



Strategic Airport Planning and Marketing

Emmy Arsonval Maniriho

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Airport Strategic Planning and Marketing exhibits the entire strategic conception and business plans for constructing airports, establishing master plan and running the airport operations.

Why Airport Strategic Business Planning and Marketing? This book defines strategic planning and considers plan elements, review Planning Process and measuring airport success. It showcases the best management practices, aviation trends and strategic thinking are explained broadly. It is not possible and it may look absurd if the airport companies fail to plan and market like other business enterprises. This book poses stress on strategic airport planning, operational and managerial planning, and on how to deal with all parties involved in airport development processes.

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