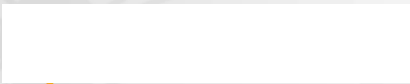




Nelson Airport

L I M I T E D



NELSON LEISUR
EXCELLENCE E OPPORTUNIT
NEW ZEALAND Y BUSINESS

**Nelson
Airport**
**At the centre
of.....**





THE NEXT 12 MONTHS

- ☐ Complete a 2035 Master Plan.
- ☐ Nelson Regional Management Plan 10 year review – committed contributor.
- ☐ New terminal planning underway (including ATC tower)
- ☐ Airline Pricing.
- ☐ Rental Car concession tenders.
- ☐ Jetstar and Kiwi Regional start-ups.



NEW ZEALAND AIRPORTS ASSOCIATION ANNUAL CONFERENCE

TAUPO 9TH – 11TH SEPTEMBER 2015

BUSINESS DEVELOPMENT AT A REGIONAL LEVEL



Robert Evans
Chief Executive Officer

UNDERSTAND YOUR ROLE IN THE REGION

- ☐ More than just a landing strip.
- ☐ Enabler of business that supports economic prosperity.
- ☐ Reliance on income from one or two airlines is fraught with danger.
- ☐ Be clear about the link between customers & revenue.
- ☐ Establish good “future airport” planning regime (Master Plan).
- ☐ Maximise your land holdings
- ☐ Manage against leakage and understand where this exists.

Everyone can improve non-aeronautical revenue!



DEVELOP YOUR PERSONALITY

.....AND TELL YOUR STORIES.

DIFFERENTIATE YOURSELF FROM THE AIRLINES



CREATE A DIVERSE PORTFOLIO

THE PROCESS OF THE CUSTOMER IS THE SAME WHATEVER YOUR SIZE



GROUND TRANSPORT

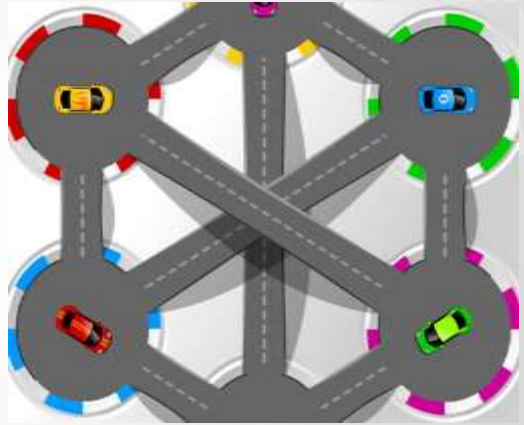
LEAKAGE IS AN AIRPORT'S BIGGEST CRIME!

- ☐ Vehicle management and product differentiation improves revenue streams.
- ☐ Good equipment reduces leakage.
- ☐ Rental cars are a growth (competitive) business, easy to manage and have highest yield per car park.
- ☐ Benchmark yourself – easy as going online.



GROUND TRANSPORT

- ☐ Divide space up into a hierarchy from most attractive to least attractive location.
- ☐ Actively manage your precinct.
- ☐ Everyone has a price for convenience



ADVERTISING

- ☐ Has a place in any environment where people pass through or gather.
- ☐ Excellent source of passive income on reliable terms.
- ☐ Either run in-house (can utilise FTE for marketing, branding, commercial and advertising revenue) or contract out.
- ☐ Digital advertising can have multi-layers of marketing, advertising and branding (when not rented).
- ☐ However a blank wall in the right place will do.



AIRLINE MARKETING AND DEVELOPMENT

- ☐ Build trust, credibility and personal relationships.
- ☐ Understand the airline's position.
- ☐ Proactive approach to airline marketing – help build yield.
- ☐ Work on outbound market – seats go both ways.
- ☐ Partner with airline(s), local government, MBIE (immigration = pop growth) local tourism body and Tourism New Zealand.



SUMMARY

- ☐ Improving non-aeronautical income streams is your easiest way to improve financial performance.
- ☐ You don't need to be 50m or even 5m pax to improve non-aeronautical revenue – you just need to act.
- ☐ Stop leakage now!
- ☐ Develop your story in the community that articulates your importance and value.
- ☐ Invest in and get the planning right – and sell the concept.
- ☐ Explore beyond the airline related business for new opportunities.



