



KPI.Aviation Marketing Solutions

The Role of Airports in Extending the Season

ACI EUROPE 15th REGIONAL AIRPORTS
CONFERENCE & EXHIBITION

Dubrovnik, 12 April 2024

A short introduction to our Panelists

Airports looking to increase their Seasonality



Maro
Lukšić

Assistant
General
Director
Dubrovnik
Airport



Jan
Metsovitis

CEO
New Heraklion
Airport
Company



Andrea
Andorno

CEO
SAGAT S.p.A
Torino Airport

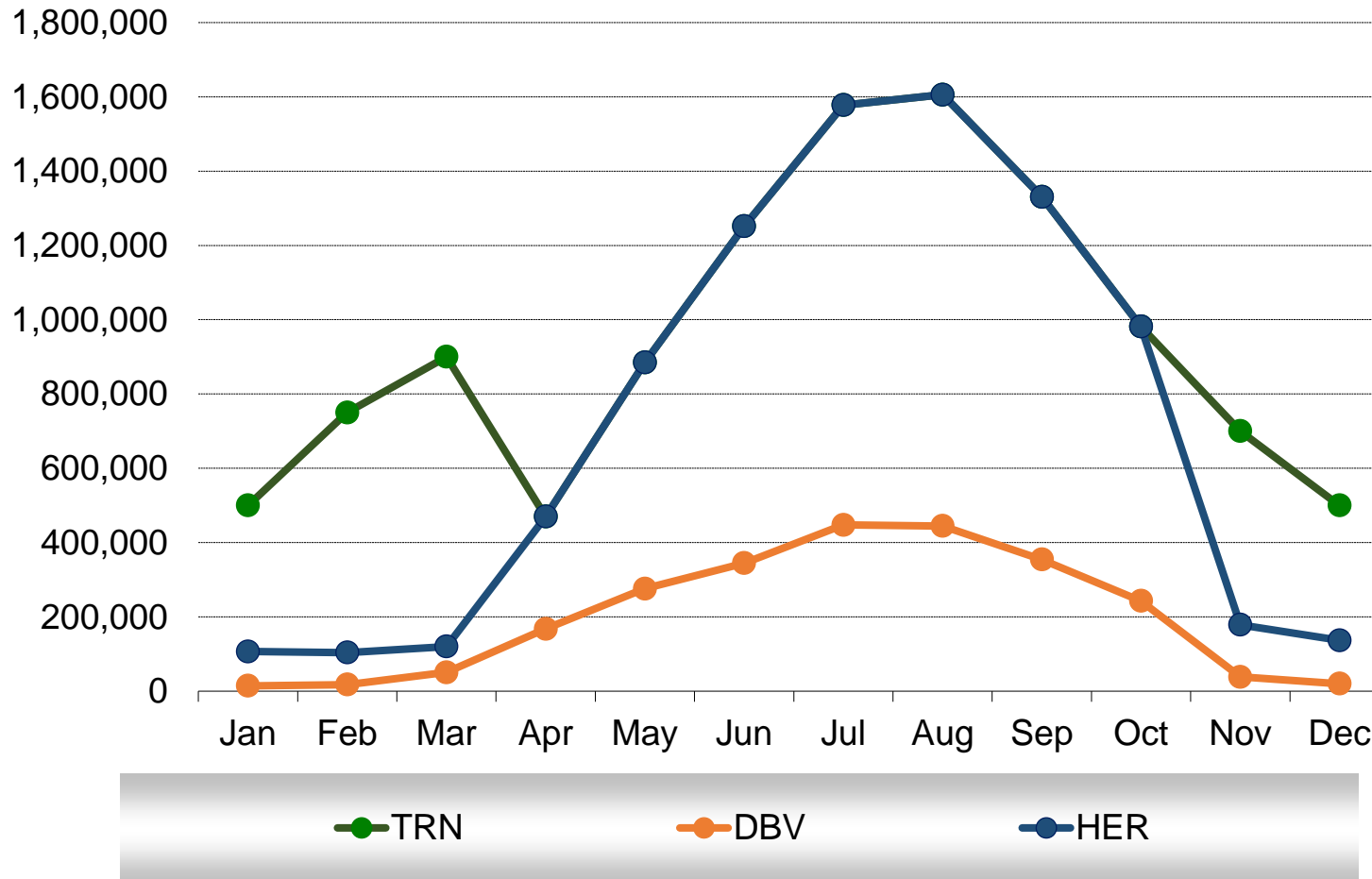


Ged
Brown

CEO
