



Network: ACINA
Password: airports24



2024 AIR SERVICE DATA CONFERENCE

January 22 - 24, 2024 // Austin, TX

Sponsors

Airport One

ARC



Campbell-Hill
Aviation Group, LLC



Placer.ai



AGENDA

Monday, January 22, 2024

3:00 PM – 5:30 PM **Registration**

Otis Foyer

3:00 PM – 4:30 PM **Air Service Committee Steering Group Meeting**
(Invitation Only)

Meeting Room Three

4:30 PM – 5:15 PM **New to Air Service Profession Meet-N-Greet**

Meeting Room Three

New to the Air Service industry profession? Join members of the Air Service Committee Steering Group for a professional meet-n-greet networking opportunity.

5:30 PM – 7:00 PM

Welcome Reception

Otis Ballroom

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.

Tuesday, January 23, 2024

8:00 AM – 4:00 PM

Registration

Otis Foyer

8:00 AM – 9:00 AM

Networking Breakfast

Otis Ballroom

9:00 AM – 9:15 AM

Welcome and Opening Remarks

Otis Ballroom

Speakers:

Anthony Gilmer, Vice President of Air Service Development and Strategic Marketing; Louisville Regional Airport Authority

Jamy Kazanoff, Deputy Chief Air Service; Austin-Bergstrom International Airport

Steve Genovesi, Executive Vice President; Visit Austin

9:15 AM – 9:30 AM

Air Service Development 101

Otis Ballroom

New to the air service or the aviation industry? This session will provide a brief 101 about commonly used acronyms attendees may hear over the course of the conference as well as offer an opportunity to learn about air service development resources available to ACI members. Whether you're new to the industry or a seasoned professional, this session offers a fun way to kick off the conference.

Speaker:

Erin McNally, Marketing, Air Service and Public Relations Manager; Wilmington International Airport

9:30 AM – 10:00 AM

Latest Industry Trends

Otis Ballroom

Moderator:

Erin McNally, Marketing, Air Service and Public Relations Manager; Wilmington International Airport

Speaker:

Levi Anstine, Director of Airport and Airline Consulting; InterVISTAS Consulting Inc

10:00 AM – 10:30 AM **Networking Break**

Otis Foyer

10:30 AM – 11:30 AM **How to Build an Air Service Development Program**

Otis Ballroom

Moderator:

Brian Pratte, Chief Air Service Development Officer; San Antonio International Airport

Speakers:

Bennett Nast, Director-Air Service Development; Rhode Island T.F. Green International Airport
Betsy Taylor, Manager-Passenger Airline Business Development; John Glenn Columbus International Airport
Stephen Fast, Manager-Air Service Development; Calgary International Airport

11:30 AM – 12:30 PM **Air Service Incentives & Partnerships**

Otis Ballroom

Moderator:

Anthony Gilmer, Vice President of Air Service Development and Strategic Marketing; Louisville Regional Airport Authority

Speakers:

Ted Kitchens, Airport Director; Manchester-Boston Regional Airport
Mark Wasky, Senior Vice President-Special Counsel to the Secretary of Commerce; Indiana Economic Development Corporation
Stacey Yates, Chief Marketing Officer; Louisville Tourism

12:30 PM – 1:45 PM **Networking Lunch**

Otis Ballroom

1:45 PM – 2:45 PM **Advice from Former Airline Representatives**

Otis Ballroom

What are 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 pursuing new air service.

Moderator:

Daniel Meier, Deputy Director of Aviation, Marketing and Air Service; Palm Springs International Airport

Speakers:

Joe Nevill, Air Service Development Manager; Colorado Springs Airport
Margaret Muir, Managing Director; Mead & Hunt
Mark Kopczak, Founder; Mark Kopczak Aviation Consulting

2:45 PM – 3:30 PM

Data: Game Show Time!

Otis Ballroom

A fun-filled and interactive session with our airline/airport data vendors. A session you really don't want to miss!

