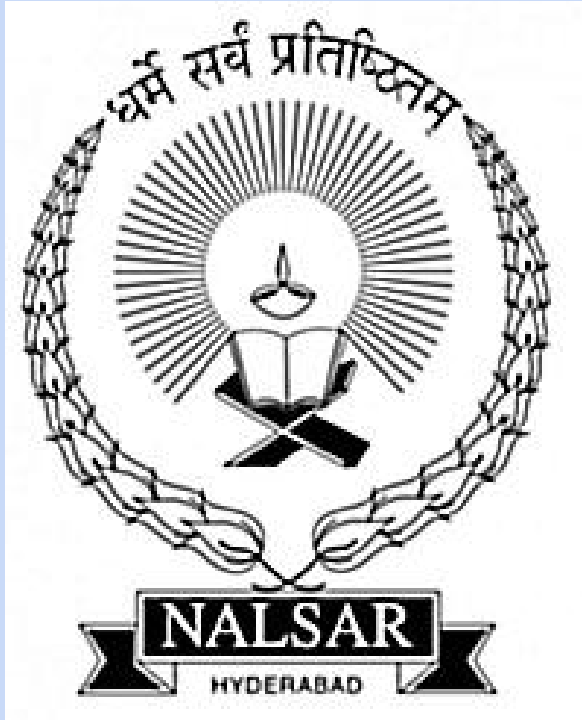


AIRPORT MARKETING



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WHY AIRPORT MARKETING ?



You may have a wonderful airport but if people don't know about it, you don't have business!

Out of sight, out of mind!!!

- Airports are more than airports -Aerotropolis
- A key economic driver
- A connect to the aviation community
- A connect to the local community and so.....
- Importance of Marketing for Airports
- Key Marketing Strategies
- Digital Transformation in Airport Marketing
- Challenges & Solutions
- Conclusion & Future Trends



EVOLUTION OF MODERN AIRPORT



Post Second World War – Lot of Airfields & Airstrips

Development of Civil Aviation

Beginning of Jet Age led to development of Airfields

Europe & America experienced the boom in 1980's and 1990's

Airport Privatisation and Modernisation begins in Europe

Asia sets a new trend with Hong Kong and rest follow suite

AIRPORT REVENUE SOURCES



Aeronautical Resources

Aeronautical or Traffic Revenues

- Landing Fees
- Airport Air Traffic Control
- Aircraft parking, hangarage and picketing
- Passenger Charges
- Freight Charges
- Apron Services & Aircraft Charges

V/S

Non - Aeronautical Resources

- Rents or Lease Income – Airlines & other Tenants
- Recharges to tenants – Utility Income
- Concession income – Shops, Catering, Duty Free, F&B, Hotels, etc.,
- Car Park Revenue
- Non - Airport Related Income – Real Estate Development
- US, Europe and India Examples

VARIOUS ASPECTS OF AIRPORT MARKETING



Marketing

- Who you want to talk to (target audience, customers)
 - What you want to tell them (value proposition)
- What you want them to do about it (call to action)

Advertising

- How you communicate what's special about you in order to influence your target audience

Four-part test of effectiveness:

1. Does it tell the audience something that is New:
2. Relevant: What they want to hear
3. Credible: Be factual
4. Unique: What is different about your airport?



VARIOUS ASPECTS OF AIRPORT MARKETING



Branding & Reputation

What you want the target audience to think and feel
about your airport
(Google, Kleenex, Xerox)

Airport Marketing

- Drives Passenger Traffic
- Increase Non-Aeronautical revenue (Retail, Parking, etc.)
- Boost Airline partnerships and Collaborations
- Enhance Brand and Reputation



LOTS OF FOLKS TO SATISFY



- Citizens (Airport Neighbors)
- Local City / Province Council
- Airlines
- Airport Tenants
- Airport Operators



CURRENT MARKETING STRATEGY ??



