

Expert, cost-effective consultancy.....



Benefit from the next Industry up-turn now

Give yourself the best possible chance of securing new air services and better understand your existing customers with our brand new range of consultancy services, data and software products tailored specifically to the needs of today's busy airport executive.

Modern and Pertinent Products

Our suite of products and services has been developed by the industry's most experienced network development professionals and are made available at the most competitive rates in the industry.

Our close relationship with Aviation Analytics, a leading supplier of industry data means that all our product offerings benefit from the most robust and up-to-date information available, especially fare and cost data.

Our products are designed with simplicity in mind, delivering a powerful but clear message to your internal or external customers, be it understanding how your existing network is performing, the impacts of competition either at your airport or nearby, the opportunities for expanding your network or the effective promotion of these new opportunities to interested parties.

Total Flexibility

We are happy to work with our clients on both an ad-hoc and longer-term basis – the latter allowing our more time-constrained customers to outsource their entire route development analysis function for a very modest monthly or quarterly fee.

Outstanding Value For Money

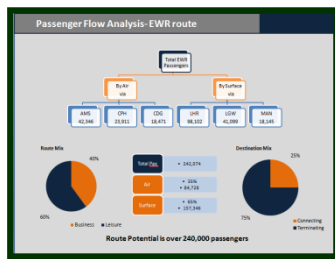
Our firm benefits from extremely low overheads meaning that we can price our products and services competitively, crucial in the current trading environment where quality information and aggressive cost control are both key.

Put simply, nowhere else will you find a better value range of data, products and services to aid your business intelligence and decision making.

..... for today's airport executive



Our Consultancy Products



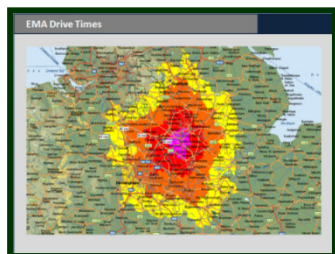
Route Study

The Route Study is a visual & marketing-focused document specifically designed to present new route opportunities to Low Cost Carriers analysing markets, fares and route economics.



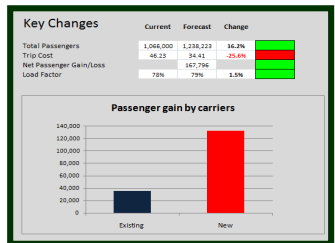
Business Case

The Business Case is AA's traditional route viability assessment tool containing a detailed market forecast, economics and a four-year Profit & Loss projection the report has helped many airports convince carriers to launch new services.



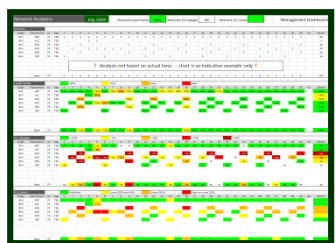
Network Development Report

This one-off positioning document gives an independent view of an airport's location, catchment, infrastructure and key route opportunities and is designed to be sent to target carriers ahead of more detailed meetings.



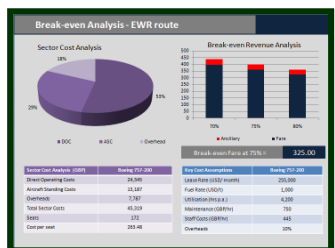
Market Reaction Analysis

Using our cutting-edge modelling expertise the MRA predicts effects on passengers, yields and revenues by carrier where changes in capacity, frequency and fares have taken place.



Network Analytics

This ground-breaking product allows an airport to keep a constant watch on how its routes and carriers are performing by day or month and take a far more proactive approach when problems arise.



Ad Hoc Research

AA offers a range of high-quality & cost effective services outside our core range of route development products but all focusing on analysis of airline operations and market opportunities. See our website for further details.

Aviation Analytics is a leading supplier of consultancy services to the aviation industry. Together with its software & data arm the company provides its customers with the most robust and relevant advice and data to tackle their business challenges enabling them to realise real added-value and competitive advantage.

Our team have extensive experience working with airline schedules, O&D traffic, fares, fleet and financial data.

All of our products share a common platform using the state-of-the-art QlikView product, allowing for a seamless interface for all your data and a very intuitive and simple-to-use Graphical User Interface.

Our consultancy arm specialises in airport network development, including advising on and researching new market opportunities and growth strategies. We provide an outsourced route development research & analysis service allowing managers of small and medium sized airports to focus on marketing and building relationships with their customers.

Data Products

- Fare Observation
- Schedules
- Passenger data including MIDT
- Survey Data
- Airport Charges (coming soon)
- Airport Cockpit

Software Products

- Route Analytics (Economics)
- Network Analytics (Profitability Guide)

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