

BEONTRA

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B



SCENARIO PLANNING

Case Study:

City Airport Bremen (BRE)



“Using the B Route Development iPad app during route conferences enhances our presentations to airlines and clarifies our used methodology in a very innovative and transparent way. Particularly the scenario mode strengthens our negotiating position, making it possible to instantly amend assumptions in alignment with the airline’s own results and successfully convince new carriers to integrate Bremen Airport into their route network.”

Florian Kruse
Director Sales, Marketing &
Communications
City Airport Bremen

USING B ROUTE DEVELOPMENT ENABLES THE AIRLINE MARKETING TEAM OF BREMEN TO ANALYZE AND CALCULATE THE POTENTIAL OF NEW ROUTES IN A MORE EFFICIENT AND TRANSPARENT WAY.


Since implementing BEONTRA’s tool **B Route Development** in the beginning of 2013, City Airport Bremen has managed to increase its passenger numbers by 6,8%.

With this result, City Airport Bremen finishes up second in Germany in terms of passenger numbers growth rate, but is still going strong with intent to convince further carriers to integrate Bremen in their route network.

Besides calculating the potential passenger volume for a specific route, the tool shows how many of the potential passengers may be reached by the examined carrier and if the route can be operated profitably.

BRE 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 City Airport Bremen
CLIENT	City Airport Bremen, Flughafen Bremen GmbH
CLIENT DETAILS 	IATA Code: BRE ICAO Code: EDDW Owner: Flughafen Bremen GmbH Operator: Flughafen Bremen GmbH Coordinates: 53°2'51"N 8°47'12"E Passengers: 2,613 Mio (2013) Cargo: 10,020 tons (2013) Aircraft Movements: 44,264 (2013) Destinations: ~ 50 Revenues: 40,5 Mio EUR (in 2013)
PROJECT TIMEFRAME	January 2013 – ongoing
MAIN GOALS	<ul style="list-style-type: none"> Using a time-saving method in creating route cases for carriers Convincing carriers to establish new routes to/from BRE Going Beyond "one more PowerPoint" by using the B Route Development iPad App as an interactive discussion and presentation medium
PROJECT SCOPE	Implementation of B Route Development at City Airport Bremen alongside a state of the art presentation medium
REFERENCES	Mr. Florian Kruse Director Sales, Marketing & Communications, City Airport Bremen