



MINNEAPOLIS 2022

AIRPORTS COUNCIL INTERNATIONAL - NORTH AMERICA
ANNUAL CONFERENCE AND EXHIBITION
SEPTEMBER 17 - 20, 2022

AGENDA

COMMERCIAL MANAGEMENT COMMITTEE

September 18, 2022 • Minneapolis Convention Center • Minneapolis, MN

As air travel continues to recover, the industry continues to address challenges, strategies implemented, and identify opportunities to evolve sustainable commercial programs. These open roundtable discussions will bring together stakeholders to discuss various elements impacting non-aeronautical revenue, operations, management, and strategies. There is no perfect solution or industry framework to adopt for the management of commercial programs – instead, the sharing of information and industry discussions are vitally crucial for the industry to move forward.

This meeting is open to all registered ACI-NA Annual Conference & Exhibition attendees.

Sunday, September 18, 2022

7:30am – 7:00pm **Registration**

8:00am – 9:00am **Networking Breakfast**

9:00am – 10:00am **Roundtable 1 – Measuring Performance Management for Airport Commercial Programs**

Typical discussion topics regarding commercial business models often cover labor, capital, rent, and lease terms. While these topics are important, discussions on measuring performance have had less attention. However, performance management is critical to the success or failure of a program. Join us for a deep dive into the various metrics addressing communication and coordination tactics for stakeholders, as well as the trade-offs between providing operational flexibility and ensuring a high-quality passenger experience.

Facilitators: John Cugasi, Vice President, Business Development, Paradies Lagardère

Laurie Noyes, Vice President of Concessions and Commercial Parking, Tampa International Airport

Mookie Patel, Airport Chief Business & Finance Officer, Austin-Bergstrom International Airport

10:00am – 10:30am **Morning Break**

10:30am – 11:15am **Roundtable 2 – Airport Staffing Challenges – What's Next?**

Labor issues continue to be a challenge nationwide. Both airports and stakeholders face difficulties attracting and retaining staff, especially in today's competitive market. While some are leveraging technology, there are concerns that technological solutions can become over-saturated and produce diminishing financial and customer service results. How long will these staffing challenges continue and are there lessons to be learned and potential opportunities for success?



Facilitators: Shane Andreasen, Director, Administration & Commercial Services, Salt Lake City Department of Airports
Isabella Rhawie, Assistant Director, Concessions & Business Development, Minneapolis-St. Paul Metropolitan Airports Commission
Carrie Wright, Vice President Human Resources, Mall of America

11:15am – 12:00pm **Roundtable 3 – The Role of Technology for Airport Commercial Programs**

Successful airports understand the need for departments to effectively coordinate and work together to enhance operations. Airport technology teams are especially critical, collaborating with commercial management to optimize the passenger experience and leverage internal platforms, processes, and data analytics to improve customer service. While passenger-facing technology solutions provide airports with new options for their commercial programs, they also pose challenges because of the lack of information about passengers. What role can technology play in solving the industry's short and long-term problems?

Facilitators: David Freedman, Senior Vice President and Chief Revenue Officer, Raleigh-Durham International Airport
Sammy Patel, Vice President, Commercial, Vantage Airport Group

12:00pm – 1:30pm **Lunch**

1:30pm – 2:30pm **Roundtable 4 – Landside Commercial Programs: Opportunities & Challenges**

Non-aeronautical revenue is critical for an airport's financial success and an effective land use strategy is increasingly important. Post-pandemic, customer preferences for parking, rental cars, and ground transportation continue to change and airports need to be ready to accommodate increased demand. While many airports have implemented systems and services to meet the needs of passengers, what else needs to be done? What are the latest projects airports are exploring for operational and financial success?

Facilitators: Chris Czarnecki, Director, PDX Terminal Business & Properties, Port of Portland
Tina Iftiger, Chief Commercial Officer, Reno-Tahoe Airport Authority

2:30pm – 3:00pm **Roundtable 5 – Other Opportunities & Constraints for Airport Commercial Programs**

Airports recognize the need to creatively reinvent their commercial programs to improve the travel experience and adjust to changing passenger expectations. What are the best service and product options to meet current and future customer and community demand? Don't miss this informative discussion on the issues and constraints airports should consider to take best advantage of new opportunities for commercial programs.

Facilitators: Deven Judd, Director, Customer & Concessions Development, Metropolitan Washington Airports Authority
Laurie Noyes, Vice President of Concessions and Commercial Parking, Tampa International Airport

5:00pm – 7:00pm **Exhibition Hall Grand Opening (Exhibit Hall)**

ACI-NA recognizes that, as in most airport endeavors, there is no single correct, one-size-fits-all approach that is suitable for every airport. Airport operators must adhere to applicable procurement and business requirements, and they may or may not be able to change/influence them. That is why this meeting will provide options for members to consider in light of the specific legal, commercial, and other factors in play at their individual facilities, rather than advocating a specific course of action that may be beyond their ability to undertake. These discussions will serve as a valuable tool for airport staff that is responsible for the business decisions concerning their commercial programs, as well as existing and potential airport partners.