

Checklist for Marketing Your Airport to Air Cargo Carriers

Marketing Plans are essential to airports interested in pursuing new or improved air cargo service. A good marketing plan establishes objectives and goals specific to the airport's air cargo business, ensuring participation in future growth opportunities. The following topics are key components of a marketing plan:

Market Research and Analysis

- ☐ Key industries and types of shipments that rely on air cargo
- ☐ Existing shippers and supply chains (especially international/global linkages)
- ☐ Destinations of existing shipments
- ☐ Industry growth (highlight growth in region on air cargo dependent industries)
- ☐ Socioeconomic growth (note growth in population, jobs, income)
- ☐ Catchment area (define the area you support; include businesses, population within drive time)
- ☐ Competing airports (address competition from other airports)
- ☐ Outline the opportunity (a sound, well-articulated business case will be key)

Airline Research

- ☐ Target carrier route development strategies
- ☐ How your market fits into air cargo feeder network

Incentives

- ☐ Waived or reduced landing fees (conditions, time frame)
- ☐ Waived or reduced rents
- ☐ Promotional incentives
- ☐ Other incentives

Facilities/Services

- ☐ Runways capable of supporting operational efficiencies (support all aircraft, all weather, simultaneous landings, etc.)
- ☐ Short taxi times (fuel savings and operational efficiencies)
- ☐ Parking and ramp availability and access to buildings, customs, interstates
- ☐ Availability, size, and amenities of cargo buildings
- ☐ Access to development sites, industrial parks
- ☐ DHS-Customs/TSA pallet inspection station
- ☐ FTZ/Enterprise Zone
- ☐ Access to interstate system
- ☐ No trucking pick-up/delivery congestion