



## Air Traffic Forecasting

Professional Certificate Course

Delivery: Classroom

Duration: 3 days

This course provides airport managers and staff with the essential guidance needed to interpret air traffic forecasts and use different forecasting techniques (including a review of strengths and weaknesses). Using a combination of theory and case studies, course participants will learn about key industry drivers, the data available to forecasters and the various forecasting techniques.

## Learning Objectives

Upon completion of this course, participants will be able to:

- Describe best practices for effective Air Traffic Forecasting
- Interpret existing air traffic forecasts
- Prepare air traffic forecasts
- Describe the new trends and techniques in Air Traffic Forecasting
- Identify opportunities for benchmarking using own models and techniques

## Target Audience

- Airport General Manager/Executive Director
- Airport Finance Directors, Managers and staff
- Airport Marketing and Commercial managers and Staff
- Airport Consultants and Planners

## Course content

- Travel market profiles and categories
- Traffic data sources and segmentations
- Competition
- Constraints
- Airline strategies
- Hubbing
- Influencing factors
- Forecasting methodologies



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- Forecasting hourly profile
- Forecasting case studies