



KSDarprt.
Karlstad Airport



BALTIC BIRD WP 5.1

Results of Airport Marketing Toolbox Implementation & Pilot Project

**Olle Fält, IC Aviation Ltd.
Peter Landmark, Karlstad Airport**



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



Baltic Sea Region
Programme 2007-2013



The Background



Terms of Reference

29th 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

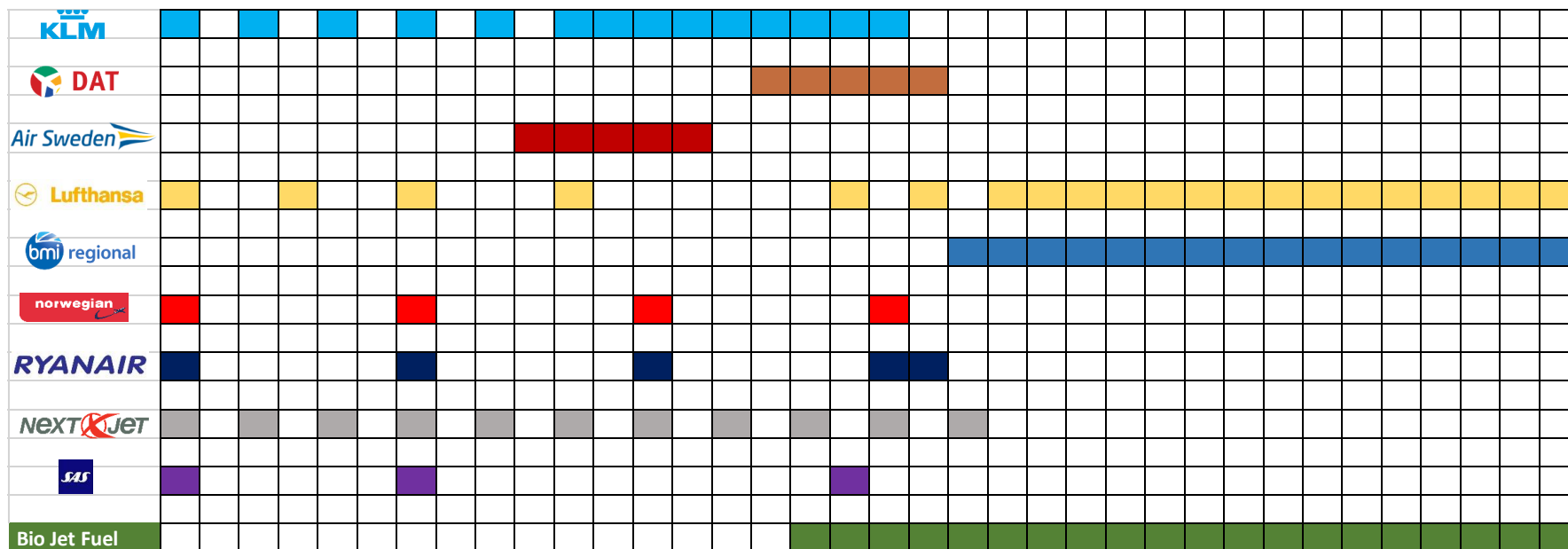
- Macro-Factors
- Airline Uncertainty
- No Silver Bullet / No One Solution
- More Complicated in Current Climate

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 !

ofalt@ic-aviation.com
peter.landmark@karlstad.se