- What kind of marketing do you do? Have you done?
- Who does your marketing?
 - Airport manager?
 - Marketing manager?
 - Economic Development department?
 - Volunteer?
 - Sometimes fuel providers can partner with you
- Does your airport have an appropriate name? branding? logo? website?
- Who is your target audience? Who are your customers?
- Do you know what businesses utilize the airport?



AIMS OF MARKETING PROMOTION



Passenger Segmentation:

Tailoring services based on traveller type (business, leisure, transit, etc.)



Non-Aeronautical Revenue Focus:

Promotions, offers, and partnerships in retail, food & beverage.



Destination Marketing:

Collaborations with tourism boards and travel agencies.

ASPECTS OF PROMOTION



A. Procedural Aspects

- Price Reduction
- Gifts
- Competition
- Point of Sales Service
- After Sales Service
- Free Samples



B. Advantages of Promotions

C. Parameters for Selection of Promotions

AIRPORT MARKETING ACTIVITY



- Whatever type of marketing you use or intend to use... you need pictures of airport activity!!
 - Based tenants
 - Transient traffic
 - Events



MEDIA AND ADVERTISING



- Newspapers
- Radio
- TV
- Magazines, such as tourism
- Trade Journals
- Aviation Media



SOCIAL MEDIA IN MARKETING



- Definition, Platforms, Benefits
- Growth and Overview
- Barriers for its implementation
- Social Media Engagement: Promotions, contests, and feedback management.
- Mobile Apps: Navigation, offers, loyalty points.
- Digital Advertising: Geo-targeted ads, partnerships with travel platforms.
- Customer Data Analytics: Understanding passenger behavior to tailor services
- Facebook, Twitter, Instagram & Youtube



AIRPORT IS A PUBLIC FACILITY



- The best way to show the public where the airport is, the types of activities that go on, the economic impact it generates, etc. is to bring them to the airport.
- ***Absolutely must invite the public to the airport at least once a year!!!***
 - Fly-in
 - Quarterly/Annual Events
 - Airport Open House Airshow
 - Wings and Wheels
 - School events
 - Learn to fly days
 - Airport tours
 - “Book club” review via library or local group
 - Adventure/outdoor clubs
 - GA Rally



Delhi Airport



Trivandrum Airport



Budapest Airport

Singapore Changi Airport's 'Jewel' Campaign



- Singapore followed Hongkong as a city state
- It perhaps is the trendsetter in Asia
- Airport very well integrated with city and its needs
- Passenger friendly and the best hub in SE Asia
- Continuous improvement in both soft and hard infrastructure



Better the Best.....

Dubai International Airport



- It began like Singapore but used the airport as the focal point and made it the gateway for the entire middle east
- Built an aerotropolis and developed aero and non-aero facilities around the airport
- First Asian airport to connect to all the continents
- Huge subsidiaries in Dubai Duty Free, DNATA and other services
- Best airline-airport-city integration and huge sponsorships in sports leverages all the three

Delhi Airport



- New Delhi Modernization began in 2006 and completed in 2009
- Before Privatization, ranked around 110 and now in top 3
- It is one of the largest in Asia and World
- Strategy around customer centric focus and lot of non-aeronautical revenue.
- Aerocity one of its kind in the country



Hyderabad Airport



- India's first greenfield PPP airport project
- Consistently been rated in the top 5 airports by ACI
- Location of Hyderabad has made it one of the best hubs in the country
- High class passenger amenities including the best access to city for any metro airport
- One of the growing aerotropolis with nearly 10 million s.ft across all asset classes



CHALLENGES & SOLUTIONS IN AIRPORT MARKETING



Challenge

Diverse Passenger
Demographics



Challenge

Security and
Privacy Concerns



Solution

Personalized
marketing efforts



Solution

GDPR-compliant
marketing
initiatives.

CONCLUSION & FUTURE TRENDS



- The growing role of technology in airport marketing.
- Sustainable and eco-friendly marketing initiatives.
- The rising importance of personalization in passenger experience.