Low Season
Traveller

Measuring Seasonality of an Airport

Using the “Seasonal Variation in Demand” Factor developed by anna.aero

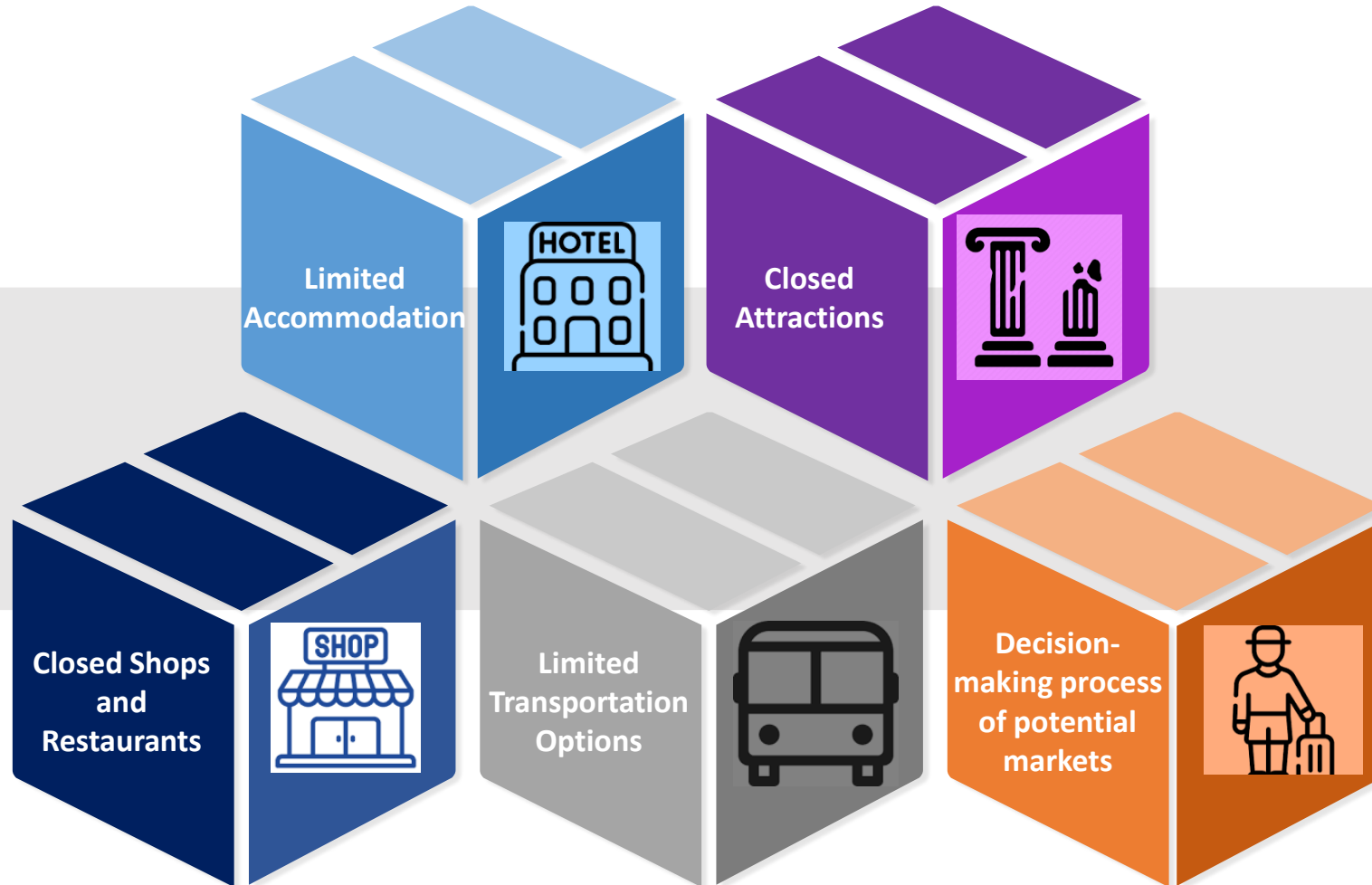


	TRN	DBV	HER
Month	Passengers	Passengers	Passengers
Jan	360.796	14.269	106.409
Feb	336.176	17.459	103.827
Mar	375.470	50.456	120.073
Apr	391.910	167.731	469.776
May	392.617	275.797	884.598
Jun	408.172	344.456	1.251.700
Jul	414.311	447.315	1.577.785
Aug	400.702	444.368	1.605.708
Sep	380.952	354.068	1.330.853
