ACI AIRPORT MARKETING FOR REVENUE GROWTH (VIRTUAL)

4TH – 6TH AUGUST, 2025

9:00AM – 1:00PM, ATLANTIC STANDARD TIME (GMT-4)

Airports Authority OF TRINIDAD AND TOBAGO

ATCEN Aviation Training Centre

ACI LATIN AMERICA CARIBBEAN AIRPORTS COUNCIL INTERNATIONAL

REGISTRATION FEE - USD $1,225.00

COURSE DESCRIPTION

This course will explore the importance of implementing marketing strategies in a customer-centric environment. Participants will develop skills required to effectively market their airport as well as their products and services to the benefit of the airport, their travelers and business customers. The course will also explore industry Best Practices and develop a forward-thinking approach to marketing providing participants with the necessary skills to evolve along with the changing environment and increase non-aeronautical revenues.

COURSE OBJECTIVES

Upon completing this course, participants will be able to:

- Analyse the marketplace and prepare effective commercial strategies to meet customer needs
- Identify the Key elements of the Airport Commercial Development Plan
- Develop an exhaustive understanding of the intelligence framework to assess the market, the customers and the competitors
- Describe the principles of benchmarking and how to apply them within commercial marketing
- Build a concession program
- Identify how airport recognize their market position and manage the airport brand
- Analyse changes in the marketplace, anticipate them and adjust the position and offering.

COURSE CONTENT

- Airport Business Environment.
- Marketing in a customer focus organization: theories and principles
- Development, Implementation and setting controls of a Marketing Plan
- Market research, segmentation and customer behaviour
- Overview of Airport Concession Planning
- Development of interactive marketing with stakeholders to use synergy in Value Creation, Joint Marketing Program and Concession management
- Commercial marketing in the development of other Non-Aeronautical revenues, such as parking, advertising and services
- Marketing opportunities in Land & Real Estate Development
- Achieving marketing objectives through negotiations
- Promoting the offer and managing for success

TARGET AUDIENCE

- Airport Commercial Directors, Managers and staff
- Airport Department Heads and Managers
- Airport Consultants