AARHUS
AIRPORT

BEONTRA
a Leidos company

BEONTRA
Route Forecasting

Customer Success Story:

Aarhus Airport

AIRPORT CHARACTERISTICS

Project Name	Route Forecasting Solution for Aarhus Airport
Client	Aarhus Airport Denmark
Client Details	IATA Code: AAR ICAO Code: EKAH Owner: Aarhus Airport A/S Number of passengers: 542,958 p.a. (2023)

PROJECT BACKGROUND

Aarhus airport is a regional airport serving Denmark's second largest city Aarhus. The city is the center for trade, services, industry, and tourism of the Danish mainland. Aarhus airport faced difficulties when determining the market potential for new routes, especially when attempting to quantify the traffic leakage to other airports.

Objective

Aarhus airport was looking for a solution to get a comprehensive, accurate overview of travel from the catchment area and the traffic potential for new routes to support conversations with existing and future airline partners about new route openings.

A major challenge was that a significant share of the traffic from the catchment area is served by larger competing airports. Since the published aviation statistics are available on a national level only, Aarhus had no reliable source to determine surface leakage. The team therefore required a detailed dataset comprising traffic from the catchment airports and a methodology to reliably project Aarhus' share of catchment traffic for new air services.

Since low-cost carriers have a considerable stake of the air travel from and to the catchment area, a key requirement was that the provided data covers not only legacy carriers, but the full market including LCC traffic.

Furthermore, Aarhus airport was interested in a flexible tool to create different scenarios for new airline routes. The forecasting methodology should be transparent to enable them to discuss the business case and validate the underlying assumptions with airline partners.

BEONTRA SOLUTION

BEONTRA's Route Forecasting solution has been implemented to enable the Aarhus airport team to understand current and historical market activity, to identify new route opportunities, and to create airline business cases for new or improved routes.

The Sabre Global Demand Data, which is integrated in BEONTRA Route Forecasting, provides Aarhus airport with a full picture of the origin-destination demand not only from their own, but also from the competing airports. Since low-cost carriers have a significant share of the air travel from and into the catchment area, a deciding factor was that the Sabre data is based not only on MIDT, but also on more than 50 further industry data sources to cover the full market including LCC traffic.

To forecast the market potential for new routes from and to Aarhus airport, the team applies BEONTRA's Like Markets approach. In line with common airline and airport practice, this methodology supports projecting the success of new air services by analysing the actual performance of similar routes ("Like Markets"). Moreover, the approach enables Aarhus airport to benchmark easily and quickly with comparable airports, e.g., Northern European airports with a similar size.

BEONTRA's schedule & connectivity analysis is a powerful and versatile function when it comes to computing potential for hub feeder services. It enables Aarhus to find ideal flight times and to consider the realistic connectivity to beyond markets in the airline business case.

The fare analysis in BEONTRA Route Forecasting allows the Aarhus team to determine historical average fares on a route and carrier level. The team has been positively surprised by the airline feedback on the quality of the fare information.

By using BEONTRA Route Forecasting, the Aarhus airport team has been enabled to create fully-fledged airline business cases including passenger loads and revenue for new or improved routes including detailed breakdown for local, beyond, behind and bridge traffic.

OUTCOME and BENEFITS

Effective Route Development:

- BEONTRA's Route Forecasting solution provides robust forecasts for potential new routes and for capacity increases on existing ones, aligning with market demand and airline strategies.
- Detailed market analysis helps identify underserved routes and emerging markets, enabling the airport to attract new airlines and services.

Data-Driven Decision Making:

- Access to industry-accepted aviation datasets, trusted by both airports and airlines, ensuring reliability and accuracy in decision-making processes.
- Deep insights into passenger demand with the precise analyses which airports and airlines need.
- Data-backed forecasts for the feasibility of new airline routes, supported by actual performance metrics of existing routes.

Strategic Airline Partnerships:

- Enhanced ability to present data-backed proposals to airline partners, fostering stronger collaborations.
- Increased potential for new airline services and expanded network connectivity due to compelling route proposals.

"Regional airports have to become more and more innovative in how they commercially work with airlines. For this, they need a very agile, robust business content.

BEONTRA has revolutionized our approach. Now we have a much more clarified visibility of the market and potential. Our partner airlines have been highly impressed by the range of data and detail which our business case presentations can provide."

David Surley
Director Route Development
Aarhus Airport

For more details on BEONTRA's Route Forecasting solution, please visit www.beontra.com/solutions or contact us via info@beontra.com.