



7TH WAVE
AIRPORT MANAGEMENT
CONSULTANTS



Airport concession planning & implementation

Our team provides comprehensive, fully integrated services from the initial planning and design phases, to tenant recruitment and outlet fit-up project management. Our work throughout the project lifecycle enables us to deliver a high-quality finished product and provide greater value for our clients.

As a single source for all concession needs, we provide:

- › Technical and financial analysis of supportable concession space
- › Management of the planning, design and implementation of concession program, allowing you to focus on your day-to-day business
- › A proactive approach to interdisciplinary coordination that helps to identify potential issues, which can then be resolved early in the planning and design phase
- › Direct communication between our team and the client, resulting in a high level of accountability and personalized service
- › A strong rapport with leaders in the international concession industries and an effective outreach program to encourage local participation

Development of concession programming requirements

- › Goals and objectives development
- › Existing program audit
- › Passenger flow modelling
- › Analysis of supportable space

Market and customer analysis & concept development

- › Market research and surveys
- › Concession trends analysis
- › Merchandise mix and concepts
- › Theme development

Facility planning

- › Alternative schematic layout plans
- › Infrastructure support requirements
- › Design guide and standards coordination
- › Signage and directory program development

Financial analysis

- › Sales and revenue forecasts
- › Peer comparables analysis

Program administration

- › RFEI development
- › Lease agreement support
- › Phasing and implementation plans
- › Concessionaire selection and
- › Recruitment support

Owner's representative

- › Project initiation
- › Tenant design standards development
- › Design review and coordination
- › Build-out control process
- › Design submittal requirements
- › Pre-and post-opening construction requirements
- › Field inspection
- › Construction, design and operations checklists
- › On-site construction management
- › Project controls/scheduling
- › Commissioning



Airport concessions experience

We have been actively planning and implementing airport concession programs for many years, both domestically and internationally. These projects have included greenfield airport sites, renewals of existing programs, and renovation and expansion of programs that needed to be refreshed. We have worked with many of the world's leading terminal architects and airports to develop concession plans that capture the essence of the terminal and the community.

We have delivered concessions that maximize airport revenues and contribute to greater passenger satisfaction. Our track record includes several leading developments internationally, such as Los Angeles International Airport (LAX), Chicago O'Hare International Airport (ORD), Gerald R. Ford International Airport (GRR), Larnaka (LCA) and Malta International Airports (MLA), as well as Canadian airports including Toronto (YYZ), Ottawa (YOW), Quebec City (YQB), and St. John's (YYT).

Our clients have received international recognition for their concession programs, including several award winners. Because we bring years of airport planning experience to each concession project, we are able to provide unique solutions that address the true dynamics of terminal facilities and their rapidly changing, competitive environments. 7th Wave brings unparalleled expertise and experience, with a record of revenue maximization. For example, we have demonstrated airport revenue increases ranging from 50% to 500% following the redevelopment of concession programs.

To find out more of how 7th Wave can assist you in Concession Planning please contact:

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