

Philippe

Aviation Director, Airport Marketing

'Relationship building airport marketer'

- Aviation Director managing a team of Marketing & PR professionals
- Responsible for airline relations & supporting business development
- Interested in airline news / data, route activity, traffic & tourism trends

Career & Responsibilities

Having began his career in airline route planning, Philippe now works for a 2nd tier city airport in France that attracts between 10-20 million passengers a year. His department operates within a strict corporate strategy e.g. trying to attract certain types of airline or passenger demographic. However the airport is government owned so success is ultimately measured by it's impact on the local economy. Philippe reports to the VP and manages a team of 12 that includes marketing, PR, airline relations & route service development. His team are responsible for almost everything that generates income for the airport authority i.e. revenue from airlines (fixed fee landing charges) and passengers e.g. catering, retailing, car parking etc.

In terms of marketing, a significant proportion of activity is focussed on destination promotion & PR. It is important that Philippe's department clearly communicates the unique benefits of their airport to the airline community, particularly route planners. The communication messages typically include local business/tourist communities, traffic flows, passenger survey data & financial offers. There are many cost pressures concerning the price of fuel so he needs to demonstrate value to his customers. Other pressures facing his airport include market consolidation, bilateral agreements (open skies), managing traffic growth and increases in aircraft size, environmental pressures & local authority planning legislation & regulations.

User goals:

Philippe wants flightglobal.com to help him...

- Keep up to date with news about airline activity e.g. scheduling, routes, yields
- Access airline data e.g. financial stability, alliances, codeshares, orders
- Monitor developments in passenger traffic i.e. by airline, airport & destination
- Identify opportunities for business development e.g. local business, gov plans
- Monitor developments influencing business strategy e.g. runway extensions
- Stay abreast of market trends e.g. low cost airlines, patterns in tourism
- Find out about competitor airports e.g. marketing claims, PR, runways, traffic

Personal information

Profession: Marketing Manager, city airport

Location: France

Age: 39

Home life: Married

Hobbies: Golf | Scuba diving | Cinema and movies

Car: BMW 318Ci convertible

Personality: Confident | Outgoing | Relationship builder | Creative

Pet hates: Wasted trips | Missed appointments | Local government politics

Internet behaviour

Internet experience: Intermediate

Primary uses: Airline fleet news | Route & scheduling activity | Passenger traffic | Travel & tourism trends | Competitor airport announcements

Use of B2B sites per week: 10-15

Device: Desktop

A typical day...

About half my time is office based and devoted to analysis, developing plans and meeting with finance and operations to make sure we are able to deliver on our commitments. Checking the reliability of source information is a key concern, for example we are currently validating the airline databases for booking data & traffic figures for benchmarking. Internally my team work closely with a range of other departments including sales, business development & commercial operations. I also spend about 30% of my time dealing with external clients, the most important being airline customers. We have many face to face meetings as it's the easiest and most effective way to get decisions made. I also meet with logistics companies & government/regulatory bodies. Then there is the marketing itself which is about 25% of my time, this involves regular calls with tour operators, travel agencies, marketing/design/print agencies & the media. I also co-edit our website on a daily basis to make sure all the stories are valid, nothing is outdated and that we promote the most exciting news rather than the normal boring stuff.