



Air Service Data Analytics Symposium

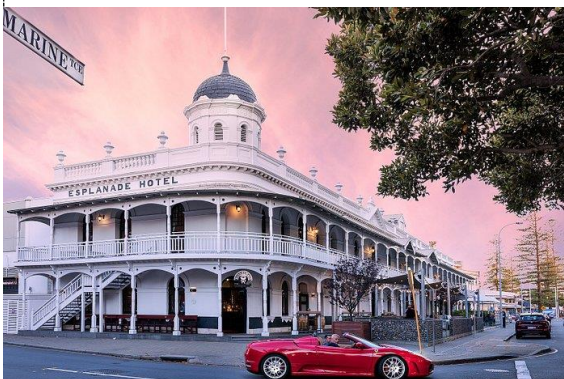


8-10 November, 2023
Fremantle (PER)



PROGRAM AGENDA

Wednesday, 8 November (prelude): Esplanade Hotel Fremantle by Rydges



Welcome to the Esplanade Hotel Fremantle by Rydges.

With a rich history dating back to 1850 the hotel is an iconic landmark in Western Australia.

The hotel offers 300 spacious rooms. We're located right in the heart of Fremantle. Our iconic location means our guests can savor the culture and tradition of Fremantle one of WA's premier tourist destinations when staying with us. The hotel site has been established since 1850 and the hotel pays tribute to the rich history of our building, whilst incorporating references to Fremantle as an iconic port city, creating an environment that is rich, warm and sophisticated.

Air Service Development 101 Master Class (separate registration, and fee)

To register for the Masterclass: <https://form.jotform.com/223397205498869>

Synopsis: an extended pre-conference program that includes Network Planning & Air Service Development 101 training, including insights into incentives and collaboratively bringing along & engaging stakeholders has been created for your participation.

This intense **Master Class** will cover the entire spectrum of activities required to consider at any airport, marketing board or agency where adding or creating new air service opportunities into a destination/city must be considered. We'll cover:

- ✓ the roles & objectives of the "travel trinity" partners, and how charter, seasonal or year round services differ;
- ✓ policy challenges & opportunities (including bilateral aspects & competition considerations (e.g. Australian ACCC concerns);
- ✓ schedule forecasts, and budgeting;
- ✓ fleet types, orders and gauge variations;
- ✓ code share types, and other airline partnership models;
- ✓ aero-pricing and the nuances of volume on pricing outcomes;
- ✓ incentives, marketing support and what airlines really value in de-risking service;
- ✓ air freight markets, and how to grow added value for airlines & your destinations industry & property investment;
- ✓ business case development, & what to included (or not) to be a compelling case;
- ✓ board reporting, and stakeholder engagement that informs partners
- ✓ partnership marketing & investment;
- ✓ team structures & roles to support the creation of new air service;
- ✓ post-project review mechanisms.

9.00am – 4.00pm

Venue: Admiralty Gulf Room, Esplanade Hotel Fremantle by Rydges

Welcome evening event: Wednesday, 8 November – Bathers Beach House, Fremantle

5.00pm to 8.00pm



The venue is an 8-minute walk from Esplanade Hotel Fremantle.

Canapes and beverages served.

Address: 6/47 Mews Rd, Fremantle WA 6160

Website: <https://www.bathersbeachhouse.com.au/>

DAY 1¹ – Thursday, 9 November: Walyalup Civic Centre, Fremantle












The venue is an 8-minute walk from Esplanade Hotel Fremantle.

Coffee, tea, morning tea, lunch and afternoon tea provided.

Please ensure to bring any presentations on a USB stick as only City of Fremantle laptops can be connected to the projectors.

