

## TRAINING COURSE

# ACI - Airport Revenue Generation

## Introduction

The course looks to increase participant knowledge in regards to global best practices to optimize airport revenue generation and related revenue management programs. Emphasis will be on identifying the opportunities available to airport managers to enhance revenue sources including airline, non-aeronautical, and through third-party service providers. With discussions on understanding the role of innovation, competitiveness, and new outreach technologies in developing marketing strategies that effectively influence the airport's strategic business plan, participants also examines the relationships between airport management, its primary customers (airlines, passengers, cargo operators), and concession providers together with suppliers (e.g. retail brands) for purpose of maintaining long-term value propositions for all affected parties.

**Note:** ACI Members and Least Developed Countries (Members) are eligible for discounts on course tuition which will be processed during registration. Please contact our [Training Department](#) via [training@jaato.com](mailto:training@jaato.com). More membership details [here](#).

Least Developed Countries Member Price* / African Airports Development Program Price	Member/WBP Price	Non-Member Price
\$2.030,00 € 1.750,00	\$2.180,00 € 1.875,00	\$2.960,00 € 2.550,00

### 🕒 COURSE DURATION

5 Days, starting at 09:00 and finishing at approximately 17:00.

### 👤 TARGET GROUP

- Airport General Managers / Executive / Finance / Commercial Directors and staff
- Airport Consultants
- Airport business partners (e.g. concession managers, airport service providers, etc.)



Read more about the course Content, Learning Objectives and Pre-requisites on the website:  
[www.jaato.com](http://www.jaato.com)