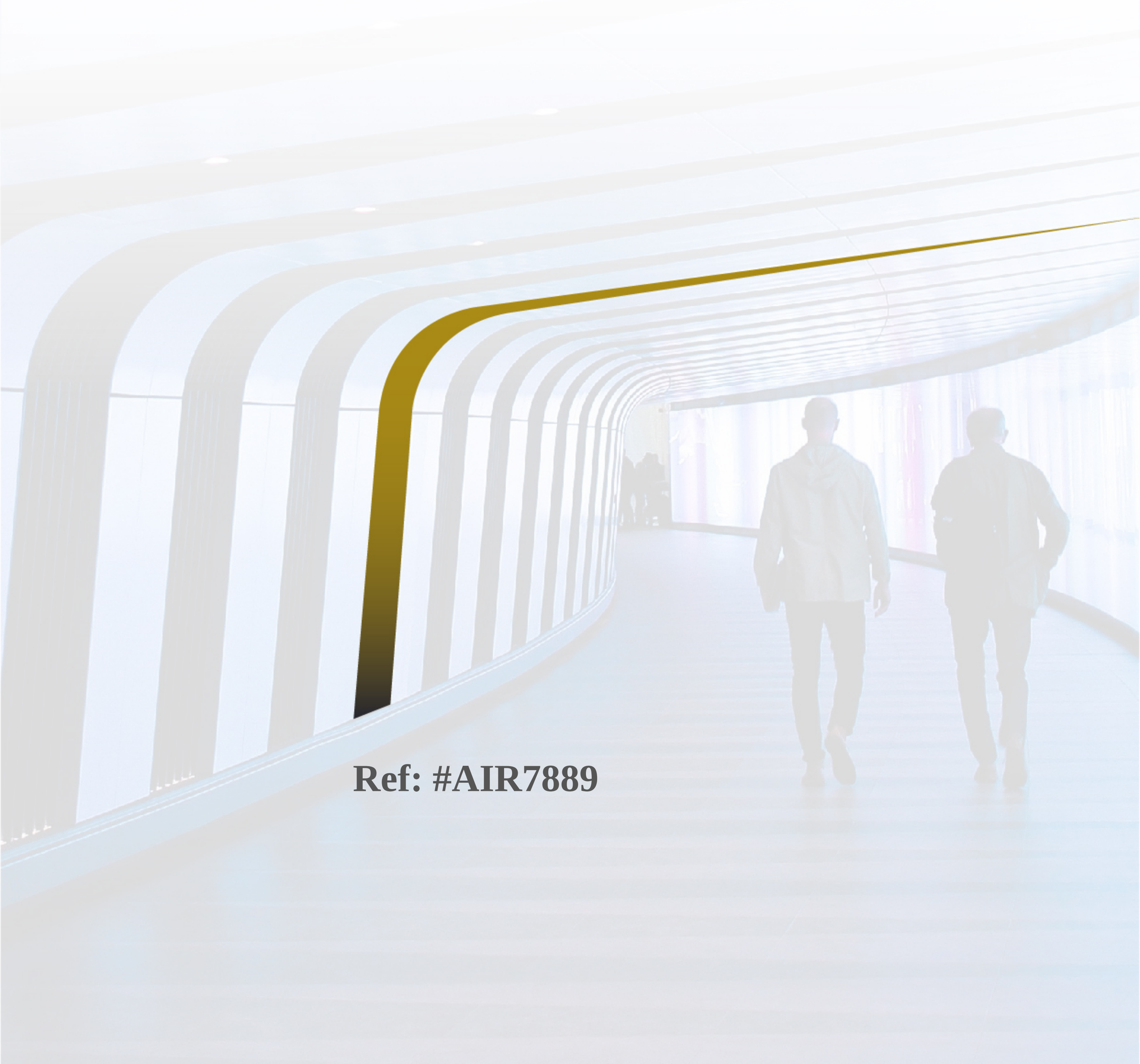
Strategic Airport Commercial and Revenue Management Training Course



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Course Introduction / Overview:

The global aviation landscape is undergoing a profound transformation, compelling airports to evolve from mere transit hubs into dynamic commercial ecosystems. This shift necessitates a sophisticated approach to revenue generation that extends far beyond traditional aeronautical charges. The Strategic Airport Commercial and Revenue Management Training Course offered by BIG BEN Training Center provides a comprehensive framework for mastering this new paradigm. This program delves into the intricate art and science of maximizing non-aeronautical revenues, a critical component for airport sustainability and growth. Drawing upon key principles outlined by leading academics like Dr. Anne Graham in her seminal work, "Managing Airports: An International Perspective," this course equips participants with the strategic foresight to identify, develop, and manage diverse commercial opportunities. We will explore everything from optimizing retail and concession performance to leveraging airport real estate and embracing digital innovation. This training is designed to empower aviation professionals to build resilient revenue models, enhance the passenger experience, and secure a competitive advantage in an increasingly complex market. Participants will leave with a practical toolkit to drive profitability and transform their airport's commercial operations from A to Z.

Target Audience / This training course is suitable for:

- Airport Commercial Directors and Managers.
- Business Development and Strategy Executives.
- Airport Finance and Revenue Managers.
- Retail, Concession, and F&B Managers.
- Airport Marketing and Brand Managers.
- Real Estate and Property Development Managers.
- Aviation Consultants and Analysts.
- Airport Operations Managers with commercial responsibilities.
- Government officials in aviation and transport ministries.