Oct	394.469	242.752	1.250.123
Nov	312.545	38.384	120.345
Dec	355.661	19.763	136.610
Total	4 523 781	2 416 818	8 957 807
SVID	0,7	79,6	78,1
Result	Excellent	Managerial and operational challenges	Managerial and operational challenges

Result	
0,0 - 1,9	Excellent
2,0 - 9,9	Good
10,0 - 19,9	Poor
20,0 - 99,9	Managerial and operational challenges
> 100	Why bother opening in the off-peak?

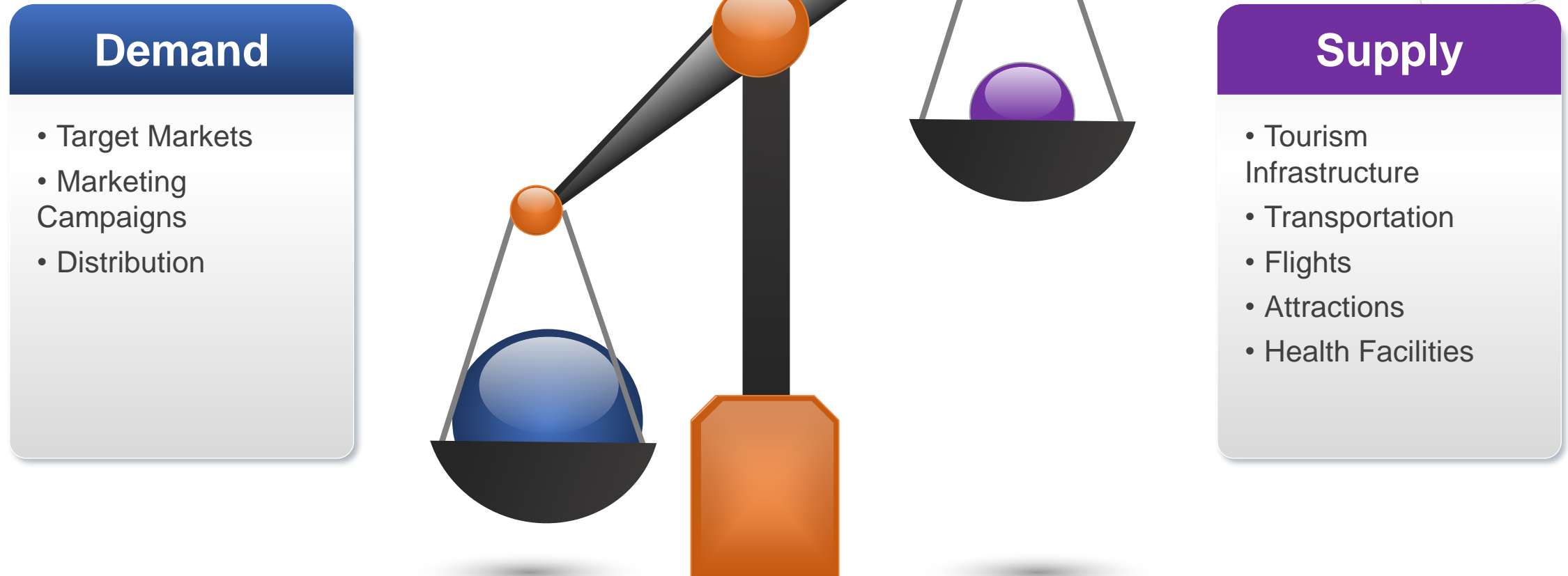
The Challenges of extending an Airport's Seasonality

