



The Mercurius Group Airport Commercial Business Training Course

2021

Synopsis

Airport Commercial Business Training Course

The Airport Commercial Business Training Course covers 5 modules on the fundamentals to an Airport's non-aeronautical revenue streams.

We cover the economics of commercial business to airports, understanding an airport's customers, how to maximize revenue whilst minimizing the risk, terminal design to optimize commercial success and the role of industry supporters.

The course will be of interest to executives entering airport industry and airport managers looking to expand their skills and knowledge on the non-aeronautical business streams.

A quick overview of who we are and what we do ...

The Industries We Operating In



Airports



Hospitals



Train Stations



University Campuses

Areas of our Expertise



Duty Free



Specialty Retail



Food & Beverage



Car Rental



Car Parking



Advertising

Services we Offer

Strategy & Benchmarking

Industry Studies

Retail/Terminal Planning

Feasibility

Concept/Layout Development

Tenancy Planning

Sales & Rent Estimates

Tender Management

Leasing

Evaluations/Audits

Expert Witness

Due Diligence Support

Presenters



Ivo Favotto
Managing Director

With 25+ years of international executive level experience Ivo has worked with airports, travel retailers and suppliers in the Pacific region and Europe. Bring economics and business strategy expertise to the industry his experience includes:

- General Manager -Planning & Economics, Federal Airports Corporation Australia
- Founder of The Airport Commercial Revenues Study in 1998 (10th edition 2018)
- EVP Strategy and Business Development, Nuance
- Executive GM – Duty Free and Luxury – Lagardere Travel Retail Pacific



Diane Owens
Senior Consultant

Diane has experience across a broad range of property infrastructure from airports, shopping centres and CBD mixed use commercial space. She has proven outcomes in maximising investors' commercial returns from retail, property, ground transport and advertising activities within a variety of infrastructure portfolios. Consulting clients and airport experience include:

- Cairns Airport
- Wellington Airport
- Perth Airport
- Gold Coast Airport
- Townsville Airport
- Hobart Airport
- Western Sydney Airport



Fraser Reynold
Project Manager Consultant

With 25 years of Travel Retail experience Fraser has held senior roles with 3 major Travel Retail organizations across a broad portfolio of roles and responsibilities. In particular, Fraser has specialised in Merchandise Buying , Planning and Supply Chains and an unparalleled understanding of global duty-free supply chains, from design, to implementation and the technology systems that support. Fraser has also deep knowledge of the concession tender process from both the retail bidders and Airport tenderers sides.

Module 1

Economics

- Brief History of Airport Commercial Business
- Value of Commercial Business to Airports
- Key Drivers to Commercial Revenue
- Value Maps
- Understanding Retail Economics & P&Ls
- Commercial & Contractual terms
- Principle of Commercial Space Provisions

Module 2

Understanding your customer

- The role of market research
- Passengers
 - Data sources
 - Data analysis
 - Research
- Operators and Suppliers
 - Industry overview
 - Local vs national vs international operators
- Operational audits

Module 3

BOU. Maximise the present and minimise the risk

- Understanding your data
- Benchmarks
- Marketing
- Pricing policies
- Lease management
- Operational audits

Module 4

Terminal Design to Optimise Commercial Success

- Space benchmarks over time
- Precinct planning
- Retail mix planning
- Advertising media placement
- Ground transport product differentiation

Module 5

Industry Resources

- The role of trade media
- Revenue management systems (ground transport)
- The role of consultants