

Blackpool Airport



The BUCK STOPS *here!*

DEFINE OUR START POINT



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DEFINE OUR START POINT



Anchor Contract

DEFINE OUR START POINT



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General Aviation

DEFINE OUR START POINT



Corporate

DEFINE OUR START POINT



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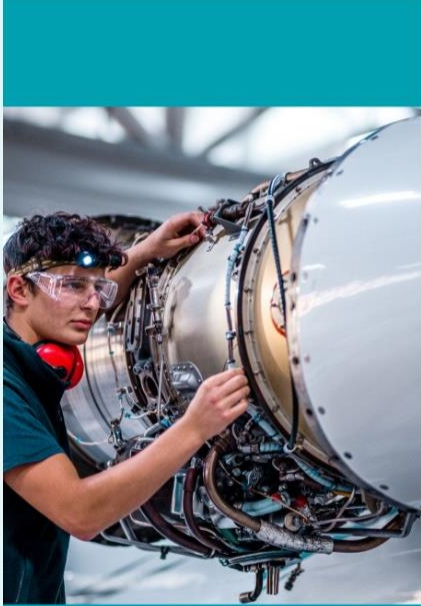


Financials



MARKET SCOPE AND OPPORTUNITIES

MARKET SCOPE AND OPPORTUNITIES



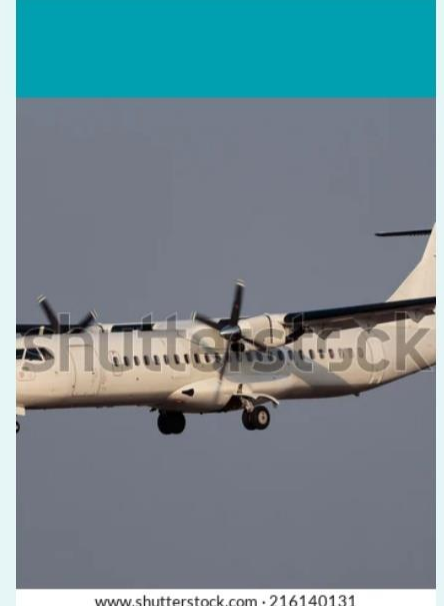
MRO



Pilot Training



Cargo



Specialist Charters

MARKET SCOPE AND OPPORTUNITIES



Corporate Operator(s)



