



Vital Air Service Development

Pegasus Aviation Advisors

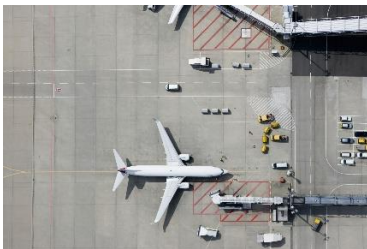
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Rebuild your airport traffic base



Pegasus Aviation Advisors (Pegasus) recognise that airports are under enormous pressure as aviation adjusts to the unprecedented impact of **COVID 19** and tentatively looks to the future under a “new normal”. Airlines are constantly undertaking reviews of their ‘new’ route network strategy and operating model. Some are returning with modest capacity to key major markets, a few are actively looking to take advantage of the COVID 19 impact on their airline competition and others are still biding their time.

“A simple, packaged, tightly focused review project to give you the impetus to start driving traffic recovery.”



- 1. Air service development strategy**
- 2. Competitive positioning and how best to ‘sell’ your airport to the airlines**
- 3. Use of business intelligence and data**
- 4. Business cases to support your airline discussions**



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Airports also now need to be thinking in the same way and target to rebuild their traffic base to underpin revenue streams. They need to be looking at their sales proposition within this emerging new competitive landscape and identifying their place within it.

Pegasus can assist your airport in a review of your airport recovery strategy and identify which airlines you can reasonably expect to retain, grow, recover or attract. Many of your previous airline-customer development strategies will no longer be viable. While much will return to some semblance of normality in the future, airports must now be active in repositioning themselves amongst completely new market-realities.

The Pegasus Peer Review

Pegasus suggests that a **peer review** project by our experts with the production of recommendations proposing improvements to your:

1. Air service development (ASD) strategy, based on the fundamental objectives set by the CEO/Board;
2. Competitive positioning and how best to ‘sell’ your market (airport) to the airlines;
3. Use of business intelligence and data for ASD activities; and
4. Business cases to support your airline discussions.

ASD is a **core part of the airport business** and a key role for senior management. We believe our external, tightly focused review will give you, and your team, the necessary impetus to start driving your recovery with sustainable air service development.

Our typical program – €20,000 project fee plus expenses:

One: One week, off-site, to review your provided data and documents.

Two: Pegasus will work with your senior management on-site for one week to:

- Review your current competitive positioning and structure that identifies how to better position your airport in the current environment;
- Formulate the best airport positioning to more effectively sell its benefits;
- Review ASD actions carried out by your teams, techniques and data used and briefly assess staff capabilities; and
- Structure an action plan to enhance any shortcomings.

Three: Pegasus prepares a report of findings and proposed key actions to be discussed and finalised in a client management video/telcon workshop.

The investment in Pegasus expertise will enhance your senior management capabilities to impress airlines with the potential of your airport in these uncertain times.

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