

BEONTRA

a Lockheed Martin company



SCENARIO PLANNING

Case Study:

*Aéroport International
Strasbourg (SXB)*



"B Route Development allows us to calculate and analyze several demonstrative route cases in a highly time efficient manner. The tool quickly compiles reliable and detailed data, enabling us to focus on final adjustments and the conclusive route story."


Thomas Dubus
Director
Aéroport International Strasbourg

AÉROPORT INTERNATIONAL STRASBOURG (SXB) DECIDED TO IMPLEMENT THE BEONTRA TOOL B ROUTE DEVELOPMENT.

In early 2013, Aéroport International Strasbourg (SXB) agreed with BEONTRA on introducing the system module **B Route Development** at SXB, supporting the SXB airline marketing team in attracting more carriers and introducing new routes to this regional airport conveniently located right at the border between France and Germany.

Since SXB is faced by an outstanding strong competition after connecting the airport's catchment area to CDG and FRA by fast train and non-stop coach services, it is imperative for the airport to use a convincing methodology to demonstrate its leakage capture and thereby entire passenger potential to airlines.

PROJECT CHARACTERISTICS

PROJECT NAME	Implementation of B Route Development at Aéroport International Strasbourg																
CLIENT	Aéroport International Strasbourg																
CLIENT DETAILS 	<table> <tr> <td>IATA Code:</td> <td>SXB</td> </tr> <tr> <td>ICAO Code:</td> <td>LFST</td> </tr> <tr> <td>Owner:</td> <td>Aéroport International Strasbourg</td> </tr> <tr> <td>Operator:</td> <td>Aéroport International Strasbourg</td> </tr> <tr> <td>Coordinates:</td> <td>48°32'18"N 7°37'42"O</td> </tr> <tr> <td>Passengers:</td> <td>1,114 Mio (2009)</td> </tr> <tr> <td>Aircraft Movements:</td> <td>37,070 (2009)</td> </tr> <tr> <td>Revenues:</td> <td>22,4 Mio € (2009)</td> </tr> </table>	IATA Code:	SXB	ICAO Code:	LFST	Owner:	Aéroport International Strasbourg	Operator:	Aéroport International Strasbourg	Coordinates:	48°32'18"N 7°37'42"O	Passengers:	1,114 Mio (2009)	Aircraft Movements:	37,070 (2009)	Revenues:	22,4 Mio € (2009)
IATA Code:	SXB																
ICAO Code:	LFST																
Owner:	Aéroport International Strasbourg																
Operator:	Aéroport International Strasbourg																
Coordinates:	48°32'18"N 7°37'42"O																
Passengers:	1,114 Mio (2009)																
Aircraft Movements:	37,070 (2009)																
Revenues:	22,4 Mio € (2009)																
PROJECT TIMEFRAME	October 2013 – ongoing																
MAIN GOALS	<ul style="list-style-type: none"> ▪ Creating convincing route cases “through the eyes” of the carriers ▪ Using a standardized case calculation approach across the airline marketing team ▪ Involving the airlines in discussions and adjustments of “their” route case 																
PROJECT SCOPE	Implementation of B Route Development																
REFERENCES	<p>Mr. Thomas Dubus Director, Aéroport International Strasbourg</p>																