

Sample Air Service Presentation for Airlines

[Enter Presentation
Title]

[ENTER AIRPORT NAME OR ORGANIZATION]

[MONTH DD, YYYY]

This presentation provides an outline based on the “one option for presentation organization” as shown in ACRP Report 18 *Passenger Air Service Development Techniques*, Chapter 9, *Making a Compelling Case to Airlines*.

[Enter Presentation Title]

[ENTER AIRPORT NAME OR ORGANIZATION]

[MONTH DD, YYYY]

Overview

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ General introduction to the airport and its catchment area.
- ✓ Highlight the things that make the airport special or different.

Core Demographic and Economic Information

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Define the core catchment area population.
- ✓ Highlight demographic and economic metrics such as per capita income, retail sales, unemployment rates, etc.
- ✓ Focus on the factors in which the catchment area performs better than the U.S. national average and/or nearby competing airport catchment areas.
- ✓ Convince the airline that this market offers them the best opportunity for their next available aircraft.

Local Business Development

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Point out key business developments in the community, particularly with the area's largest employers.
- ✓ Discuss new economic activity and job growth.
- ✓ If the area is a leisure destination, highlight issues such as growth in hotel rooms, occupancy rates, and visitor arrivals.

Traffic Development

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Highlight the airport's traffic growth trends.
- ✓ Provide at least five years of traffic statistics to illustrate trends.
- ✓ Provide a leakage study summary
- ✓ If passenger leakage is a significant problem, offer evidence in support of the market's true demand.

Route Opportunities

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Provide the compelling business case for the specific route(s) targeted for new or enhanced service.
- ✓ Provide projections and forecasts of passenger traffic, with yields or fares and revenues.
- ✓ Highlight business relationships between the city pairs.

Incentive Program

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ If the airport has an established incentive program, provide a high-level overview of the program and highlight how the proposed new service could qualify.

Airport Developments & Improvements

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Tout the capital improvement projects that have recently been completed and/or are under way.
- ✓ Highlight airfield and terminal improvements.

Add a photo of an airport project or improvement (→)

Conclusions

[Enter text]

- [enter sub topic text]
- Etc.

Slide Instructions : Delete when complete

- ✓ Propose next steps, ranging from a follow-up conference call to an in-person meeting.
- ✓ If the meeting occurs at an industry conference such as Network or JumpStart, try to secure a follow-up meeting at the airline's headquarters.