



YORK AVIATION

THE CONSULTANCY FOR THE AIRPORT BUSINESS



Route Development
Network Support Services
Aeronautical Pricing and Regulation



About York Aviation

Formed in 2002, York Aviation is a specialist firm of air transport consultants providing a complete consultancy service for a wide range of clients from the air transport industry. The Company has successfully grown its reputation and client base ever since, achieving exceptional levels of repeat business.

We are a boutique strategy consultancy combining the knowledge and expertise of highly experienced air transport professionals with the high level analytical skills and economics acumen of our career consultants.

York Aviation engages with its clients to develop their business strategy, grow their businesses, manage their external relationships, understand and mitigate risk, and ultimately to implement their plans.

We add value for our clients in many ways:

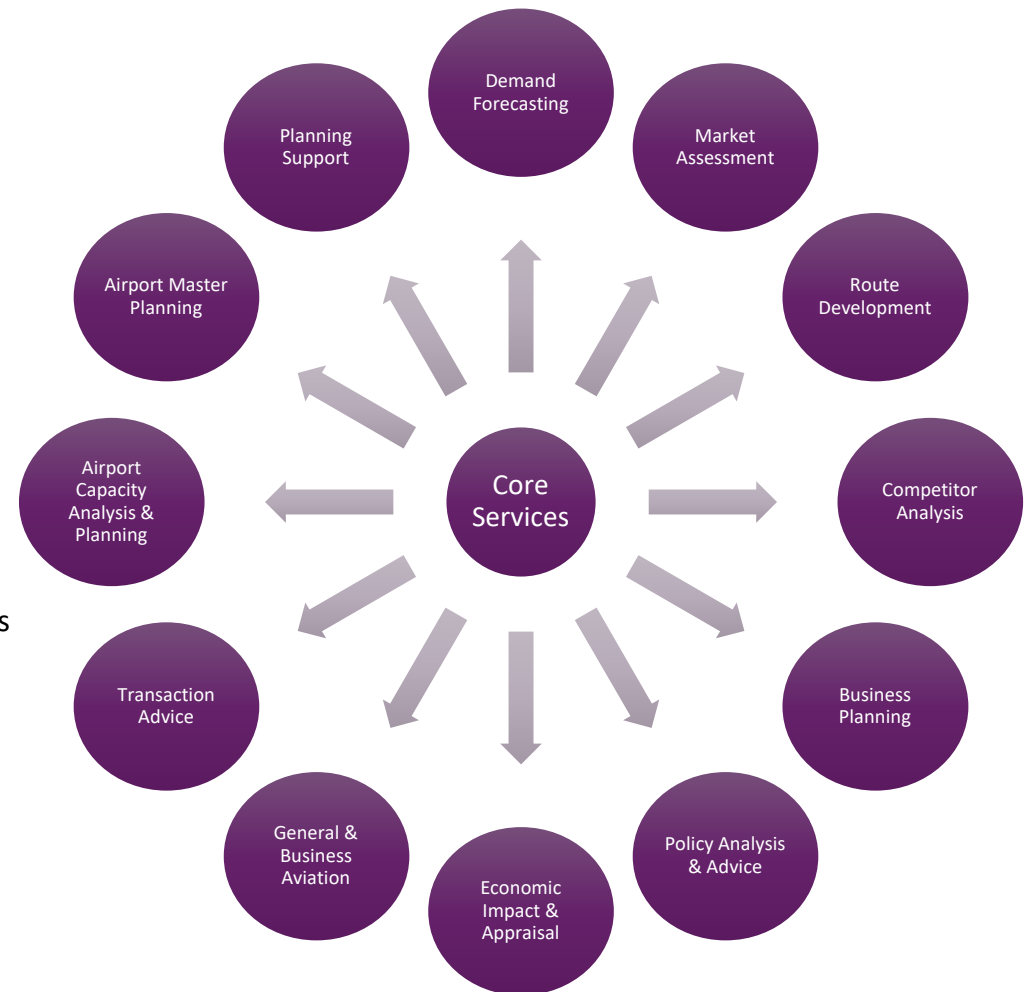
- we provide expertise that is not available 'in-house';
- we offer a separate view and act as a critical friend;
- we bring broader market experience and intelligence to bear on problems;
- we provide an independent voice to the outside world.

York Aviation delivers for its clients by applying a wide range of core skills and is a specialist in bringing these together. This is particularly relevant in the field of route development where we recognise that the needs of our clients are often more holistic and can require broader support to deliver sustainable air service growth.