Address: 151 High St, Fremantle WA 6160

Website: <https://www.fremantle.wa.gov.au/walyalup-civic-centre>

8.30am to 9.00am	Welcome & introductions: what can participants expect? Icebreaker!	
9.00am to 9:30am	Keynote Host Presentation 1 – PERTH AIRPORT	
9.30am to 9:50am	Industry Insight & Overview Ailevon Pacific Aviation Consulting	
9.50am to 10.00am	Tourism Australia briefing Trent Banfield, Manager, International Operations & Aviation Development	
10:00am to 10:15am	Morning tea	
10.15am to 11.00am	Smarter Data Presentation 1: OAG Speaker to be advised	
11.00am to 11.45am	Smarter Data Presentation 2: EXPEDIA Speaker to be advised	
11.45am to 12.30pm	Smarter Data Presentation 3: TRA Speaker to be advised	
12.30pm to 13.00pm	Lunch	
13.00pm to 13.45pm	Smarter Data Presentation 4: CIRIUM TBA	
13.45pm to 14.30pm	Smarter Data Presentation 5: Australian Government, Home Affairs – OAD Data Speaker to be advised - Department of Home Affairs	
14.30pm to 15.00pm	Afternoon tea	
15.00pm to 15.45pm	Smarter Data Presentation 6: GMR New Delhi (invited) Julian Carr, Chief Marketing Officer – Airlines & Route Development	
15.45pm to 16.30pm	Smarter Data Presentation 7: INFARE Speaker to be advised	
16.30pm to 17.00pm	Around the Room – Peer Discussion of Industry Issues and CLOSE OF DAY 1	
	Return back to hotels... before....	

¹ All speaker attendees are subject to travel approvals & final commitment in attendance and is always subject to change

Showcase dinner venue: Thursday 9 November – Harbourside at Little Creatures Fremantle






18.00pm to 21:00pm



The venue is a short 4-minute walk from the hotel nestled just around the corner from Little Creatures. With uninterrupted 180-degree views of the ocean to Fremantle Harbour, guests will enjoy a private, sit-down three-course Waterfront Feast. Dietary requirement to be provided.

Address: 40 Mews Road, Fremantle WA 6160
Website: <https://littlecreatures.com.au/agegate/>

Close of Day 1; Return to Hotel

DAY 2 – Friday, 10 November: Walyalup Civic Centre, Fremantle	
9.00am to 9.15am	Welcome Re-cap on emerging themes from Day 1 & what can we expect on Day 2 Ailevon Pacific Aviation Consulting
9.15am to 9.45am	Keynote Host Presentation 2, Tourism Western Australia: "WALKING ON A DREAM" Carolyn Turnbull, Managing Director (TBC) 
9.45am to 10.30am	Smarter Data Presentation 8: ONE-ALPHA Speaker to be advised 
10.30am to 11.00am	Morning tea
11.00am to 11.45am (2pm-2.45pm AEDT)	The Smarter Data Presentation of all #9: MYSTERY SPEAKER! BRINGING IT ALL TOGETHER, an insight from a renowned Airline Network Planner <i>To be revealed!</i>
11.45am to 12.30pm	Smarter Data Presentation 10: SABRE Speaker to be advised 
12.30pm to 13.00pm	Lunch
13.00pm to 13.45pm	Smarter Data Presentation 11: NEAR Ed Harris; Managing Director AU/NZ 
13.45pm to 14.30pm	Smarter Data Presentation 12: CBAIQ Melissa Neumaier, & Tom Pinnell 
14.30pm to 15.00pm	Around the Room – Peer Discussion of Industry Issues with smarter data colleagues
15.00pm	Close of Day 2 & re-cap 2024 HOST & DESTINATION REVEAL ANNOUNCEMENT (offers to host for 2024 welcome)

Managed & Brought to You By:



Hosted & Presented by:



Hotel booking & event host partner:

CLICK HERE FOR DISCOUNTS AND BOOKING DETAILS

<https://www.rydges.com/private-page/air-service-development-data-analytics-symposium-training-2023/>



The screenshot shows the Rydges website interface. At the top, there are navigation links: 'GIFT CARDS', 'HOST AN EVENT', 'OFFERS', and 'LOG IN / JOIN'. The main content area features a large image of a restaurant interior with the text 'Air Service Development Data Analytics Symposium & Training 2023'. Below the image, there is a booking section with the text 'Air Service Development Data Analytics Symposium & Training 2023' and a 'Save More' button. At the bottom, it specifies 'Book between Now - 25 Oct, 2023' and 'Stay between 08 Nov, 2023 - 11 Nov, 2023'. The location is listed as 'Esplanade Hotel Fremantle by Rydges'.