

2025 BUSINESS >> of AIRPORTS



June 23 - 25, 2025 // Arlington, TX // Loews Arlington Hotel

COMMERCIAL MANAGEMENT TRACK AGENDA

All sessions and events will take place at the Loews Arlington Hotel.

Updated: March 4, 2025

MONDAY, JUNE 23, 2025

- 7:30 AM - 4:30 PM **Registration**
- 7:30 AM - 9:00 AM **Networking Breakfast**
- 9:00 AM - 10:30 AM **Commercial Management Committee Workshop**
- 9:00 AM - 10:30 AM **ACI-NA Commercial Management Committee Update: Strategies, Vision, and Industry Insights**
 Moderated by **Jaimini Erskine**, *Vice President, Marketing and Concessions*, Metropolitan Washington Airports Authority
Annie Russo, *Chief Political and Congressional Strategy Officer*
Chris Phelan, *Senior Vice President, Policy, Industry and Government Affairs*, ACI-NA

 The ACI-NA Commercial Management Committee is the forum for the discussion and development of policies and programs that relate to airport non-aeronautical revenue. Committee members focus on creative sources of non-aeronautical revenue and new ways to enhance and entice the airport experience of traveling passengers.

 Join us for an informative conference session where we will hear updates from the CMC Leadership and ACI-NA staff and learn about the latest initiatives of the CMC, its strategic vision, and relevant legislative and regulatory updates.
- 10:30 AM - 11:00 AM **Networking Break**

- 11:00 AM - 12:15 PM **Land Use 1: Strategy and Planning - Strategic Airport Land Use Planning: Aligning Airport Development with Long-Term Goals**
 This session will explore how airports can strategically align land use with long-term objectives and operational needs. Topics will include balancing aeronautical and non-aeronautical development to maximize revenue and efficiency, navigating complex regulatory frameworks, and effectively engaging stakeholders to ensure sustainable land use decisions. Attendees will gain insights into best practices for integrating land use planning with broader airport growth strategies.
- 12:15 PM - 1:30 PM **Networking Lunch**
- 1:30 PM - 14:45 PM **Land Use 2: Land Use Site Selection - Site Selection & Development: Recognizing the Potential of Airport Properties**
 This session will focus on the practical considerations of site selection and development for airport properties. Site selectors and industry experts will discuss key factors influencing their decisions, strategies for positioning airport land for commercial and industrial growth, and real-world case studies on successful development partnerships. Participants will learn how to enhance the attractiveness of airport land to prospective tenants and investors, driving economic and operational benefits.
- 14:45 PM - 4:30 PM **Commercial Management Open Networking Time**
- 5:00 PM - 6:30 PM **Welcome Reception**

TUESDAY, JUNE 24, 2025

- 8:00 AM - 4:00 PM **Registration**
- 8:00 AM - 9:00 AM **Networking Breakfast**
- 9:00 AM - 9:30 AM **Welcome and Opening Remarks**
- 9:30 AM - 10:30 AM **General Session 1**
- 10:30 AM - 11:00 AM **Networking Break**
- 11:00 AM - 12:00 PM **Benchmarking Success: Insights from the ACI-NA Concessions Survey**
 How do your airport's concessions and parking programs compare to industry benchmarks? This session will dive into key findings from the latest ACI-NA Concessions Survey and Financial Benchmarking Survey, providing valuable insights into performance metrics, revenue trends, and emerging opportunities.

 Industry leaders will share real-world examples and discuss strategies for leveraging benchmarking data to optimize revenue, enhance passenger experience, and drive growth.
- 12:00 PM - 2:00 PM **Networking Lunch**
- 2:00 PM - 3:15 PM **Joint Session with the Finance Committee**
1 CPE Credit
- 3:15 PM - 3:45 PM **Networking Break**
- 3:45 PM - 5:00 PM **Operationalizing Data - From Data to Dollars: Unlocking the Power of Airport Business Intelligence**
 Airports generate vast amounts of data, but how can they transform it into actionable insights that drive operational efficiency and revenue growth? This session will explore strategies for leveraging airport data to enhance decision-making, optimize resource allocation, and improve passenger experiences.

 Industry experts will share best practices for cross-functional data sharing, integration, and the use of advanced analytics. Attendees will gain insights into how data-driven approaches can inform business strategy, streamline operations, and create new

WEDNESDAY, JUNE 25, 2025

8:00 AM - 4:00 PM	Registration
8:00 AM - 9:00 AM	Networking Breakfast
9:00 AM - 10:00 AM	General Session 2
10:00 AM - 10:30 AM	Networking Break
10:30 AM - 11:00 PM	Sponsorship and Advertising - Maximizing Revenue: Innovative Sponsorship & Advertising Strategies for Airports Airports are increasingly turning to innovative sponsorship and advertising strategies to maximize revenue and enhance passenger experience. This session will explore how airports can effectively monetize their assets through creative partnerships, digital and experiential marketing, and data-driven approaches. Experts will discuss best practices for leveraging technology to engage travelers, measuring return on investment (ROI), and demonstrating value to advertisers. Attendees will gain insights into emerging trends and strategies that drive successful sponsorship and advertising programs in the airport environment.
12:30 PM - 1:30 PM	Networking Lunch
1:30 PM - 2:45 PM	Roundtable with Airlines
2:45 PM - 3:15 PM	Networking Break
3:15 PM - 4:30 PM	Commercial Management Committee Steering Group Meeting <i>Steering Group members only</i>
5:30 PM - 6:00 PM	Awards Gala Reception <i>Business or cocktail attire suggested</i>
6:00 PM - 9:00 PM	Awards Gala Dinner <i>Business or cocktail attire suggested</i>

THURSDAY, JUNE 26, 2025

9:00 AM - 10:30 AM	ACI-NA U.S. Policy Council Meeting
11:00 AM - 12:30 PM	ACI-NA Board of Directors Meeting