



## Strategic Airport Development Management

### Challenges

The aviation industry continues to grow and so do the travellers' demands on the existing airport infrastructure and their related experiences within the airport.

The omnipresent digital developments define our living and working environment in an unprecedented way. Agility, flexibility and individuality are claimed by, but also from the consumers.

For the traveller, the airport serves as a special interface when it comes to providing digital travel related services on the aviation but also on the non-aviation side. More and more non-aviation business such as retail and gastronomy becomes a central field of activities for economic growth for international airports.

Reacting to the travellers needs and understanding their digital airport experience will become more and more relevant for the airport operators to successfully steer their business through the next decades.

What will the "Airport 2030" look like? What are the recent and longer term trends? Which innovations can be expected or triggered for airports?

These are just some of the relevant questions for which answers need to be found.

Together DORNIER & GfK have a comprehensive set of approaches to generate smart business insights creating winning strategies for airports to enrich the air travellers' airport experience.

### Our competencies

Dornier & GfK deliver projects to public and private clients providing comprehensive services like:

- Passenger Forecasts
- Feasibility Projects
- Capacity and potential Analyses
- Usability and concept Testing
- Trend & Innovation Research
- Expert Networking
- Implementation Workshops
- Scenario Technics



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