

Strategic Airport Management: Optimizing Operations & Growth

Aviation
Istanbul (Turkey)
26 - 30 May 2025

UK Traininig

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Strategic Airport Management: Optimizing Operations & Growth

Ref: 321390_135960 **Date:** 26 - 30 May 2025 **Location:** Istanbul (Turkey) **Fees:** 3900 **Euro**

Course Description

This intensive 5-day course equips airport managers and aviation professionals with the strategic skills needed to optimize airport operations, drive sustainable growth, and navigate the complex challenges of modern airport management. Participants will gain a comprehensive understanding of airport planning, financial management, operational efficiency, and stakeholder relations.

Learning Objectives

- Develop and implement effective airport strategic plans
- Optimize airport operations and resource allocation
- Enhance financial performance and revenue generation
- Improve stakeholder management and customer experience
- Implement sustainable growth strategies

Course Modules

Day 1: Strategic Planning and Airport Economics

- Airport business models and industry trends
- Strategic planning process and tools
- Airport economic impact and financial management
- Performance measurement and KPIs

Day 2: Airport Operations and Capacity Management

- Airside and landside operations optimization
- Capacity planning and demand forecasting
- Air traffic management and slot allocation
- Technology integration for operational efficiency

Day 3: Airport Commercial Development and Revenue Management

- Non-aeronautical revenue strategies
- Retail and concession management
- Airport marketing and route development
- Pricing strategies and aeronautical charges

Day 4: Stakeholder Management and Customer Experience

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- Airline relationship management
- Passenger experience enhancement
- Community relations and environmental sustainability
- Crisis management and communication

Day 5: Future-Proofing and Innovation in Airport Management

- Emerging technologies and their impact on airports
- Sustainable airport development
- Smart airport concepts and implementation
- Change management and organizational adaptation

Practical Wins for Participants

- Develop a comprehensive strategic plan for your airport
- Create an action plan to optimize operational efficiency
- Design a revenue enhancement strategy
- Formulate a stakeholder engagement and communication plan

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