Work Package 5.1 - Elaboration of an Airport Marketing Toolbox

Output Report - Task B - Data Collection

Business Model Canvas				
8. Key Partners Please list all of the key partners involved with the airport. For e.g.: - airlines - tourst boards - hotel associations - owners / operatros - handling companies - retailers - government institutions	**7. Key Activities** What activities are being done to enhance / market the airport to make it attractive for customers? **6. Key Resources** 1. What are the key resources available to the airport? For e.g.: - cash reserves - government / private funding - fully functional terminal - RW and technical infrastrcutre 2. Who owns / maintains the infrastrcuture? 3. If modifications need to be carried out, who will fund them?	**2. Value Propositions** What is available at X Airport that is or has the potential to create value for airlines? For e.g. - a strong catchment - market data to support new routes - incentives - marketing support - sufficient infrastructure	**4. Customer Relationships** What sort of relationship do you have with your customers. For .e.g.: - ongoing communication - limited or no communication - adversarial **3. Channels** How do you currently interact with your customers? For e.g.: - writing proposals - meeting directly with customers - attending conferences / events - marketing activities	**1. Customer Segments:** 1. Who are your existing customers? Please list each segment, for e.g. - Legacy carriers - Low Cost Carriers - Charter - Cargo 2. What customer segments are you tageting, this may include new segments or incresses to existing segments?
9. Cost Structure of the Business Once a full set of responses had been provided to the above questions, we will be able to create a cost model for the business. This in turn will help to focus and identify areas for improvement or new ways in which the Airport can market itself towards airlines.			**5. Revenue Streams** 1. How does your business currently capture revenue, please list the revenue streams as a % of total revenue? 2. What sort of pricing structure applies at the airport for airlines? 3. Any other relevant informaiton about revenue, for e.g. funding for capitcal projects or any third party investments?	