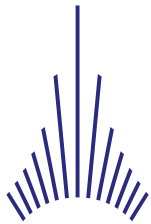


AIR SERVICE DEVELOPMENT



GROUPE ADP
Airport Services



GREAT AIRPORTS
FOLLOW ONE
ROADMAP
TO INCREASE THEIR
CONNECTIVITY



GROUPE ADP
AIR SERVICE DEVELOPMENT,
A KEY EXPERTISE
FOR YOUR
AIRPORT'S EXPANSION

Air Service Development is a strategic process that creates added value and benefits for all stakeholders. With our solid experience in this field, our dedicated teams are at your service to provide you with advices to increase connectivity and support towards your airport needs to ensure its growth.

MASTERING THIS AIR SERVICE DEVELOPMENT PROCESS ALLOWS YOU TO:

- ◆ **MAXIMIZE YOUR AIRPORT REVENUES**, both aeronautical and non-aeronautical, while mitigating the risks thanks to a variety of client airlines and destinations.
- ◆ **DEVELOP THE LOCAL TOURISM INDUSTRY**, that will ensure you will receive a sustained flow of tourists.
- ◆ **GENERATE POSITIVE EXTERNALITIES FOR YOUR AIRPORT'S LOCAL REGION**, that will attract interest and flourish the economy for the benefit of the public and private sectors.

WHY OUR AIR SERVICE DEVELOPMENT IS MOST RECOMMENDED FOR YOUR AIRPORT/DESTINATION

We offer the same method that are used in our airports.

- ◆ **YOU TAKE ADVANTAGE OF A TYPICAL ONE-OFF SERVICE**
Our offer is based on a robust methodology that uses advanced innovative tools and considers a holistic approach to develop your traffic needs, covering all aspects of Air Service Development.

- 1. MARKET ASSESSMENT AND ANALYSIS** such as benchmarks, identification of major trends or complete surveys in respect of tourism, destinations, tariffs, and incentive schemes.
 - 2. STRATEGY DEFINITION** Identification of routes opportunities, relevant candidate airlines or levers to attract more traffic.
 - 3. ROADMAP DESIGN** Annual roadmap of meetings with airlines and tour operators at their HQ or during events.
 - 4. TRAFFIC BUSINESS PLAN** passenger and cargo forecast based on industry best practices (bottom-up and top-down methodologies).
- ◆ **YOU GET THE BEST OF OUR LONG-TERM SUPPORT** In addition to the foregoing benefits of boosting your air traffic, we can assist you in building and/or consolidating your Air Service Development team. The most relevant processes and forms of organization will then be defined to maximize its operational efficiency. This offer includes the talent staffing and, according to the team experience, a tailor-made training service.

BRINGING YOU 20 YEARS OF EXPERIENCE IN IMPROVING DESTINATION CONNECTIVITY

Groupe ADP manages 28 airports around the globe. We have expertise in developing all kinds of traffic (Business, Leisure, VFR) for every types of airports or cluster of airports (from small and medium sizes' airports to major international hubs) and recently for two airports - outside of Groupe ADP - one in North America (<30 MPax) and one in Africa (<5 MPax). We can offer you direct access to all major carriers (700+) and tour operators (1000+) worldwide.

Through the prime team of 30 globally based experts, your region will receive the desired attraction.