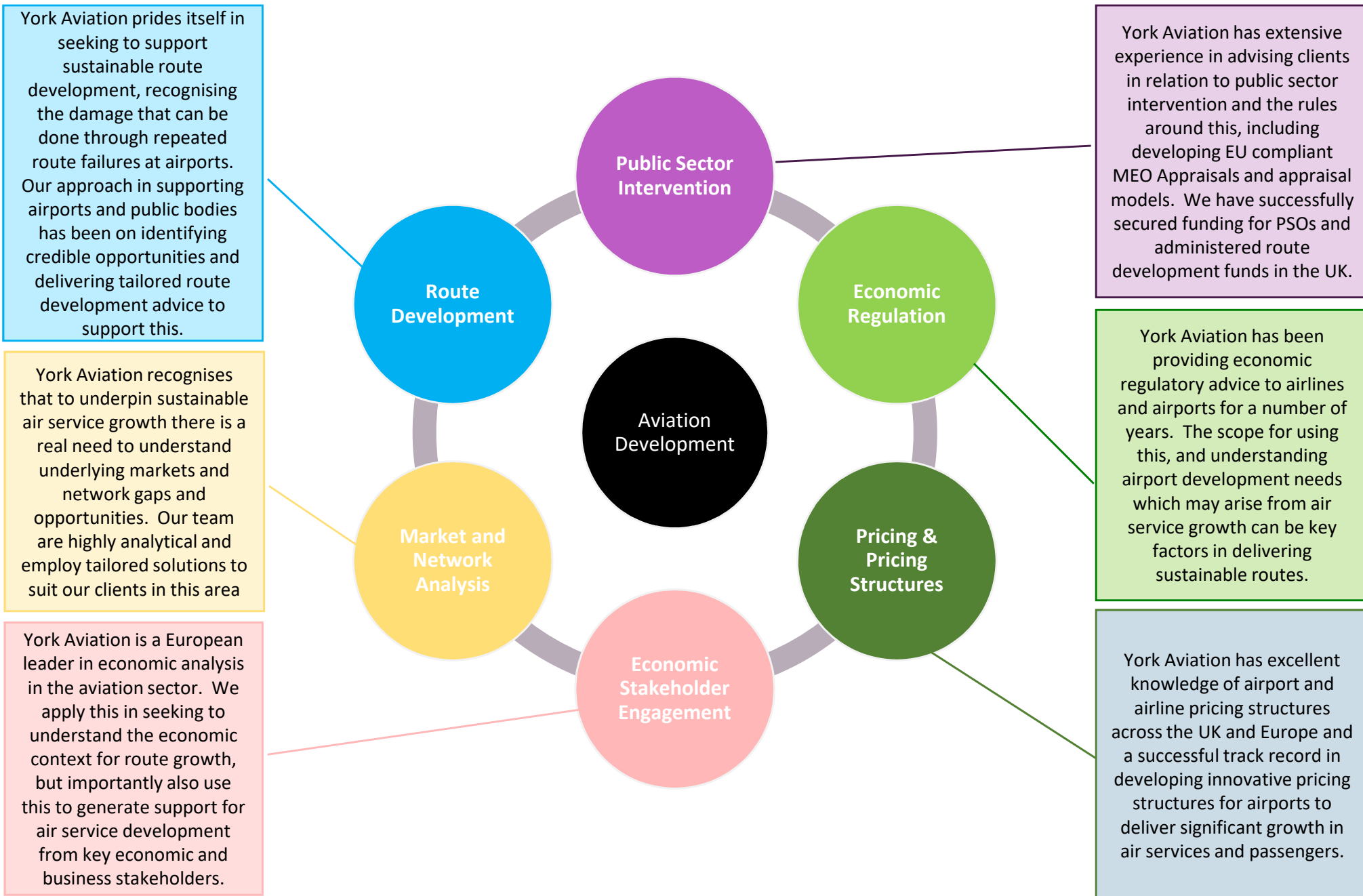
Each of our projects is different and each of our clients has different needs. Each project is therefore bespoke and tailored for each client. There are, however, common themes and issues that enable us to apply the skills and techniques that have been developed by our team over their careers.

At the same time we innovate. Our comprehensive knowledge of existing techniques and methods enables us to push boundaries and develop new ideas and new approaches increase understanding and provide insight for our clients.

Ultimately, the breadth of our skills base enables us to provide the complete range of services that York Aviation prides itself on.



A Rounded Approach to Route Development



Example Experience and Contacts

Route Development Support for Transport for Scotland

York Aviation provided support to the Scottish Government in preparation for World Routes 2018 and assisted with pitching to airlines at the event in Guangzhou. Feedback from major carriers was that these were some of the most considered and credible proposals they had seen at the event.

Our work included detailed market analysis and identifying credible opportunities which could deliver growth across the core Scottish Airports.

Pricing Strategy Review at Manchester Airport

York Aviation were engaged to undertake a total review of aeronautical yields, the pricing structure and strategic direction of Manchester Airport to support desired growth.

As well as recommendations on an innovative approach to airport pricing structures, the work included an analysis of air fares to identify yield premiums available to the airlines at the Airport in order to understand how the Airport could pitch to airlines based on real-world benefits to the carriers.

The work supported significant growth by major low fares carriers at the Airport.

Network Review for EuroAirport Basel Mulhouse

York Aviation was commissioned by EuroAirport Basel Mulhouse to undertake a review of the economic value of its route network currently and in the future. This work included considering in detail the future growth of passenger traffic at the Airport and the route network and schedules that would be associated with this growth. This work included detailed analysis of airline customer behaviours, analysis of demand led new route opportunities, benchmarking analysis of comparator airports, econometric analysis of traffic potential, analysis of GDP multipliers and benchmarking of future growth rates.

Selection of Our Clients



Key Contact



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