

Norrköping, 24th April, 2013

Minutes - The Airport Marketing Toolbox Workshop

The wider group of participants at this Baltic Bird meeting in Norrköping were split into 4 groups of between 5-6 persons. 3 very general questions were proposed and each group was asked to discuss these and to appoint a Chairperson of their group who would present each group's findings to the wider group.

IC Aviation would like to thank all of the participants for their input during this Workshop. The responses we received will feed directly into the Airport Marketing Toolbox and will assist greatly with its creation.

The questions were:

- What do you want the Toolbox to achieve?
- What have we missed so far?
- Any questions - is anything not clear?

The responses were very interesting and can be summarised as follows:

Group 1 - represented by Bartosz Łabenda noted the following points:

The Toolbox should offer ways in which to develop new routes for the airport. Group 1 also want it to address what the strategy should be for the airport. It should also help to identify better ways to communicate with relevant stakeholders and with potential new passengers. The Toolbox should also detail how the airport stand out from its competitors.

Group 2 - represented by Mikko Salo noted the following points:

The Toolbox should address the specific ways in which the airports should be contacted. Group 2 also wanted to know more about the work processes and modelling involved in the creation of the Toolbox. Group 2 also requested information about the best timing to contact airlines. Finally, they asked about regional marketing strategies and how it is possible to create loyalty for people to use a particular airport.

Group 3 - represented by Elina Koivisto noted the following points:

It is important for the Toolbox to help to identify who the customer actually is. It should also include different strategies for each situation. Group 3 outlined the challenges facing the Finnish air transport market due to the uncertainty about the future of regional airports. They also asked if the results from the SONAR analysis could be included within the Toolbox.



Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument)

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And finally, Group 3 asked whether the Toolbox will be tailored for each airport / market or if it will be a more general approach.

Group 4 - represented by Benedikt Mandel noted the following points:

Group 4 remarked that the Toolbox should be able to answer any open questions and give general guidance. They also said that the Toolbox should be built upon 4 pillars:

1. Airline
2. Large local companies and organisations
3. Tourism industry
4. Public authorities

Each of these segments have to be integrated and the Toolbox has to give guidance accordingly.

Group 4 also noted the following additional points and questions in relation to the Toolbox:

1. What do airports have to do to prepare for airlines, what do they want to see? Airline specific issues should also be included within the Toolbox, fleet structures, etc. What is the airlines' strategy? And what is the decision process of an airline?
2. Who can I approach at an airline (department, name)?
3. The Toolbox should identify ways in which you can bring together the owners and approaching public authorities so the airport can bundle forces.
4. How to create a product together with airline and tourism industry and or local companies/organisations?
5. What marketing can be done at the origin? For example, how to brand the airport, to raise awareness so that airlines and the market can recognise the airport.
6. How to identify the increased wealth that airports can deliver for regions and the improved accessibility that they can provide. And how to bring industry engagement into route development?
7. The Toolbox should exchange experiences.
8. Identifying the market, what is it, O&D or charter, etc.
9. Are there specific models of risk sharing that airlines like to consider?
10. Is there possible ways to cooperate between airports?
11. How to do destination marketing?
12. What marketing instruments to use?

Ends.