



**7<sup>TH</sup> WAVE**  
**AIRPORT MANAGEMENT**  
**CONSULTANTS**



# Air Service Development

An airport or tourism organization's success is dependent upon obtaining optimal air service for the community and region it serves. Today, airports are investing in air service development consultancy services to gain a better understanding of the local air travel market, identify potential new routes, and to approach selected airlines with comprehensive business cases.

## Delivering Value

Our Airports and Aviation team provides a full range of Air Service Development (ASD) services. Our clients trust us to accurately assess market sizes, including leakage to nearby airports, and the potential success of new routes. We work closely with community stakeholders using market surveys to better understand the local conditions and air travel trends and issues that cannot be identified solely by analyzing passenger statistics.

Over the years, we have worked with our clients to develop new routes for international airports tailoring our suite of services to meet specific client needs. Our experts apply their in-depth knowledge, experience and technical analysis to develop customized business cases for new services to candidate airlines, to ensure your airport is top of mind with route planning decision makers.

## Why 7<sup>th</sup> Wave Consulting?



### Market evaluation

Size analysis, catchment area assessment, traffic leakage studies; passenger and business community surveys.



### Financial incentive support

Incentive programs, program structure, community participation, funding sources, negotiation and airline support requests.



### Business cases

Many years of experience and valuable industry contacts allow us to analyze options for route development and assist in preparing and delivering airline presentations.



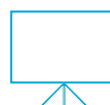
### Strategic ASD plans

Quality of current air service, gap analysis, strategic ASD plans, marketing and implementation plans.



### Route analysis

Load factor analysis, traffic simulation, identify candidate carriers, traffic cannibalization, passenger forecasts, connectivity, and optimal flight connection timing.



### Air service development training

Through the Airports Council International (ACI) global training program, we provide training courses to enhance route development skills and share best practices with your airport staff.

# Clients and airlines that rely on our expertise:



## Canadian Airports

- › Toronto-Pearson International Airport
- › Vancouver Intl. Airport
- › Calgary International Airport
- › Edmonton International Airport
- › Ottawa International Airport
- › Halifax International Airport
- › Kelowna International Airport
- › St. Johns International Airport
- › Regina International Airport
- › Saskatoon International. Airport
- › Waterloo International Airport
- › Fort McMurray International Airport
- › Whitehorse International Airport

## Other Int'l Airports

- › Norman Manley International Airport (Jamaica)
- › Albuquerque International Sunport (New Mexico, US)
- › Richmond International Airport (Virginia, US)
- › Santiago International Airport (Dominican Republic)
- › Larnaca and Pafos International Airport (Cyprus)

## Scheduled Airlines

- › Air Canada
- › WestJet
- › Southwest
- › United Airlines
- › Delta Air Lines
- › American Airlines
- › Allegiant
- › Alaska/Horizon
- › Caribbean
- › Jet Blue
- › Lufthansa
- › Iceland Air
- › British Airways
- › Aeromexico

## Charter Airlines

- › Sunwing
- › Air Transat
- › Condor
- › Rouge
- › Thomas Cook
- › Tui Airways
- › Lot Polish

To find out more of how 7<sup>th</sup> Wave can assist you in Air Service Development please contact:

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