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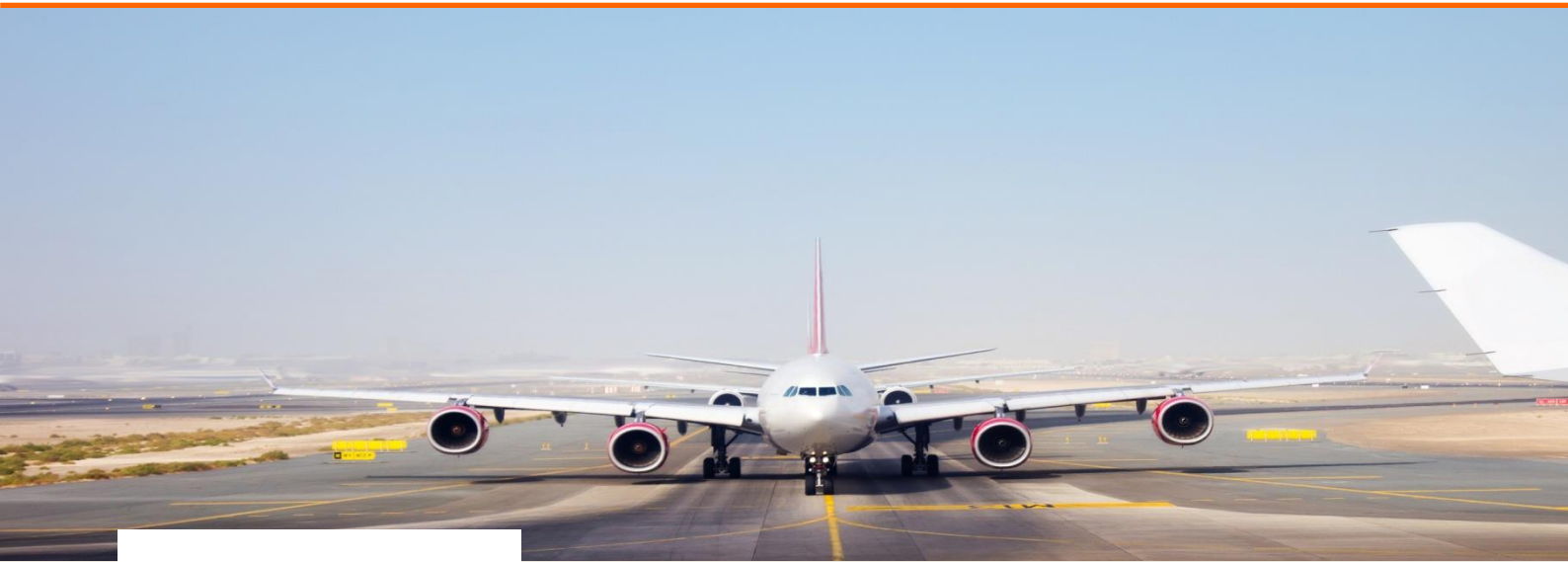
B



SCENARIO PLANNING

Case Study:

*Viracopos International Airport
(VCP)*



"We are intensely working with B Route Development, one of the tools of the BEONTRA Scenario Planning suite. With the Summer Olympics 2016 coming, the tool helps us a lot during the conversations with the airlines. It enriches our presentations and supports our arguments in an innovative way. We very much appreciate the consistency and quality of the results and have successfully acquired routes to New York and Panama City as well as a link to Miami commencing in December 2014."

Aluizio Bomfim Margarido
Commercial Director
Viracopos International Airport


USING B ROUTE DEVELOPMENT ENABLES THE AIRLINE MARKETING TEAM OF VIRACOPOS INTERNATIONAL AIRPORT TO APPROACH AIRLINES WITH POTENTIAL NEW ROUTES, SPECIFICALLY WITH REGARDS TO THE UPCOMING SUMMER OLYMPICS IN 2016.

Viracopos International Airport is serving the region of Campinas, one of the most prosperous in Brazil. With its considerable economic output, its domestic passenger traffic and intense domestic and international cargo traffic, it is large enough to make VCP one of the busiest airports in Brazil.

Since Azul Brazilian Airlines made VCP its main hub, the number of flights offered has increased radically. With the Summer Olympics 2016 coming, VCP is looking to attract further carriers with potential new routes and convince them to incorporate Viracopos International Airport into their route network by using BEONTRA's tool **B Route Development**.

Until today, VCP has already managed to approach American Airlines, which has decided to add Viracopos to their Brazil networks with flights to New York and Miami starting in December 2014 as well as a route to Panama City.

PROJECT CHARACTERISTICS

PROJECT NAME	Implementation of B Route Development at Viracopos International Airport																
CLIENT	Viracopos International Airport, Aeroportos Brasil																
CLIENT DETAILS 	<table><tr><td>IATA Code:</td><td>VCP</td></tr><tr><td>ICAO Code:</td><td>SBKP</td></tr><tr><td>Owner:</td><td>Aeroportos Brasil</td></tr><tr><td>Operator:</td><td>Aeroportos Brasil</td></tr><tr><td>Coordinates:</td><td>23°0'27"S 47°8'4"W</td></tr><tr><td>Passengers:</td><td>9,195 Mio (2013)</td></tr><tr><td>Cargo:</td><td>235,182 tons (2013)</td></tr><tr><td>Aircraft Movements:</td><td>127,252 (2013)</td></tr></table>	IATA Code:	VCP	ICAO Code:	SBKP	Owner:	Aeroportos Brasil	Operator:	Aeroportos Brasil	Coordinates:	23°0'27"S 47°8'4"W	Passengers:	9,195 Mio (2013)	Cargo:	235,182 tons (2013)	Aircraft Movements:	127,252 (2013)
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PROJECT TIMEFRAME	August 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 VCP with a view to the upcoming Summer Olympics 2016																
PROJECT SCOPE	Implementation of B Route Development at Viracopos International Airport alongside a state of the art presentation medium																
REFERENCES	Mr. Aluizio Bomfim Margarido Commercial Director, Viracopos International Airport																