Airline Route Planning

A Global Approach for Global Opportunities

Airline passenger growth is projected at around 5% per annum over the next 20 years, cargo to grow at 6 to 7%. Airlines are becoming more enterprising and competitive and are diversifying their portfolio of routes.

With the introduction of new aircraft, such as the Airbus A380 and Boeing's 787, new routes are opening up. Alongside this, the continued success of low-cost and charter carriers means smaller regional airports are realising the growth potential and becoming point-to-point destinations.

Future Airport is at the forefront of these developments. The next issue will cover in detail the topic of Airline Route Planning, designed to enable airline managers and planners to improve their traffic systems and fleet utilisation, and thus enhance the operating and economic efficiency of their airlines.

The feature will cover:

- **Air transport markets, regulatory systems and airline optimisation in both the mature markets of North America and Europe as well as the emerging air transport markets of China, South-East Asia, India, Eastern Europe, the Middle East, Africa and South America**
- **The changing relationship between airports and airlines, and how airport issues affect airline route planning**
- **Data software and planning tools in route planning**
- **Yield management**

Airline Route Planning will be a source of stimulating, relevant and useful information that will enable airline managers to optimise and enhance their route development plans.

Contact your account manager for further details.

'In it for the long haul – low-cost with frills: Air Berlin's network expansion'

Author: Joachim Hunold

Job Title: Chief executive and part-owner

Organisation: Air Berlin

This article will profile Air Berlin's route planning and development programme in regard to the 'open skies agreement' and trans-atlantic travel - with regard to the LTU deal, that adds routes to New York and Las Vegas to a service Mr Hunold describes as "low-cost with frills". It also shows Mr Hunold does not intend to copy bigger rivals Ryanair and Easyjet, focused on Europe.

'Planning routes as a transatlantic network carrier'

Author: Edmond Rose

Job Title: GM Airline Planning, Manager, Government & Industry Affairs

Organisation: Virgin Atlantic Airways Ltd

This interview will focus on route strategy and research within the Virgin Airways transatlantic network.

Edmond led Virgin's successful effort to obtain new route rights through the UK CAA scarce bilateral capacity hearing process, gaining for Virgin the rights to be the first airline to fly the London-Shanghai route.