



**KSDarprt.**  
Karlstad Airport



# BALTIC BIRD WP 5.1

**Results of Airport Marketing Toolbox Implementation & Pilot Project**

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The project is part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument).



# The Background



## **Terms of Reference** **29<sup>th</sup> of August 2012**

*“.....WP 5.1 aims at providing regions and their airports with a toolbox of marketing strategies. Their implementation shall attract airlines to set up new flight routes. The development and application of marketing tools shall offer better skills and knowledge for the involved partners to improve the regional accessibility to an utmost extend....”*

# Challenges



## Complexity of Route Development

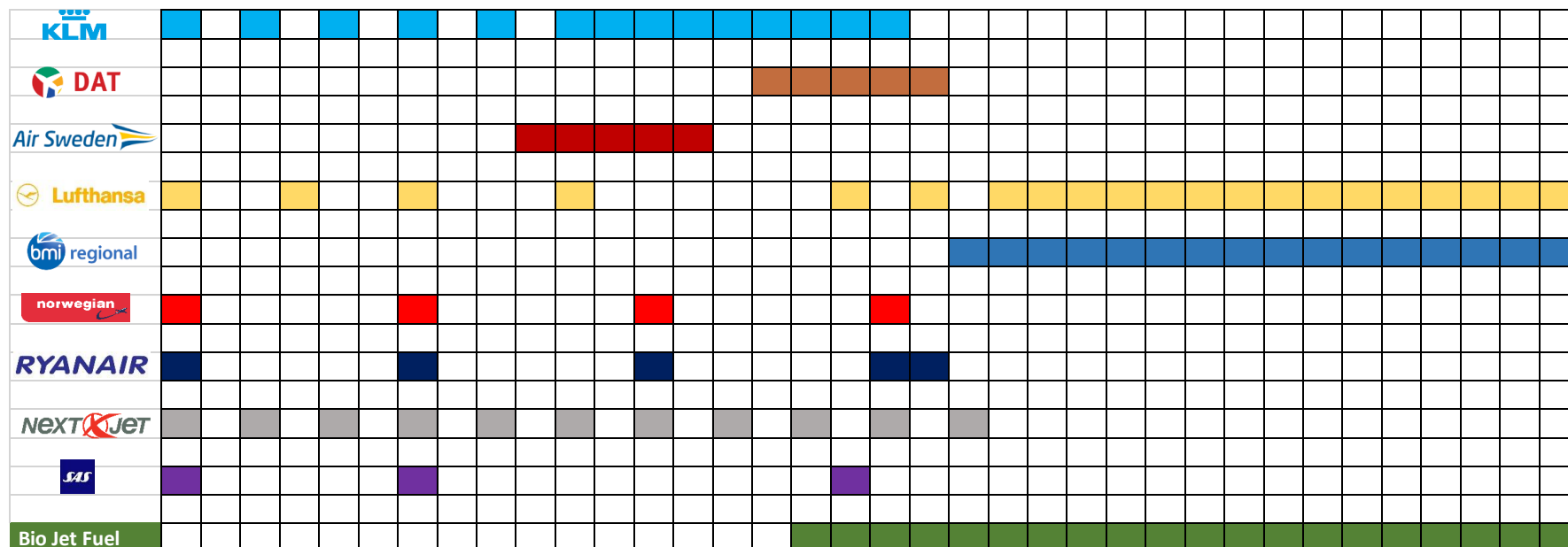
- Macro-Factors
- Airline Uncertainty
- No Silver Bullet / No One Solution
- More Complicated in Current Climate

# The Toolbox



- Objective: create a one size fits all, transnational solution to route development
- But: challenges mean there is no “Silver Bullet”
- Online solution seemed to best suit the needs of the Project – novel concept in the industry!
- Important to remember this is only a TOOLBOX – cannot be the fix all solution – still input and creativity required

# Processes for ONE route .....



# New routes

## KSD - FRA



## KLR - TXL







# PILOT PROJECT

Although first route has been established efforts for more routes will be continued after end of BALTIC BIRD project lifetime.....



# THANK YOU !

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