

Route Development

Passengers are the lifeblood of an airport and increasing their numbers through a targeted and effective route development strategy is key to securing long term growth. Working on behalf of airports or government clients, AviaSolutions can effectively engage with airlines in developing new air routes. Our experience and contacts allows us to access the key decision makers within airline commercial departments, allowing us to present convincing and credible arguments for route development to maximum effect.

Airport network development and gap analysis

Active route development is fundamental to the success of a regional airport business. Without a knowledgeable, analytically focused and experienced team, prospective airline customers will not engage. Our highly experienced team comprises route development specialists from both airlines and airports. Our route development process is multi-staged. Initial benchmarking studies will identify gaps in your current network and determine the target market and the ideal airlines to fill that market. We will then develop a convincing proposition that encourages commercial engagement and gets the deal done.

Route specific airline engagement

In today's highly competitive airport market airline engagement specialists frequently overlook the key questions that airlines want answered, namely, why should I fly here and why are you 'better than the next airport'? Engagement with airlines should be focussed on succinctly identifying and introducing the opportunity, providing indicative traffic forecasts, outlining the key economic and/or leisure indicators that will underpin the proposed services, and addressing how the route fits in with the airlines overall strategy.

Commercial negotiations with airlines

As part of our route development work we also carry out the commercial negotiations concerning the terms and conditions of new routes. Balancing the requirements of the contract against a range of criteria, we can ensure that the airport maximises the value from the deal.

Designing and implementing Route Development/Marketing Funds

We have significant experience in working with Route Development/Marketing Funds, having set up and implemented such funds in Scotland, Wales and N Ireland. The development of protocols for new funds which are compliant with EU State Aid guidelines ensures that marketing support can still be provided to airlines in the continued development of new air services.



A devolved UK government body commissioned AviaSolutions to perform a gap analysis and to undertake airport network development for the region's airports as part of its Route Development Fund. This involved:

- Undertaking surveys of major businesses within an airport's catchment to research business travel patterns, booking class and frequency of travel.
- Analysis of research findings to deliver a detailed and robust assessment of business demand in the specific market.
- Correlation of findings against CAA and MIDT survey data to ensure a sense check of findings.
- Presentation of material to airlines as part of the marketing pitch.
- Provision of data to airlines to assist in the targeted marketing of the route post launch/announcement.

A UK regional development agency appointed AviaSolutions to develop, implement and manage a Route Development Fund to develop the network of international services. This involved:

- Meeting with airports and airlines to understand the opportunities for developing new routes.
- Developing a route investment appraisal framework to determine the high level economic and social benefits on a route by route basis.
- Modelling the financial implications of investment on a route by route basis and for the overall fund.
- Working with key stakeholders to market the region to airlines.
- Negotiating with airlines and airports on the level of any investment.

