



# **Air Service Data and Planning Seminar**

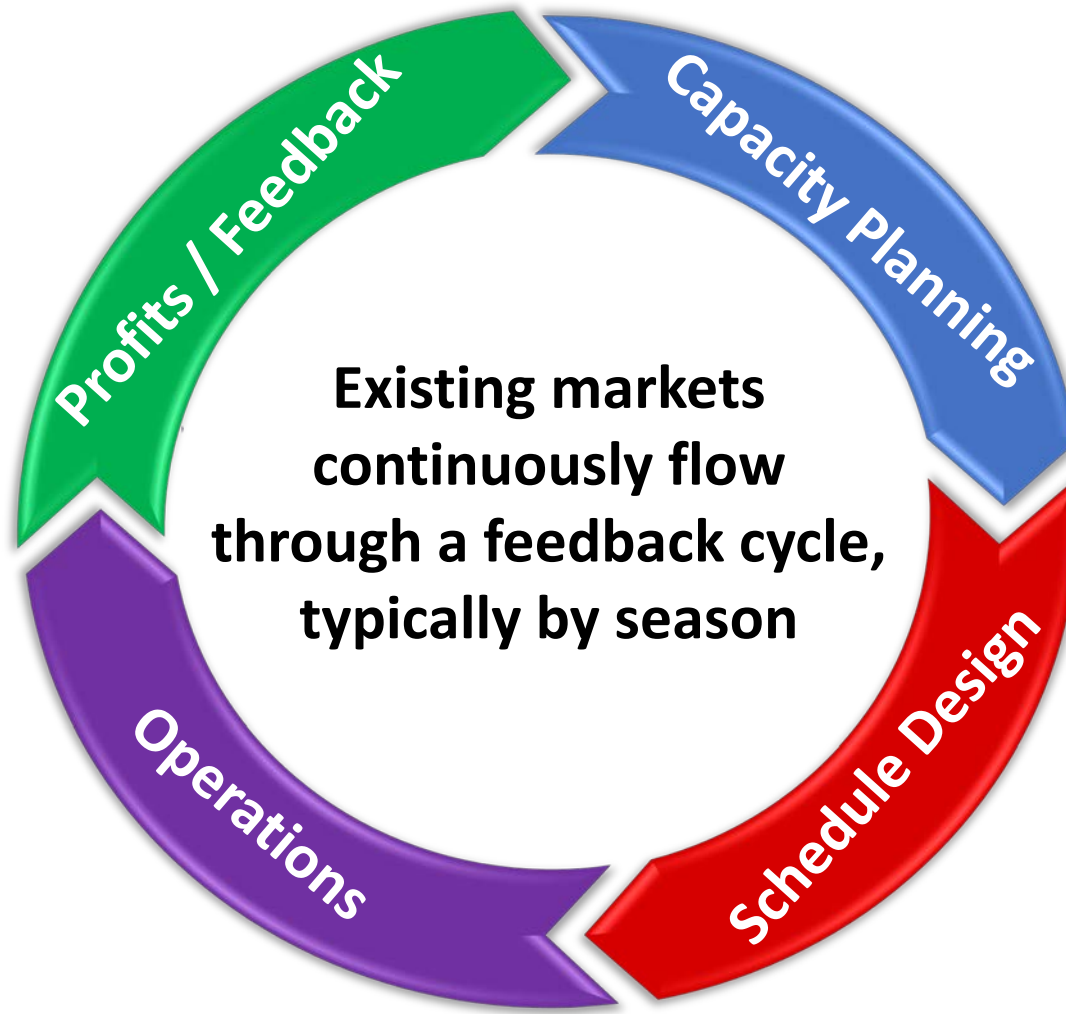
## **Former Airline Representatives Share Their Advice**