GA Growth



Scheduled Domestic



HNW Operator Based FGNH

MARKET SCOPE AND OPPORTUNITIES



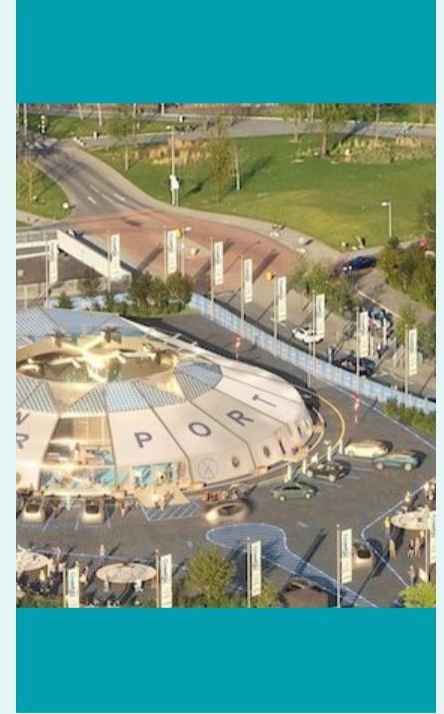
Special Mission Ops



FBO



Events



Electric

MARKET DEVELOPMENT

2022-2027



Pilot Training

MARKET DEVELOPMENT

2022-2027



Charter / Corporate

MARKET DEVELOPMENT

2022-2027



GA and Private Ops

MARKET DEVELOPMENT

2022-2027



MRO

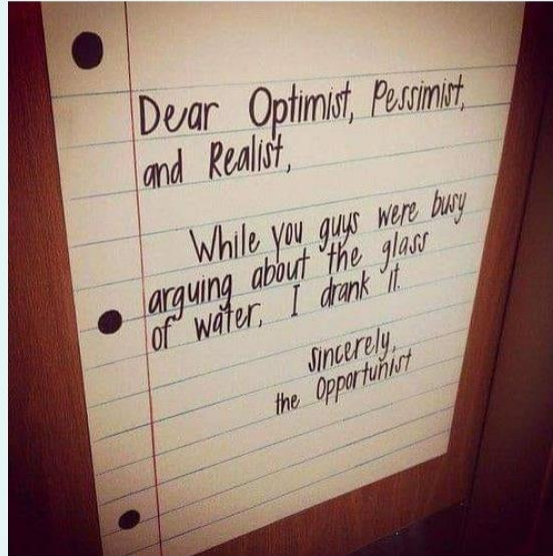
MARKET DEVELOPMENT

2022-2027



FBO

DELIVERY





DELIVERY



Understand

- Customers (existing and potential)
- Business Partners
- Infrastructure
- Commercial Arrangements
- Team and Culture



DELIVERY



Define and Agree

- Overall Strategy (Focus)
- Supporting Business, Sales, Marketing Plans (Road Map)
- Identity (who we are, what we are about, why us?)
- Budgets (Management Accounts and Budgets)



DELIVERY



Engage - Knock on Doors!

- Existing Partners
- GA, Executive & Corporate Operators, Cargo & Special Mission operators
- Government Departments, Advocates, Policy Makers
- Flight Planning organisations (Jeppeson)
- Aviation and Airport bodies and societies



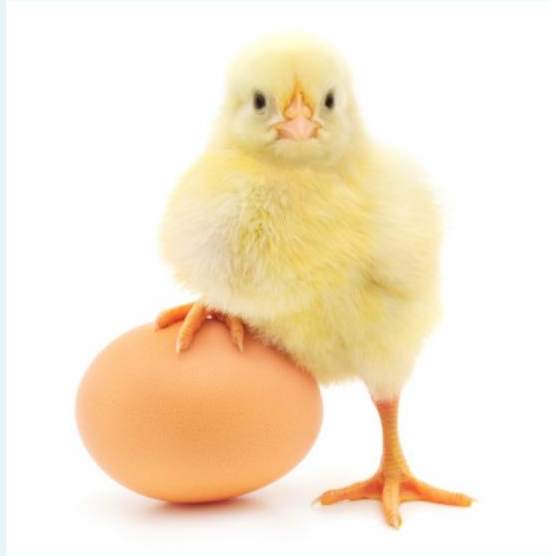
DELIVERY



Tools and Resources

- CRM
- Marketing Plan
- AIMS
- AMSTAT
- ISTAT
- NBAA

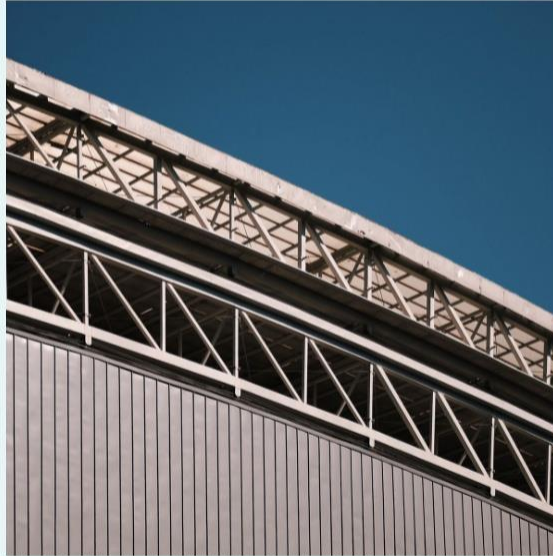
INFRASTRUCTURE



Dilemma...

- Infrastructure requirements to be identified and influenced by facilities audit, strategy, opportunities, potential ROI.

INFRASTRUCTURE



New Hangar(s)

- Charter Operator / Flight Training Aircraft / Aircraft Storage GA and Private operators.
- HNW operator.
- Flight Training Academy.
- FBO
- MRO

INFRASTRUCTURE



ATC/FIRE/CUSTOMS/SNOW
CLEARING/DE ICE/FUEL
FARM UPGRADES?

