



# AVIATION CONSULTING AIR SERVICE DEVELOPMENT TRAFFIC FORECASTING TRAINING & MASTERCLASS



**AVIADEV  
CONSULT**

Powered by  
MIDAS Aviation



## WHO WE ARE

AviaDev and MIDAS Aviation launched AviaDev Consult in 2019 after a successful partnership.

AviaDev Consult is a boutique consultancy consisting of 4 individuals with huge industry experience.

MIDAS Aviation have supported the AviaDev events online and offline with detailed insightful articles, pre-conference training programmes and thought leadership



**AVIADEV**  
AVIATION  
DEVELOPMENT  
CONFERENCE

**MIDAS**  
**AVIATION**  
MARKET INTELLIGENCE · DATA ANALYSIS · STRATEGY



**EXPERIENCED AVIATION CONSULTANTS  
READY TO HELP YOU NOT ONLY RECOVER  
BUT ALSO GROW YOUR BUSINESS  
FOR THE YEARS TO COME**

## WHAT WE DO

AviaDev Consult is committed to working with African aviation to ensure that the industry can deliver on its potential. A successful industry needs business that can respond to market opportunities, governments that understand how best to enable growth and smart decision-making all round based on evidence. At AviaDev Consult we draw on the latest in available data, insight and years of expertise to work with clients to ensure they have all the information and advice needed to support a successful industry.



### AIR SERVICE DEVELOPMENT

Working with airport and destinations, we provide strategic advice about market opportunities, competitive threats, market positioning, identification of suitable route targets and support with stakeholder engagement.



### TRAFFIC FORECASTING

Both long term and short term, we can generate traffic forecasts for country markets, regions and individual routes. Combining high quality data sources and industry insights, our traffic forecasts are used by airports, airlines, tourism agencies, investors and companies which rely on airline passengers for their business.



### TRAINING AND MASTERCLASS

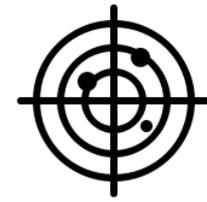
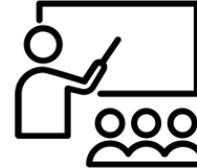
Whether your team needs a refresher on route development fundamentals, or an opportunity to bring stakeholders together to agree a common strategy, our workshops help you move forward with creating the route network your airport needs



### COMPETITOR ANALYSIS AND MARKET BENCHMARKING

Key to understanding performance is the ability to benchmark performance against peers in your sector. Drawing on our various data sources and industry knowledge and insight, we are well placed to provide quantitative and qualitative evaluations of performance, dashboards and regular tracking reports.

# PRODUCT PORTFOLIO



## AIR SERVICES DEVELOPMENT

We provided a detailed market study for a regional government to understand the market position and competitive landscape for their primary airport and identified opportunities for air service development.

We provided a written overview of what best practice in air service development looks like for a National Tourist organisation.

## TRAFFIC FORECASTING

A major Asian bank required a 30-year forecast for a potential investment in a series of airports under privatisation.

A major train operator and infrastructure provider commissioned us to prepare short term forecasts for 4 airports in advance of a major sporting event which was expected to attract a global audience.

## TRAINING & MASTERCLASS

We were commissioned by a top tier European airport to carry out a series of air service development workshops for the management team. The focus of the workshops was China and covered a range of topics including approach to air service development, airport retail and passenger profiling.

We were commissioned by a Visitor and Convention Bureau at a key inbound Asian destination to provide detailed support on route development activities.

## COMPETITOR ANALYSIS AND MARKET BENCHMARKING

We were commissioned to undertake a detailed benchmarking study of performance for a major airport group, and more than a dozen of their global peer airport groups.

We provided analysis for a client to support a submission to their regional competition authority concerning how market power was being exercised in the industry.

## MEET THE TEAM



**REBECCA ROWLAND** is a partner at MIDAS Aviation, providing market intelligence, data and strategic advice to the industry. She brings considerable and deep understanding of what drives demand for air travel to the projects she undertakes and has worked on hundreds of projects for clients involving market analysis, air service development and traffic forecasting. Formerly head of IATA's forecasting and consultancy team, Rebecca has also been instrumental in the development of a number of industry performance benchmarking tools.



**JOHN GRANT** is a former Executive Vice President at OAG, the world's leading aviation data supplier, and prior to that he was Managing Director of a UK based aviation consultancy that was twice voted the UK's best aviation practice by the UK Airport Operators Association. John continues to work with OAG on major consultancy projects and provides industry support and strategic advice to OAG management. A regular speaker at industry events such as AviaDev, PATA Conferences and ACI events, John is also an industry advisor to the British Broadcasting Company (BBC) and regular appears on business channels such as BBC World News, CNN and Bloomberg.

**DEIRDRE FULTON** is a partner at MIDAS Aviation, providing market intelligence, data and strategic advice to the industry. Her expertise lies in providing in-depth meaningful data analysis including market research and insight, forecasting and strategic planning. Previously Head of Airport Charges for BAA Scotland, her role included responsibility for an aeronautical revenue stream of over £100m. Deirdre has undertaken numerous data heavy projects since leaving BAA, including air service development projects in Europe and Asia, and several airport transaction projects involving traffic forecasting, and airport charges reviews for both new and existing airports. Other assignments include due diligence projects in Europe, Latin America, the Caribbean and Asia.



**OGAGA UDJO** is a regional partner of AVIADEV CONSULT in Africa and is the Managing Director of ZA Logics, an African advisory firm. In his corporate airline career he has worked for Comair Limited, South African Airways and Qatar Airways (based in Doha). His roles have formed part of the research, commercial and/ strategy functions of all airlines. In his last capacity, he developed and headed the Network Planning, Scheduling & Alliances Department of Comair Limited South Africa's only JSE-listed airline business. Prior to that, he was involved in strategic planning and implementation for the core airline business in the Domestic, Rest of Africa and Intercontinental markets for South African Airways. Ogaga previously served as a Director of the Board of Brightest Young Minds, 19-year-old non-profit company that exists to create positive social impact across Africa, in partnership with Barclays Africa (ABSA Capital). Ogaga has had media appearances regarding aviation industry matters on *eNCA*, *NewzRoom Africa*, *AviaDev Insight Africa*, *China Global Television Network Africa*, and was featured on the front cover of the February 2020 edition of *Destiny Careers Magazine*.





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