*January 12, 2016*

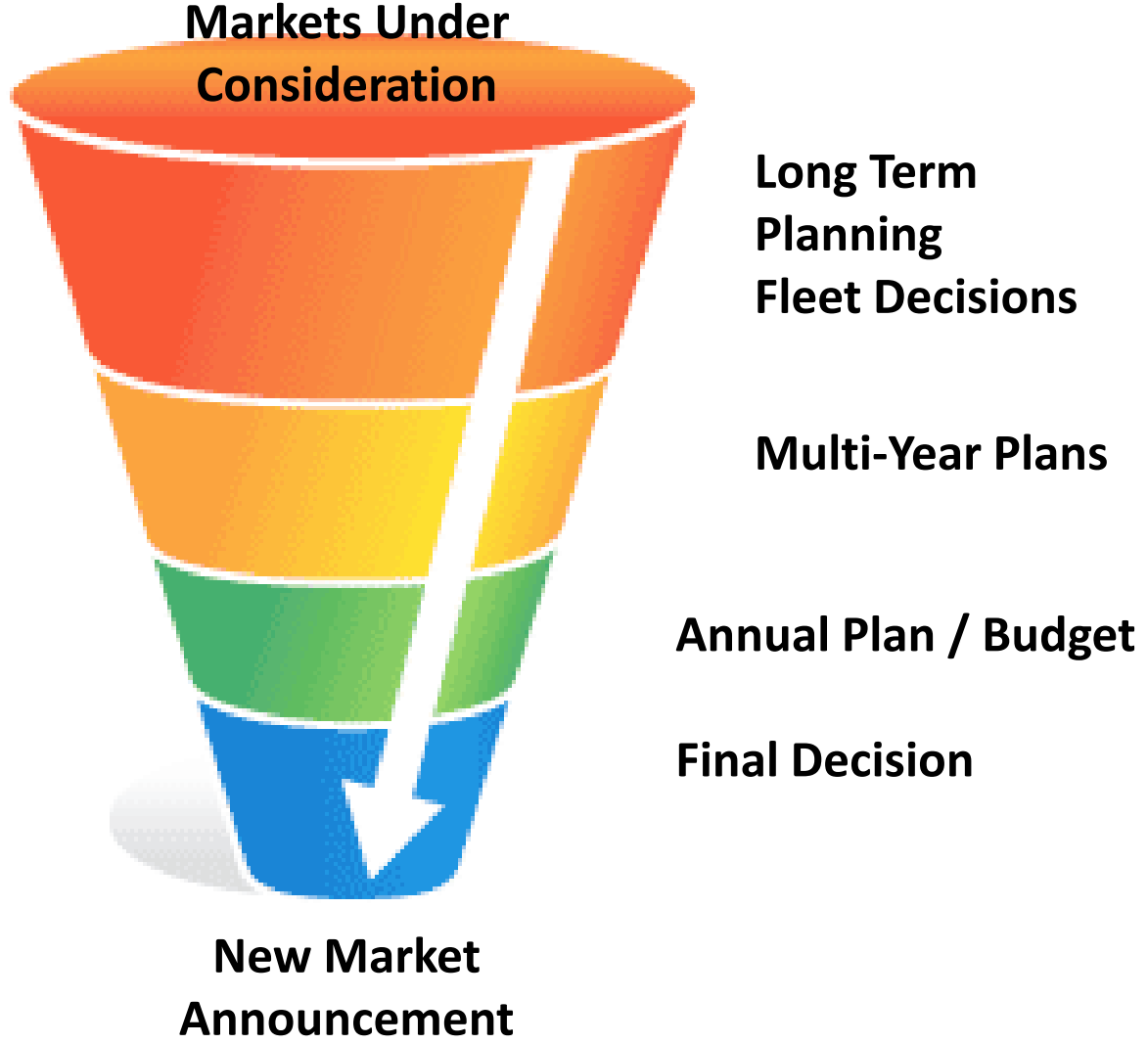
# Roundtable Session Goal

**Learn about Air Service Development from our panelists who have previously been participants in the decision-making process at airlines, but are now advocates on behalf of airports and communities.**

# Existing Market Feedback Loop



# Multi-Year New Market Planning Process



# Outside Influences on Market Planning

- **Macro Environment**
- **Competitive Actions**
- **Short-Term / Sudden Opportunities**
- **Regional Dynamics**
- **Regulatory Matters**
- **Alliance/Partnership Considerations**

# Today's Panelists

## Sabine Reim

Current: InterVISTAS Consulting  
Former: British Airways

## Rhett Morgan

Current: Ailevon Pacific Aviation  
Consulting  
Former: Southwest Airlines  
Delta Airlines

## Will Livesy

Current: Memphis-Shelby County  
Airport Authority  
Former: American Airlines

Moderator:

## Jamie Kogutek

Current: Forecast, Inc.  
Former: AirTran, America West,  
Silver Airways, Sixel