

BEONTRA

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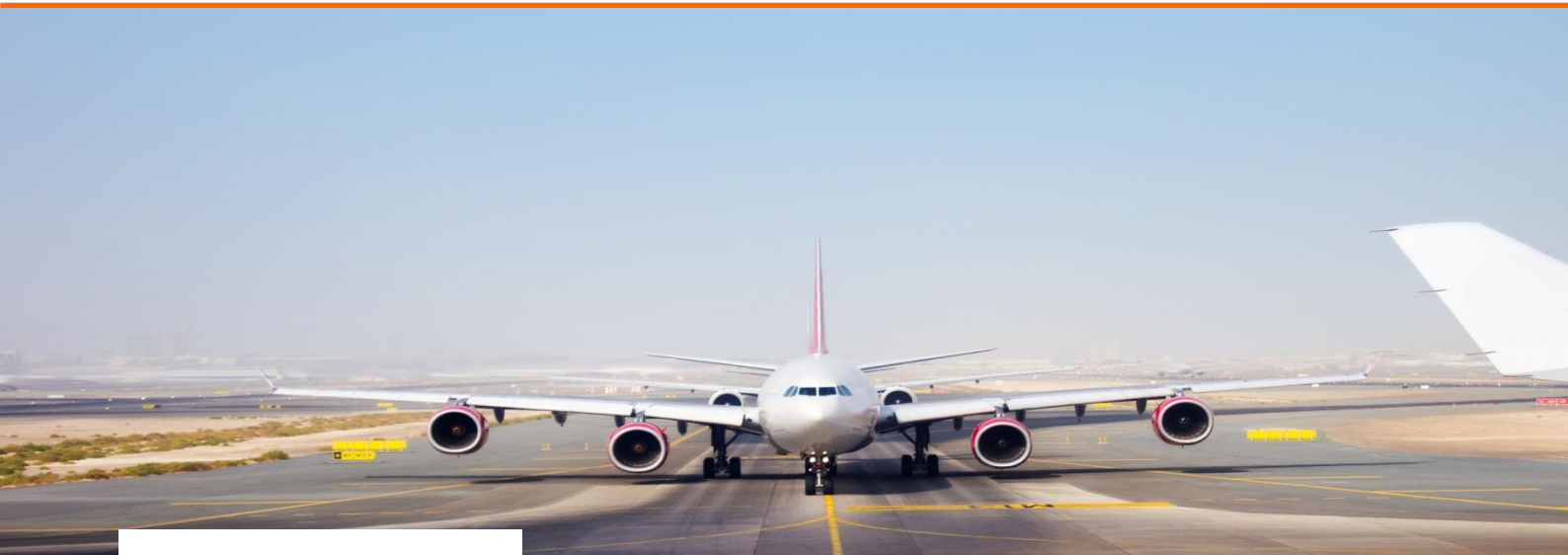
B



SCENARIO PLANNING

Case Study:

Munich Airport (MUC)



„Using B Route Development supports us in calculating detailed and demonstrative route cases. The resulting time savings are substantial and enable us focusing on analyzing the calculated passenger figures, considering several case scenarios and finally preparing a conclusively and substantiated route story.“

Martin Laubenthal
Market Research and Flight Schedule
Forecasting
Munich Airport

„For carrier presentations we utilize the B Route Development iPad app to give carriers an overview of the used methodology and to lead through the pre-calculated case in a very interactive way.“

Oliver Dersch
Director Traffic Development
Munich Airport

USING B ROUTE DEVELOPMENT ENABLES THE AIRLINE MARKETING TEAM OF MUNICH TO ANALYZE AND CALCULATE THE POTENTIAL NEW ROUTES IN A MORE EFFICIENT AND TIME-SAVING WAY.

As the second busiest airport in Germany in terms of passenger traffic, Munich Airport implemented BEONTRA's tool **B Route Development** with intent to convince further carriers to integrate Munich in their route network.

Besides calculating the potential passenger volume for a specific route, the tool shows how many of the potential passengers will be reached by the examined carrier and if the route can be operated profitably. MUC also uses the B Route Development iPad app as an innovative and dynamic mobile tool for on-site presentations to carriers,

PROJECT CHARACTERISTICS

PROJECT NAME	Implementation of B Route Development at Munich Airport
CLIENT	Munich Airport, Flughafen München GmbH
CLIENT DETAILS 	IATA Code: MUC ICAO Code: EDDM Owner: Flughafen München GmbH Operator: Flughafen München GmbH Coordinates: 48°21'14"N 011°47'10"E Passengers: 38,36 Mio (2012) Cargo: 290,301 tons (2012) Aircraft Movements: 399,581 (2012) Destinations: 223 (summer 2013) Revenues: 1,2 billion EUR (in 2012) Planned Investments: new satellite for additional 11 million passengers currently under construction
PROJECT TIMEFRAME	January 2011 – ongoing
MAIN GOALS	<ul style="list-style-type: none"> ▪ Analyzing and evaluating the current and future competitive position of MUC considering the development of passenger traffic volume and the expectations on the part of the carriers ▪ Using a time-saving method in creating route cases for carriers ▪ Convincing carriers to establish new routes to/from MUC
PROJECT SCOPE	Implementation of B Route Development
REFERENCES	<p>Mr. Martin Laubenthal Market Research and Flight Schedule Forecasting, Munich Airport</p> <p>Mr. Oliver Dersch Director Traffic Development, Munich Airport</p>