



Hunting for Airport Revenue Optimization

By Sebastian Wagner

GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 215x151x14 mm. Neuware - Master's Thesis from the year 2014 in the subject Business economics - Miscellaneous, grade: 1,0, University of Applied Sciences Wildau (Wildau Institute of Technology), course: AVIMA 12 - Airport Management, language: English, comment: Master's thesis for the acquisition of the academic degree Master of Aviation Management at Wildau Institute of Technology of University of Applied Sciences Wildau, abstract: The aim of this thesis is to investigate the latest challenges and trends in airport retail using the practical example of Copenhagen Airport. Driven by the steadily increasing cost pressure on European airports, operators need to develop new sources of revenue. The greatest potential in generating additional revenue to combine reasonable income with high profitability can be found in the non-aviation sector, particularly in the travel retail segment. The research, however, revealed that airport retail is not always a fast-selling item. The market experiences extensive challenges driven by advanced airline retail activities or online sales developments. In order to face the recent challenges, the importance of commercial revenues for airport operators needs to be evaluated firstly. Moreover, characteristics and specialties of travel retail have to be analyzed. Based...



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