

AIRPORT CONFERENCES REPORT



2026 Air Service Data Seminar

January 26 - 28

This conference focused on the data-driven strategies and financial tools to expand and sustain air service.

- **Aviation Market Trends:** Analyzed the "Good, Bad, and Ugly" of the industry, balancing record travel demand against supply chain issues and labor shortages.
- **Advanced Data Analytics:** Explored modern tools for tracking passenger demand, including updated US DOT datasets, international trans-border metrics, and the use of cell phone location data to define airport catchment areas.
- **Financial & Incentive Models:** Detailed how airports can attract airlines using Minimum Revenue Guarantees (MRGs), simplified Air Carrier Incentive Programs (ACIP), and strategies to lower Cost Per Enplanement (CPE).
- **Stakeholder Engagement:** Emphasized the "weird science" of demographics and macroeconomics to build compelling business cases for local community partners and airport boards.
- **Airline Perspectives:** Featured a direct panel with network planners from American, Delta, and United to discuss how they evaluate new route opportunities and collaborate with airports.

Attendees

Richard McCurley, Director of Aviation

Lacey Guzman, Marketing & ASD Manager (Speaker)

Airport Conferences Update

About

This conference is designed as a deep dive into the "business side" of running an airport.

- **Capital Funding & P3s:** How airports pay for massive infrastructure projects, specifically exploring Public-Private Partnerships (P3s), bond market navigation, and FAA reauthorization updates.
- **Revenue Diversification:** Strategy sessions on "unlocking" non-aeronautical revenue through real estate development, commercial land use, and innovative concessions.
- **Risk & Crisis Management:** A unique "case study" approach to emergency planning, focusing on how financial and procurement processes must adapt when standard operating procedures break down during a crisis.
- **Operational Integration:** Moving finance leaders "beyond the spreadsheet" to understand how day-to-day operations—like deicing or rental car coordination—directly impact the bottom line and passenger retention.
- **Modern Administration:** Addressing the "human" element of airport management, including ESG (Environmental, Social, and Governance) reporting standards and modernizing HR practices to attract talent in a competitive labor market.

Attendees

Kimberly Miller, Assistant Director of Aviation, Finance & Admin

Teresa Martinez, Property Manager

