

Future of Aviation Marketing

Presented by

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25th August 2023

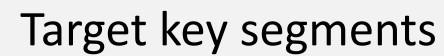
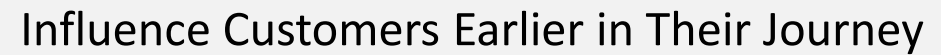
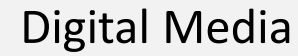
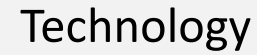


Marketing Trends & Future



AVIATION MARKETING: CHALLENGES AHEAD

- 'social' pace to create brand equity.
- Manoeuvre to hold customers.
- Analytics – an 'altimeter' for the airline business.
- Changing the course in revenue generation.
- Increased focus on the regulatory and standardization route.



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Important: Resumption of flights to Lagos from 11 September 2022 [Show more](#)

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- **Airport Ownership Transition**
- **Airport Cities, Aerotropolis**
- **Location-based Services**
- **Consolidation**
- **Digital Security**
- **Self Operation**
- **Traffic Growth**
- **Integration and Standardization**
- **Digital Transformation**
- **Green Airports**

AIRPORT MANAGEMENT: TRENDS and DEVELOPMENTS

- Eco system of communities.
- Information complexity Management.
- Smarter Airport Management.
- Privatization- Models(Contract/Long term lease/ Sale- BOT/LDO).
- Change Management- Increased operating efficiency, Additional operating revenues, Improved customer amenities, Green field Airports.

Future of Aviation Marketing

- Emerging Technologies
- Changing consumer behavior
- Sustainability Efforts
- Digital Platforms and Online presence
- Personalized Experiences
- Brand Differentiation
- Impact of Global Events

AIRPORT AND AIRLINE INDUSTRY TRENDS NOW

- Returning growth.
- Creating a touchless customer experience.
- Continuing sanitation protocols.
- Improving cross-industry data management-predicting future disruptions, embarking on better flight paths, understanding flight operation patterns.
- Increasing use of self-driving vehicles.
- Continuing to see shifts in travel habits-business travel, workcations/staycations.
- Developing better customer-facing apps.

During Covid !



Focus On Cleanliness

MODERN AIRCRAFT



ENHANCED CLEANING



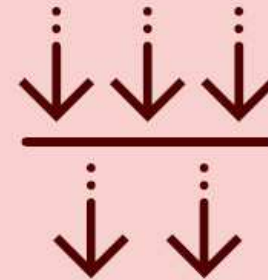
The importance of state of the art aircraft as a part of the customer experience fade in the light of deep cleaning procedures that ensure hospital-grade sanitisation for passengers' peace of mind

Pathogen-Free Air

COMFY SEATS



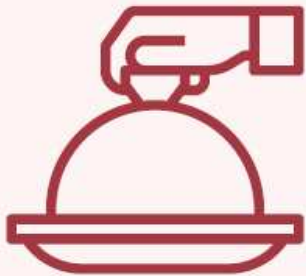
HEPA FILTERS



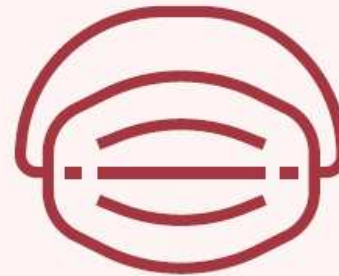
Passengers are paying less attention to physical comfort on board and more to the air they breathe in - they want to be sure it is virus-free

Preventive On-Board Measures

MEALS



MASKS



In-flight service has evolved. Meals are now pre-packaged or eliminated completely to encourage and promote the wearing of masks as much as possible.

Re-Thinking The Network

GLOBAL NETWORK



AIR BRIDGES



Before COVID-19, flying was like taking the bus or train, and it could take you anywhere you wanted anytime. Now, airline schedules are severely limited to air bridges and travel bubbles.

Re-Thinking Brand Partnerships

BRANDED PARTNERSHIPS



CLEANLINESS PARTNERSHIPS



Pre-pandemic, it was common to spot airlines partnering with Disney or Hertz to increase brand reach. Now, airlines are partnering with the likes of Clorox, Lysol and Dettol to re-build brand trust.



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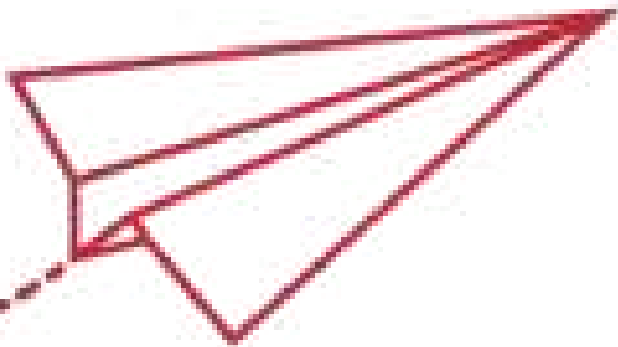




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