



## 2020 AIR SERVICE DATA SEMINAR

January 7 - 9, 2020 // Bonita Springs, FL

**January 7 – 9, 2020 • Hyatt Regency Coconut Point • Bonita Springs, FL**

### Host Airport



### Sponsors



## Tuesday, January 7, 2020

3:00pm – 5:00pm **Air Service Committee Steering Group Meeting** *(Invitation only) (Rookery)*

4:00pm – 5:30pm **Registration** *(Estero Foyer)*

5:30pm – 7:00pm **Host Airport Welcome Reception** *(Waterfall Pool Deck & Cypress Courtyard)*

Catch up with old friends and make new ones at the welcome reception. It is the perfect opportunity to find out what your colleagues are doing to address the challenges of our ever-changing air service environment.

## Wednesday, January 8, 2020

8:00am – 4:00pm **Registration** (*Estero Foyer*)

8:00am – 9:00am **Networking Breakfast** (*Estero C*)

9:00am – 9:15am **Welcome and Opening Remarks** (*Estero AB*)

Speakers: Carol Obermeier, Director, Air Service Development, Southwest Florida International Airport  
Pat Rowe, Director, Air Service Development, Milwaukee Mitchell International Airport

9:15am – 10:00am **Roundtable Session: Former Airline Representatives Share Their Advice**

The participants in this session will provide some key strategic insights into air service development from the inside and the outside. Each of our panelists previously held a planning role with an airline, but now sits on the other side of the table, either representing an airport, or assisting airports in the pursuit of new air service. Learn the differences between how airlines and airports analyze new services, hear what airports do well and what they don't do well, and take some air service advice from our experts who have taken part in route development from more than one perspective.

Moderator: Carol Obermeier, Director, Air Service Development, Southwest Florida International Airport

Speakers: Christopher de Man, Manager, Air Service Development, Halifax International Airport Authority  
Nico Gurwicz, Director, Campbell-Hill Aviation Group  
Nicholas Haan, Principal, Air Service Development, Crawford, Murphy & Tilly  
Andrew Pierini, Director of Air Service and Marketing, Tulsa Airport Authority

10:00am – 11:00am **Roundtable Session: Demographics**

Our airports should only be part of the story when meeting with an airline. This discussion based session will highlight the various types of demographic information that is important to cover with an airline to help them understand your market.

Moderator: Carl Schultz, Director Airline Business Development, Metropolitan Washington Airports Authority

Speakers: Mark Haneke, Air Service Development Marketing Manager, Sacramento County Airport System  
Marie Manning, Director, Marketing & Business Development, St. John's International Airport Authority  
Greg Willis, Marketing Program Manager, Jacksonville Aviation Authority

11:00am – 11:15am **Networking Break**

11:15am – 12:00pm **Data Session: Schedule Data**

Speakers: Mark Mattio, Head of Sales, Americas, OAG  
Mike Mooney, Managing Partner, Volaire Aviation

12:00pm – 1:15pm **Networking Lunch** (*Estero C*)

1:15pm – 2:15pm **Data Session: Alternative Sources of Data**

A solid route proposal includes more than local newspaper headlines and numbers from government databases. A successful Air Service Development professional is constantly making new connections and seeking out new sources of information that can support their route development narrative. This session will highlight airports and destination marketing organizations who have utilized different sources of data to grow their business.

Moderator: Kirk Lovell, Director of Air Service & Business Development, Myrtle Beach International Airport

Speakers: Laura Allen, Senior Business Development Manager, Expedia Group Media Solutions  
Tamara Pigott, Executive Director, Lee County Visitor & Convention Bureau/Lee County Economic Development

2:15pm – 3:00pm **Data Session: U.S. T-100 and Origin and Destination Survey Data**

Speakers: Nicolás Mirman, Senior Consultant, Ailevon Pacific Aviation Consulting  
Jeff Sigmon, Director, InterVISTAS Consulting Group

3:00pm – 3:15pm **Networking Break**

3:15pm – 4:00pm **Data Session: Ticketing and Booking**

Speakers: Brach Crider, Principal – Air Service Consulting, Mead & Hunt  
Will Livsey, Head of Customer Support, Product Development, Cirium

