Airport Non-Aeronautical Revenue Training Course

Professional Development Training Course Outline

Category	Aviation and Airport Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Airport Non-Aeronautical Revenue Training Course is designed to equip aviation professionals with advanced knowledge and practical strategies for maximizing airport commercial revenues beyond traditional aeronautical activities. As airports continue transforming into diversified business ecosystems, this course focuses on retail optimization, commercial property development, passenger experience enhancement, digital revenue models, advertising strategies, hospitality partnerships, and innovative airport business development. The program integrates global aviation trends, revenue diversification strategies, airport commercial management principles, and sustainable growth approaches to help airports achieve financial resilience.

Modern airports are increasingly adopting data-driven commercial strategies to improve profitability, increase passenger spending, and create new revenue streams. This training course provides comprehensive insights into non-aeronautical revenue generation through duty-free operations, food and beverage concessions, parking management, real estate development, digital platforms, and strategic partnerships. Participants will analyze international airport case studies, benchmark successful commercial models, and develop actionable frameworks for improving airport financial performance and competitiveness.

Programme Curriculum

Airport Non-Aeronautical Revenue Training Course

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Course Objectives

Upon completion of this course, participants will be able to:

1. Understand advanced airport non-aeronautical revenue generation strategies and commercial growth models.
2. Develop innovative airport business development frameworks aligned with global aviation trends.
3. Apply revenue diversification techniques to strengthen airport financial sustainability.
4. Analyze passenger spending behavior and optimize commercial opportunities.
5. Implement digital transformation strategies for airport revenue enhancement.
6. Design effective retail, advertising, and concession management strategies.
7. Evaluate airport property development and commercial real estate opportunities.
8. Improve airport customer experience to increase commercial profitability.
9. Apply data analytics and business intelligence for revenue optimization.
10. Develop public-private partnership models for airport commercial expansion.
11. Benchmark international airport commercial best practices and performance indicators.
12. Create sustainable airport revenue strategies using emerging aviation technologies.
13. Enhance decision-making skills for airport commercial management and investment planning.

Organizational Benefits

- Increased airport profitability through diversified revenue generation models.
- Improved commercial decision-making using aviation market intelligence.
- Enhanced passenger experience through optimized commercial services.
- Stronger competitiveness against leading international airports.
- Better utilization of airport assets and commercial spaces.
- Improved concession and partnership management practices.
- Increased investment opportunities through strategic planning.
- Enhanced understanding of global airport business trends.
- Improved financial resilience through non-aeronautical income streams.
- Development of innovative approaches to airport revenue growth.

Target Audiences

1. Airport executives and senior management teams.

2. Airport commercial and business development managers.
3. Aviation finance and revenue management professionals.
4. Airport retail, concession, and leasing managers.
5. Airline and airport partnership specialists.
6. Government aviation authorities and regulators.
7. Airport investment and infrastructure development professionals.
8. Consultants and professionals supporting aviation projects.

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Airport Non-Aeronautical Revenue Management

- Understanding the evolution of airport commercial business models.
- Identifying key categories of non-aeronautical revenue streams.
- Exploring global airport revenue diversification strategies.
- Developing airport commercial growth frameworks.
- Reviewing international examples from Singapore Changi Airport commercial operations.
- Applying best practices for sustainable airport revenue development.

Module 2: Airport Retail, Duty-Free, and Passenger Spending Optimization

- Understanding airport retail management principles and passenger purchasing behavior.
- Designing effective duty-free and shopping experiences.
- Applying customer analytics to increase retail revenues.
- Managing retail concessions and commercial partnerships.
- Reviewing global case studies from Dubai International Airport retail operations.
- Developing strategies for maximizing passenger spend per journey.

Module 3: Airport Food and Beverage Revenue Strategies

- Evaluating airport food and beverage business models.
- Improving concession performance through strategic partnerships.
- Understanding passenger dining preferences and trends.
- Applying digital ordering and service innovation.
- Reviewing global examples from Heathrow Airport hospitality operations.
- Creating strategies for increasing food and beverage profitability.

Module 4: Airport Advertising and Digital Commercial Opportunities

- Understanding airport advertising revenue models.
- Developing digital marketing and sponsorship opportunities.

- Applying data-driven advertising solutions.
- Exploring emerging technologies for commercial engagement.
- Reviewing global case studies from Los Angeles International Airport advertising initiatives.
- Designing innovative airport digital revenue platforms.

Module 5: Airport Real Estate and Property Development

- Understanding airport property investment strategies.
- Managing commercial facilities and airport-owned assets.
- Exploring logistics, office, hotel, and retail development opportunities.
- Evaluating real estate partnerships and investment models.
- Reviewing global examples from Amsterdam Airport Schiphol property development.
- Creating long-term airport real estate revenue plans.

Module 6: Parking, Ground Access, and Mobility Revenue Management

- Understanding airport parking revenue optimization strategies.
- Developing integrated ground transportation solutions.
- Managing mobility partnerships and smart transportation systems.
- Applying technology to improve access-related revenues.
- Reviewing global case studies from San Francisco International Airport mobility programs.
- Designing sustainable airport access revenue models.

Module 7: Data Analytics, Innovation, and Future Airport Revenue Models

- Applying business intelligence tools for revenue forecasting.
- Using passenger data analytics for commercial decisions.
- Exploring artificial intelligence applications in airport commerce.
- Developing digital marketplaces and smart airport solutions.
- Reviewing global examples from Hamad International Airport innovation programs.
- Building future-ready airport commercial strategies.

Module 8: Airport Commercial Strategy Development and Implementation

- Developing comprehensive airport non-aeronautical revenue strategies.
- Creating commercial performance measurement frameworks.
- Managing stakeholder relationships and partnerships.
- Implementing revenue improvement action plans.
- Reviewing global case studies from Hong Kong International Airport commercial excellence initiatives.
- Presenting airport revenue enhancement strategies.

Training Methodology

- Instructor-led interactive presentations covering airport commercial management concepts.
- Practical workshops focused on revenue optimization and business planning.
- International airport case study analysis and benchmarking exercises.
- Group discussions on emerging airport commercial trends.
- Simulation exercises for concession, retail, and partnership decision-making.
- Real-world project assignments focused on airport revenue improvement.
- Expert-led discussions on aviation business transformation.
- Evaluation through practical assessments and strategy presentations.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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