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