MERCURY

A Complete Course in Flight Route Planning and Aviation Market Analysis

12 - 23 Jul 2026
Istanbul (Turkey)

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Ref.: 16453_1021312 **Date:** 12 - 23 Jul 2026 **Location:** Istanbul (Turkey) **Fees:** 9000 **Euro**

Introduction:

The Airline Route Planning and Aviation Market Analytics training course provides participants with specialized expertise in route forecasting, air transport market research, and network development strategies. With the global air transport sector rapidly evolving, the course empowers professionals to navigate the complexities of airline network planning and aviation analytics using real-world data and industry-standard tools.

This Airline Route Planning and Aviation Market Analytics program combines theoretical foundations with practical insights into airline business models, route viability analysis, and market segmentation. Participants will gain exposure to international benchmarks and best practices across European, Asian, and American air transport markets.

From understanding traffic forecasting methods to constructing business cases for new routes, this Airline Route Planning and Aviation Market Analytics course is comprehensive and practice-oriented. It emphasizes hands-on experience using data tools like Excel, Tableau, and R for aviation market analysis. Professionals will make informed strategic decisions, optimizing route development and market performance.

Targeted Groups:

This Airline Route Planning and Aviation Market Analytics training targets professionals seeking specialized knowledge and skills:

- Route development analysts in airline companies.
- Airport planners and strategy officers.
- Government aviation policymakers.
- Air transport consultants and researchers.
- Business development and commercial managers.
- Aviation marketing and sales professionals.
- Civil aviation authority staff.
- Data analysts focusing on air traffic or aviation economics.
- Logistics and transport infrastructure specialists.
- Regional planners and investment advisors in air transport.

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Course Objectives:

Participants will achieve the following objectives by completing the Airline Route Planning and Aviation Market Analytics course:

- Understand various global airline business models and route structures.
- Identify and apply key aviation data sources for demand forecasting.
- Analyze historical air traffic trends and build demand forecast models.
- Evaluate route profitability using industry metrics and KPIs.
- Examine the impact of low-cost carriers on traditional airline networks.
- Interpret government regulations and incentives affecting route viability.
- Create business cases for new air routes based on economic and demographic indicators.
- Apply advanced analytics techniques to aviation market data.
- Segment passengers effectively for targeted airline marketing strategies.
- Conduct air transport market research using both qualitative and quantitative methods to inform decision-making.
- Visualize aviation data insights using tools like Excel and Power BI.
- Interpret industry reports and transform insights into policy or investment decisions.
- Analyze global benchmarks from Europe, Asia, and the Americas for comparative insights.
- Present data-backed recommendations to airline stakeholders and regulators.
- Predict future demand using scenario and sensitivity analysis approaches.
- Assess socio-economic drivers impacting passenger and cargo air transport.
- Develop strategic plans for airline route expansions based on data modeling.

Targeted Competencies:

Participants will gain the following competencies during the Airline Route Planning and Aviation Market Analytics program:

- Analyze and forecast air travel demand with precision.
- Evaluate the economic viability and potential of airline routes.
- Conduct comprehensive competitor and market analysis.
- Build data-driven air transport business proposals.
- Utilize visualization tools to present aviation data effectively.
- Utilize global industry benchmarks for strategic planning.
- Interpret complex aviation databases and forecast trends.
- Recommend policies based on aviation market research.
- Segment and profile passengers using market intelligence.

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Studying Scenarios:

In this Airline Route Planning and Aviation Market Analytics training, participants will develop their skills through the analysis of the following scenarios:

- Forecasting passenger demand for a new regional route and evaluating its profitability.
- Analyzing competitor networks to identify underserved markets in Europe and Asia.
- Developing a business case for route expansion, integrating financial, marketing, and operational data.
- Assessing the impact of regulatory changes and government incentives on network planning.
- Segmenting passengers by behavior, travel purpose, and socio-economic indicators to inform marketing strategies.
- Visualizing aviation market data using Excel, Power BI, and Tableau to support strategic decision-making.

Course Content:

Unit 1: Route Forecasting and Development:

- Understand the operating models of airlines, including LCCs, full-service carriers, and regional carriers.
- Explore global route development trends by region.
- Compare hub-and-spoke vs point-to-point network models.
- Identify sources for route planning data e.g., OAG, MIDT, Sabre, IATA PaxIS.
- Learn forecasting methods: historical analysis, econometric models, and demand stimulation factors.
- Assess seasonality, holiday peaks, and demand fluctuations to optimize operations.
- Evaluate route KPIs: RASK, load factor, yield, revenue, and costs.
- Calculate the break-even load factor for route viability.
- Explore pricing strategies for new and competitive routes.

Unit 2: Competitive Analysis and Strategic Benchmarking:

- Identify competitor networks using industry databases.
- Analyze the impact of low-cost airlines on route profitability.
- Examine the role of airline alliances and codeshare agreements.
- Compare performance benchmarks across Europe, Asia, and American air markets.
- Conduct a SWOT analysis for competitive positioning.
- Map airline route overlaps and underserved markets.
- Study successful route launch case studies by region.
- Review government aviation policy and its impact on the market.
- Identify the regulatory frameworks and bilateral agreements that affect route access.

