

LI1
LI2
HJ3

NEW WORKING GROUP: BEST AND NEXT PRACTICES IN AIR CONNECTIVITY LINKED WITH BRANDING ELEMENTS



UNWTO



Slide 1

- HJ1** ICF.....affiliate member
Harckham, Jared, 4/13/2018
- HJ2** embresa de consultoria, medios,, marca y publicidad.
Harckham, Jared, 4/13/2018
- HJ3** Soy Jared Harckham aqui con mmi companero David Fiedler
Harckham, Jared, 4/13/2018

While many tourism destinations rely heavily on air connectivity, many do not appear knowledgeable, pro-active and/or familiar with best and next practices to attract service and to link the development of air service with the destinations' brands, communications and attributes.

Hence this Working Group is created in order to achieve the following objectives:

1. Enhance members' understanding of the topic through the following:
 1. Provide the members of the Working Group a forum for learning and discussing the strategies and tactics of the successful, sustainable development of air service
 2. Provide a platform to present members case-studies of best/next practices
 3. Enhance understanding on the aviation sector, current trends and opportunities
 4. Enhance understanding on how airlines review opportunities and make decisions
 5. Presentations of methodologies for creating effective business cases for airlines
 6. Provide access to resources
 2. Establish effective stakeholder committees for air service development
 3. Identify markets for airlines by using non-traditional research methods
 4. Create links between air service and destination branding and messaging
- Best and Next Practices in Air Connectivity Linked with Branding Elements**



Proposed Activities

1. Working Group Presentation during 63rd meeting of the UNWTO Regional Commission for the Americas on 13 April 2018 in Asunción, Paraguay
2. Possibility to organize regular workshop during other UNWTO Regional Commission meeting
3. Create a communication channel (i.e Google Group) to maintain the flow of virtual discussion within this Working Group
4. Other activities as suggested by members

Follow Up

Mid May 2018 - 1st Video Conference

Mid June 2018 - 2Nd Video Conference

Mid July 2018 – 3rd Phone Conference

Mid August 2018 - Final phone conference

November 2018 - 2018 UNWTO Plenary of the Affiliate Members Meeting seeking new participants.



Combining Traditional Airline Planning Approach and Creative and Human Centered Marketing Approaches not only validate each other, this holistic thinking creates the following:

New Market Opportunities
Collaboration and Partnership
Sustainable Partnerships between Airlines and Destinations
Agile response to new routes

THANK YOU!