Co-Moderators:

Maggie Bishop, Director of Air Service Development; Indianapolis Airport Authority
Robyn Platt, Director; Campbell-Hill Aviation Group

Speakers:

Will Livsey, Product Development Manager; Cirium
Seth Bailey, Vice President of Business Development; OAG
Jeff Pelletier, Managing Director; Airline Data Inc.

3:30 PM – 4:00 PM

Networking Break

Otis Foyer

4:00 PM – 5:00 PM

Case Study: Alternative Sources of Data

Otis Ballroom

This session will introduce the audience to using Alternative Sources of Data to enrich the business case for retaining and growing air service at your airport. During this meeting, you will learn how to use data sources such as GPS mobility data, and second property tax records to highlight your market opportunity.

Moderator:

Nate Lavin, Air Service Development Manager; Salt Lake City International Airport

Speakers:

Kirk Lovell, Managing Director-Air Service Consulting; Mead & Hunt
Kenneth Strickland, Air Service Development Project Manager; Crawford, Murphy & Tilly

Wednesday, January 24, 2023

8:00 AM – 10:00 AM

Registration

Otis Foyer

8:00 AM – 9:00 AM

Networking Breakfast

Otis Ballroom

9:00 AM – 9:30 AM

Growing Airport Cargo Operations Using Key Data

Otis Ballroom

What is the outlook for the cargo industry, emerging markets, your potential partners, and relevant information for airlines when presenting? Hear about how airports can determine what works best for them and how new cargo opportunities fit into their strategic plan.

Moderator:

Tina Iftiger, Chief Air Service Development Officer; Reno-Tahoe International Airport

Speakers:

Thomas Tyra, Vice President, Chief Marketing & Communications Officer; Greenville-Spartanburg Airport District

Darren Betters, Director of Business Development; Lehigh Valley International Airport

9:30 AM – 10:30 AM

Airline Panel Discussion

Otis Ballroom

Air Service Development is a little bit of data (ok maybe a lot of data), a little bit of community partnerships, and a little bit of relationship building. Put together they help build the case for new or expanded service and foster a strong working relationship between airlines and airports. This panel of U.S.-based planners have listened intently to hundreds of airport presentations and launched many successful routes. Hear insights from airlines on what makes a memorable meeting, some of the deciding factors to select a new route, and how airports and airlines can most effectively work together-from launch to route sustainability. This is a panel you don't want to miss!

Moderator:

Erin McNally, Marketing, Air Service and Public Relations Manager; Wilmington International Airport

Speakers:

Ryan Isemeyer, Senior Manager-Domestic Network Planning & Strategy; American Airlines

Rhett Morgan, Senior Network Planning Advisor; Southwest Airlines

Joe Beckendorf, Director of Network Planning & Airline Scheduling; Sun Country Airlines

10:30 AM – 11:00 AM

Networking Break

Otis Foyer

11:00 AM – 11:30 AM

Route Case Study: Point A to Point B

Otis Ballroom

Specific case studies will discuss unique, challenging and ultimately successful air service route development for both U.S. and Canadian airports

Moderator:

Kevin Schorr, Vice President; Campbell-Hill Aviation Group

Speakers:

Jamy Kazanoff, Deputy Chief Air Service; Austin-Bergstrom International Airport

Adrian Warchola, Director of Air Service Development; Edmonton International Airport

11:30 AM – 12:15 PM **Making Your Air Service Work & Viable/You've Got the Route, Now What?**

Otis Ballroom

Marketing and communications play a crucial role in air service. Communicating an airport's story is no easy task, especially as the industry grows more competitive every day. You've finally got the route, now what? Learn about the current successes, issues, and challenges of making your air service work and long-term viable.

Moderator:

Lisa Dalpiaz, Vice President of Air Service and Business Development; Akron-Canton Airport

Speakers:

Tina Kinsey, Vice President-Marketing, Public Relations & Air Service; Greater Asheville Regional Airport Authority

Julie Curtis, Vice President of Marketing and Development; South Bend International Airport

12:15 PM **Closing Remarks/Grab-N-Go Lunch**