Target Sectors and Industries:

- Airport Authorities and Operators.
- Private Airport Management Companies.
- Aviation Consulting and Advisory Firms.
- Government Ministries of Transport and Aviation.
- Infrastructure Investment and Private Equity Firms.
- Airline companies involved in airport partnerships.
- Large-scale retail and service concessionaires.

Target Organizations Departments:

- Commercial and Business Development.
- Finance and Revenue Management.
- Marketing and Communications.
- Real Estate and Property Management.
- Strategic Planning and Corporate Strategy.
- Operations and Passenger Services.
- Procurement and Concessionaire Relations.

Course Offerings:

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

- Develop a comprehensive airport commercial strategy aligned with organizational goals.
- Identify and evaluate a wide range of non-aeronautical revenue streams.
- Analyze passenger demographics and behavior to optimize retail and service offerings.
- Master concession management from tendering to performance monitoring.
- Formulate effective strategies for airport car parking and ground transportation services.
- Assess and capitalize on airport real estate and landside development opportunities.
- Integrate digital technology to enhance passenger experience and drive ancillary revenue.
- Implement advanced marketing and branding techniques for airport commercial assets.
- Conduct financial modeling and risk assessment for new commercial ventures.
- Benchmark commercial performance against global best practices and industry KPIs.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures to foster a dynamic learning environment built on a blend of expert-led presentations, in-depth case study analyses of leading international airports, and collaborative group workshops. Participants will work in teams to solve complex commercial challenges, develop revenue generation proposals, and present their strategic plans, simulating the decision-making processes they face in their roles. Interactive sessions, Q&A panels, and peer-to-peer discussions are integrated throughout the five days to encourage the sharing of diverse experiences and perspectives. We emphasize a hands-on approach, utilizing practical exercises and financial modeling tools to build tangible skills. The facilitator will provide continuous feedback and guide participants in creating a personalized action plan to implement new strategies upon their return to their organizations, ensuring a lasting impact on both individual capability and airport profitability.

Course Agenda (Course Units):

Unit One The Foundations of Airport Commercial Management

- The evolution of the airport business model.
- Understanding the distinction between aeronautical and non-aeronautical revenue.
- Key drivers of commercial success in the modern airport environment.
- Global trends and benchmarks in airport commercial performance.
- The strategic role of the commercial department within the airport organization.
- Introduction to key performance indicators (KPIs) for revenue management.
- The regulatory framework and its impact on commercial activities.

Unit Two Maximizing Core Non-Aeronautical Revenue Streams

- Strategic management of duty-free and specialty retail concessions.
- Optimizing food and beverage (F&B) offerings to match passenger profiles.
- Developing and managing profitable car parking and ground access services.
- Strategies for airport advertising and media sales.
- Managing car rentals, hotel services, and other passenger amenities.
- The art of concession tendering, negotiation, and contract management.
- Performance monitoring and relationship management with commercial partners.

Unit Three Airport Real Estate and Asset Development

- Unlocking the value of airport land and property assets.
- Developing an airport city and aerotropolis concept.
- Strategies for commercial real estate, office parks, and logistics centers.
- Managing cargo facilities and free trade zones for revenue generation.
- Public-Private Partnership (PPP) models for infrastructure development.
- Financial feasibility analysis for real estate projects.
- Sustainability considerations in airport property development.

Unit Four Strategic Marketing and the Passenger Experience

- The direct link between passenger experience and commercial spend.
- Using data analytics and market research to understand passenger needs.
- Developing a powerful airport brand to attract partners and passengers.
- Digital engagement strategies using mobile apps and social media.
- Implementing loyalty programs and customer relationship management (CRM).
- Creating a unique 'sense of place' through terminal design and ambiance.
- Marketing airport commercial services to different passenger segments.

Unit Five Future-Proofing Airport Commercial Strategy

- The impact of digitalization and e-commerce on airport retail.
- Integrating new technologies like AI and IoT for commercial optimization.
- Developing sustainable and green commercial initiatives.
- Financial modeling and investment appraisal for commercial projects.
- Risk management in a volatile aviation market.
- Building a resilient and diversified commercial revenue portfolio.
- Creating a roadmap for future commercial growth and innovation.

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 evolve into multi-modal 'aerotropolises', how can commercial strategies adapt to capture value beyond the traditional passenger journey?

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

This course distinguishes itself by adopting a holistic and forward-looking perspective on airport commercial management. While many programs focus narrowly on retail and concessions, this training provides a comprehensive 360-degree view, integrating core non-aeronautical revenue streams with the often-untapped potential of airport real estate, cargo logistics, and the aerotropolis concept. It moves beyond theoretical knowledge by grounding every module in practical, real-world case studies from globally recognized airports, enabling participants to analyze both successes and failures. A key differentiator is the significant emphasis on the symbiotic relationship between passenger experience and commercial profitability, exploring how data analytics and digital innovation can be leveraged to create personalized offerings that drive spending. Furthermore, the curriculum is uniquely future-focused, dedicating substantial time to emerging trends such as sustainability, digitalization, and the development of resilient, diversified revenue portfolios. Participants will not just learn current best practices; they will be equipped with the strategic foresight to anticipate market shifts and lead their airports toward sustainable financial success in the decades to come.