4:00pm – 5:00pm **Roundtable Session: Building and Maintaining Air Service - Retaining an Airline from Incentives and Beyond**

Moderator: Bryan Dietz, Vice President Air Service Development, Pittsburgh International Airport

Speakers: Anthony Gilmer, Director of Marketing & Air Service, Louisville Regional Airport Authority  
Carol Hewitt, Director, Route Development, Edmonton International Airport  
Kazue Ishiwata, Senior Manager, Air Service Development, Seattle-Tacoma International Airport  
Brian Pratte, Air Service Administrator, San Antonio Airport System

## Thursday, January 9, 2020

8:00am – 2:00pm **Registration** (*Estero Foyer*)

8:00am – 8:45am **Networking Breakfast** (*Estero Foyer*)

**Air Service Committee Working Group Meetings** (*open to all registered attendees*)

8:45am – 9:30am **Air Service Small Airport Challenges**

Facilitators: Chip Gentry, Senior Manager of Air Service, Research and Development, Memphis-Shelby County Airport Authority  
TJ Williams, Vice President, Air Service Development, Birmingham Airport Authority

9:30am – 10:15am **Air Service Resources**

Facilitators: Kirk Lovell, Director of Air Service & Business Development, Horry County Department of Airports  
Mark Mattio, Head of Sales, Americas, OAG

10:15am – 10:45am **Air Service Policy**

Facilitator: Howard Mann, Vice President, Campbell-Hill Aviation Group

10:45am – 11:00am **Networking Break**

11:00am – 11:30am **Data Session: Quality of Service Index**

Speakers: Ilona Cambron, Director of Air Service Development, ASM  
Jeff Pelletier, Managing Director, Airline Data Inc.

11:30am – 12:15pm **Roundtable Session: Developing Air Cargo Service at Your Airport**

This session will address questions about the outlook for the cargo industry, emerging markets, who are your potential partners and what is relevant information for airlines when presenting. You will be in a setting where all questions are welcomed and open for discussion.

Moderator: Bobby Spann, Vice President, External Affairs, Cincinnati/Northern Kentucky International Airport

Speakers: Ben Brookman, Principal, Strategy, Amazon Air  
Chris Mangos, Director of Marketing, Miami-Dade County Aviation Department  
Simon Wood, Manager, Cargo & Logistics, Calgary Airport Authority

12:15pm – 1:30pm **Networking Lunch** (*Estero C*)

1:30pm – 2:30pm **Roundtable Session: Current Airline Representatives Share Their Advice**

You've spent weeks mining the data, formatting charts and graphs, and refining your forecast. The route case is rock solid. But what will the airline think? This panel of US and Canada-based route planners will listen intently to several hundred airport presentations over the course of this year are prepared to share insights on what makes a memorable meeting. Following a brief update from each carrier, the moderator will lead a discussion that will help Air Service Development professionals understand the current realities of the airline market and how to make the most of future meetings with both tenant and prospective carriers.

Moderator: Maggie Bishop, Business Development Analyst, Indianapolis Airport Authority

Speakers: Nate Barker, Senior Manager, Southwest Airlines  
Andrei Lazar, Senior Network Planning Manager - North America, Air Canada  
Philippe Puech, Manager, Network Planning, American Airlines  
Eric Tanner, Senior Analyst- Route Planning, JetBlue Airways

2:30pm – 3:30pm **Roundtable Session: Beyond Network Planning**

Air Service Development professionals spend most of their time working with the network and planning sections from an airline. This session will focus on hearing about other departments within the airlines and how they influence route development.

Moderator: Pat Rowe, Director, Air Service Development, Milwaukee Mitchell International Airport

Speakers: Stephen Schuler, Director, Communications, Spirit Airlines  
Paul Zigler, Senior Manager of Commercial Planning, Southwest Airlines

3:30pm – 4:30pm

**Roundtable Session: Wrap-up Session – Putting together the information**

This session will summarize the content over the past two days and tie together key takeaways from the seminar.

Speakers: Chip Gentry, Senior Manager of Air Service, Research and Development, Memphis-Shelby County Airport Authority  
Lori Lynah, Director of Marketing & Air Service Development, Savannah Airport Commission

**Closing Remarks**

Speaker: Pat Rowe, Director, Air Service Development, Milwaukee Mitchell International Airport

