Airport Concessions Management 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 concessions management has become a critical component of modern airport commercial strategy, revenue optimization, and passenger experience enhancement. Airport Concessions Management Training Course is designed to equip aviation professionals with advanced knowledge of concession planning, retail management, commercial partnerships, tenant relationship management, and non-aeronautical revenue growth. With airports increasingly relying on commercial revenues, effective concessions management has become essential for maximizing profitability, improving customer satisfaction, and creating world-class airport environments.

This course focuses on strategic concession development, airport retail innovation, digital transformation, contract management, financial performance analysis, and sustainable commercial operations. Participants will explore global best practices, emerging aviation trends, and successful airport concession models from leading international airports. The program provides practical insights into optimizing concession portfolios, negotiating agreements, enhancing passenger engagement, and implementing data-driven commercial strategies that support long-term airport competitiveness.

Programme Curriculum

Airport Concessions Management Training Course

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Course Objectives

By the end of this Airport Concessions Management Training Course, participants will be able to:

1. Understand modern airport concessions management principles and commercial aviation strategies.
2. Develop effective concession planning and revenue optimization frameworks.
3. Apply innovative retail management techniques within airport environments.
4. Analyze passenger behavior and improve commercial performance using data analytics.
5. Manage concession agreements, contracts, and stakeholder relationships effectively.
6. Implement digital transformation strategies for airport retail operations.
7. Evaluate financial models and profitability indicators for concession businesses.
8. Improve tenant selection, leasing strategies, and commercial partnerships.
9. Apply global airport retail trends and best practice approaches.
10. Enhance passenger experience through innovative concession solutions.
11. Manage risks associated with airport commercial operations.
12. Develop sustainable and socially responsible concession strategies.
13. Create competitive airport commercial ecosystems that maximize non-aeronautical revenue.

Organizational Benefits

- Increased airport non-aeronautical revenue generation capabilities.
- Improved concession planning and commercial decision-making.
- Enhanced passenger satisfaction and airport customer experience.
- Stronger tenant relationships and partnership management.
- Better contract negotiation and concession performance monitoring.
- Improved understanding of global airport retail trends.
- Enhanced financial control and profitability analysis.
- Development of innovative commercial strategies.
- Improved operational efficiency in concession management.
- Stronger competitive positioning in the aviation industry.

Target Audiences

1. Airport commercial managers and executives.
2. Airport concession and retail professionals.
3. Aviation business development specialists.
4. Airport operators and terminal managers.

5. Airline commercial and customer experience teams.
6. Retail and hospitality managers operating in airports.
7. Government aviation authorities and regulators.
8. Consultants and professionals involved in airport development projects.

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Airport Concessions Management

- Understanding airport concession models and commercial ecosystems.
- Role of concessions in airport revenue diversification.
- Principles of airport retail and service development.
- Key stakeholders in airport concession operations.
- Global case study: Singapore Changi Airport commercial success model.
- Developing effective concession management frameworks.

Module 2: Airport Commercial Strategy and Revenue Optimization

- Designing airport commercial strategies aligned with business goals.
- Identifying opportunities for non-aeronautical revenue growth.
- Revenue forecasting and commercial performance measurement.
- Optimizing retail, food, beverage, and service concessions.
- Global case study: Dubai International Airport revenue strategy.
- Implementing sustainable revenue enhancement initiatives.

Module 3: Concession Planning and Tenant Selection

- Developing airport concession master plans.
- Understanding passenger demographics and shopping behavior.
- Selecting suitable concession operators and brands.
- Evaluating tenant proposals and business models.
- Global case study: London Heathrow Airport retail partnership strategy.
- Improving concession portfolio performance.

Module 4: Contract Management and Lease Administration

- Understanding airport concession agreements and lease structures.
- Managing contracts, compliance, and performance obligations.
- Negotiation techniques for concession partnerships.
- Monitoring tenant service levels and financial commitments.
- Global case study: Hong Kong International Airport concession framework.

- Improving contract lifecycle management processes.

Module 5: Passenger Experience and Airport Retail Innovation

- Creating customer-focused concession environments.
- Using technology to enhance airport shopping experiences.
- Personalization strategies through passenger data analytics.
- Developing premium retail and hospitality experiences.
- Global case study: Doha Hamad International Airport luxury retail model.
- Building innovative passenger engagement strategies.

Module 6: Financial Management and Performance Analytics

- Understanding concession financial models and KPIs.
- Measuring sales performance and profitability indicators.
- Managing concession revenue reporting systems.
- Applying analytics for commercial decision-making.
- Global case study: Amsterdam Schiphol Airport retail analytics approach.
- Improving financial transparency and accountability.

Module 7: Digital Transformation and Future Airport Concessions

- Implementing digital solutions in airport retail operations.
- Using artificial intelligence and analytics for commercial growth.
- Exploring omnichannel airport retail strategies.
- Managing smart airport concession technologies.
- Global case study: Istanbul Airport digital retail ecosystem.
- Preparing for future aviation commercial trends.

Module 8: Sustainable Airport Concession Management

- Developing environmentally responsible concession practices.
- Promoting sustainable retail and hospitality operations.
- Managing social responsibility within airport businesses.
- Building resilient concession management strategies.
- Global case study: San Francisco International Airport sustainability initiatives.
- Creating long-term sustainable commercial value.

Training Methodology

- Interactive instructor-led presentations covering airport concession principles and strategies.

- Practical workshops focused on concession planning and revenue optimization.
- Global airport case studies analyzing successful commercial models.
- Group discussions on current aviation retail challenges and solutions.
- Real-world exercises involving concession agreements and financial analysis.
- Role-playing activities for negotiation and stakeholder management.
- Digital tools demonstrations for commercial analytics and reporting.
- Knowledge assessments and practical project assignments.

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
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
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

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com