



STRATEGIC AIR SERVICE DEVELOPMENT PLANNING

PRESENTED BY:
MOLLY WAITS
DIRECTOR OF AIR SERVICE DEVELOPMENT

STEP 1: DETERMINE THE PURPOSE OF THE ASD PLAN

WHAT DO YOU HOPE THIS PLAN WILL ACCOMPLISH?

- Gain support for air service development initiatives?
- Educate others on ongoing activities and what is in the pipeline?
- Annual activity and budget planning?
- Some other reason?

STEP 2: IDENTIFY THE AUDIENCE

Politicians Chambers

Local Businesses

Convention Bureau

Community Groups

Internal Stakeholders

HOUSTON'S ASD PLAN

- Purpose – Inform Senior Leadership and other internal stakeholders of our ongoing activities & long-term opportunities
- Audience – ASD Team & Sr. Leadership

Next Step – Determine Layout & Information to Be Included

HOUSTON'S ASD PLAN

DESIGN / LAYOUT

- Divide into world regions
- Keep content informative but brief (executive summary)
- Maintain document as a “live” document with regular updates



Air Service Development Strategy Executive Summary

NOT INTENDED FOR PUBLIC CONSUMPTION

Created: 28 April 2014
Modified: November 4, 2015

Last Modified 11/04/2015

1

HOUSTON'S ASD PLAN

INCLUDED INFORMATION

Introduction information for anyone who may not be familiar with the ASD team:

- Organizational Chart
- ASD Strategy Overview
- ASD Goals

HOUSTON'S ASD PLAN

WORLD REGION SECTIONS

- Synopsis / overview for the region
- Listing of current service provided
- Detailed list of potential opportunities
- Map illustrating the current service & opportunities

Background

Provide a brief overview of the region. Has it been an underserved region for a long time for your market? Or has it been well-served for many years? Have you seen any service depart from or enter this market? Are there any recent wins you can mention?

Current Market Service (December 2015)

Airline	Destination	Miles	Ops / Week	Seats / Flight
XXXX	XXXX	XXXX	Xxx	Xxx

Key Target Airlines - Markets

Airline 1 – Market(s)

Brief explanation of important factors for this market. What drives the demand? Do they have a/c with the range & capacity that makes sense? Do they have a/c on order? Are they considering US expansion? Have they mentioned any competitive markets? Are there any other factors to consider?

Airline 2 – Market(s)

Brief explanation.



THANK YOU

GEORGE BUSH
INTERCONTINENT

MOLLY WAITS

Molly.Waits@HoustonTX.gov