External factors that airports have limited influence



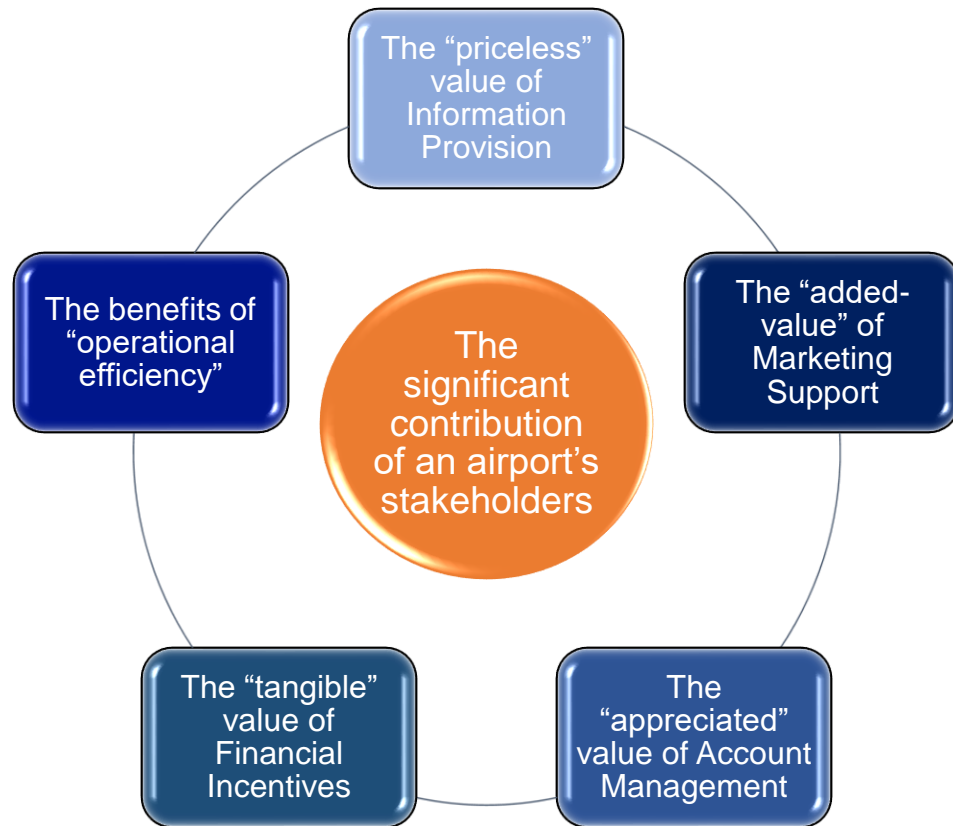
How to extend Seasonality

A balancing Act between Demand and Supply



The Cooperation Framework for extending Seasonality

Does the Airport have to give up its leading role in the airport to airline relationship?



The Airport Stakeholders



The Benefits of extending an Airport's Seasonality

+ 800K Pax for DBV would bring 70 million Euro Additional Economic Impact *



Airport

1. Increased Revenue
2. Optimised Infrastructure Utilization
3. Job Creation and Economic Growth
4. Diversification of Revenue Streams
5. Improved Competitiveness



Destination

1. Tourism Growth
2. Improved Infrastructure Development
3. Cultural Exchange and Diversity
4. Sustainable Development
5. Community Engagement and Empowerment



Airports need to rethink their Strategies and Actions

With more flexible and creative approaches to gain competitive advantage

1. What are the right data sources for identifying the off-peak markets?
2. Can we persuade airlines to switch to Co-marketing Activities rather than Financial Incentives as we shift more to market development as destination awareness becomes the key objective?
3. How can we counterbalance the pressure of being monopolised by one or two LCCs who would be more eager to support extended seasonality? Are leisure airlines really alternatives?
4. Is it time to pass the route development responsibility to the local tourism authorities?
5. How creative can other stakeholders' joint-support activities be?
6. How do we measure success?
7. So, what is the airport's role?



Questions



Questions to our Panel

1. What challenges do you face in extending the tourist season at your regional airport?
2. What measures do you take to ensure tourism infrastructure and services are available during off-peak seasons?
3. How do you collaborate with local tourism boards and businesses to develop special events and packages?
4. What role do airline partnerships play in extending the tourist season?
5. Who are your potential travellers during the extended season, and how do you tailor your services to attract diverse traveller segments during off-peak seasons?
6. How do you measure the success of initiatives aimed at extending the tourist season?
7. What do you think is your role as an airport in extending seasonality?