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Unit 3: Route Business Case and Stakeholder Engagement:

- Structure a comprehensive route development proposal.
- Integrate data from traffic forecasts, financials, and marketing plans.
- Calculate route revenue projections using actual and modeled data.
- Estimate route-specific operating costs and overheads.
- Assess return on investment and time-to-profitability.
- Package a compelling presentation for internal or regulatory approval.
- Understand airport incentives, including fee waivers, marketing support, and start-up aid.
- Communicate proposals effectively to airlines, airports, and civil aviation authorities.
- Evaluate stakeholder interests and align the business case accordingly.

Unit 4: Air Transport Market Research and Data Analytics:

- Understand what market research means in the aviation industry.
- Apply aviation market research to policy, route planning, and business decisions.
- Design and conduct primary data collection, including surveys, interviews, and focus groups.
- Conduct desk research using reputable sources such as ICAO, CAPA, and IATA.
- Analyze market trends using descriptive and inferential statistics.
- Run regression models to examine drivers of air travel demand.
- Conduct scenario planning and sensitivity testing for new markets.
- Utilize Excel for statistical forecasting and financial modeling.
- Build dashboards in Power BI or Tableau to visualize market performance.

Unit 5: Passenger Segmentation and Global Market Case Studies:

- Profile air travelers: leisure, business, and ethnic/VFR segments.
- Measure pricing sensitivity and elasticity by customer segment.
- Integrate socio-economic factors: GDP, tourism, income, and migration flows.
- Analyze long-term travel trends using Boeing and Airbus forecasts.
- Segment markets by travel behavior, route frequency, and seasonal peaks.
- Interpret airline and airport data using platforms like Ch-Aviation and Diio Mi.
- Review international benchmarks from Asia-Pacific, North America, and Europe.
- Develop market-specific route recommendations using real case studies.
- Develop targeted action plans for emerging markets, informed by key macroeconomic indicators.

Unit 6: Airline Revenue Management and Pricing Strategies:

- Understand airline revenue management principles and pricing optimization.
- Explore fare classes, dynamic pricing, and ancillary revenue streams.
- Analyze demand elasticity and its impact on pricing strategies.
- Integrate route performance metrics into pricing decisions.
- Examine competitive pricing models in regional and global markets.
- Apply scenario-based forecasting to maximize revenue per available seat kilometer RASK.
- Explore case studies of successful revenue management in traditional and low-cost carriers.
- Utilize Excel and statistical tools to model pricing strategies effectively.

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Unit 7: Aviation Policy, Regulation, and International Frameworks:

- Explore global aviation regulatory frameworks and standards.
- Understand bilateral air service agreements and their operational impact.
- Examine the role of ICAO, IATA, and regional civil aviation authorities.
- Assess government incentives, subsidies, and regulatory constraints.
- Analyze the implications of slot allocation and airport capacity regulations.
- Evaluate environmental and sustainability policies affecting route planning.
- Integrate policy considerations into strategic route development decisions.
- Study real-world case studies of policy-driven market changes.

Unit 8: Cargo Transport and Logistics in Airline Networks:

- Explore air cargo market dynamics and key performance metrics.
- Analyze cargo demand forecasting and network optimization.
- Understand the integration of cargo with passenger operations.
- Evaluate cargo revenue models and pricing strategies.
- Assess the impact of the supply chain and logistics infrastructure on route planning.
- Apply data-driven models to identify profitable cargo routes.
- Review international cargo regulations, including customs and safety compliance.
- Study cargo market trends in North America, Europe, and the Asia-Pacific.

Unit 9: Aviation Risk Management and Strategic Decision-Making:

- Identify operational, financial, and market risks in airline route planning.
- Apply risk assessment tools and scenario analysis for new routes.
- Evaluate the impact of macroeconomic and geopolitical factors.
- Integrate safety, security, and regulatory compliance into planning.
- Conduct a sensitivity analysis to understand demand fluctuations.
- Develop contingency strategies for network disruptions.
- Apply risk-adjusted performance metrics in strategic planning.
- Examine global case studies on route failures and recovery strategies.

Unit 10: Technology and Innovation in Air Transport Analytics:

- Explore digital transformation in airline operations and route planning.
- Examine AI, big data, and machine learning applications in aviation analytics.
- Utilize advanced visualization and business intelligence tools for market insights.
- Integrate predictive analytics into demand forecasting and route performance.
- Explore innovative models for network optimization and passenger experience.
- Assess the role of IoT and real-time data in operational decision-making.
- Study disruptive technologies in low-cost carriers and full-service airlines.
- Review case studies of tech-driven competitive advantages in global markets.

Final Insights & Key Takeaways:

This Airline Route Planning and Aviation Market Analytics training course equips participants with actionable skills in route planning and aviation market research, utilizing data-driven techniques. It blends theory with practical tools, supported by global benchmarks. Participants will develop competitive airline networks and informed policy recommendations. They will confidently support

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strategic decisions in aviation development.

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