

Masterclass

Airport Area Development



Airport City Academy – Masterclass at Curaçao Airport Holding (CAH)

Dates	27-28 May 2024
Location	Curaçao Marriott Beach Resort
Language	English
Participants	ca. 20 representatives from <ul style="list-style-type: none">• Curaçao Airport Holding (CAH)• Curaçao Airport Partners (CAP)• Ministry of Economic Development (MEO)• Ministry of Traffic, Transport and Urban Planning (VVRP)• Curaçao Water and Power Company (Aqualectra)• General Pension Fund of Curaçao (APC)• Vidanova Pension Fund

Agenda

Day 1 – Monday 27 May (All Participants)

09.30 Coffee

10.00 **Welcome & Introduction**

Ruisandro Cijntje, Minister of Economic Development (MEO)

Charles Cooper, Minister of Traffic, Transportation and Urban Planning (VVRP)

Wilhelmus Ignacio, Managing Director, Curaçao Airport Holding (CAH)

10.30 **The Economic Impact of Airport Area Development for Islands**

Max Hirsh and Pieter van der Horst, Managing Directors, Airport City Academy

An inspirational keynote speech focusing on 2 questions:

- why does airport area development matter for an island like Curaçao?
- how can Curaçao leverage larger global development trends?

What you will learn:

- how innovations in the airport business model are driving airport area development
- why partnerships are key to success
- how to deliver benefits for the airport and the island that it serves

11.30 Q&A

12.00 Lunch

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13.30 **Airport Area Development Trends** (M. Hirsh & P. Horst)

- introduction to the masterclass
- overview of objectives, agenda, and learning outcomes
- participants introduce themselves

14.00 **Key Drivers of Airport Urbanism** (M. Hirsh)

Introduction to the key drivers of successful airport area development, illustrated with case studies relevant to CAH.

What you will learn:

- the basic principles of airport urbanism (AU)
- the drivers that determine the success or failure of airport area development
- how to apply a customer-focused approach to concept development, placemaking, partnerships, and positioning

15.00 Coffee

15.15 **Work Session: What are your professional goals? What are the challenges?**

16.30 Drinks Reception

18.00 End of Day 1

Day 2 – Tuesday 28 May (All Participants)

09.30 Coffee

10.00 **From Zero to Hero: Maximizing Impact** (P. Horst)

Introduction to airport area development and management models, highlighting the pros and cons of each model.

What you will learn:

- airport area business strategies and organizational models
- airport area products, service levels, and product-market combinations
- how to structure partnerships to achieve mutually beneficial outcomes

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- strategies for an “early win”

11.00 Coffee

11.15 **CAH’s Development Strategy** (J. Diaz De Pool, CAH)

Presentation by CAH team of work completed so far & vision for the future.

- key objectives for the next 1, 5, 10 years
- open questions to be decided
- comments and recommendations from MH, PH & participants

12.00 Lunch

13.30 Transfer to Curaçao Airport

14.00 **Site Visit to Curaçao Airport Area**

- tour of area currently being considered for development
- discussion of site-specific opportunities and challenges

17.00 End of Day 2

Day 3 – Wednesday 29 May (AM: CAH & VVRP only)

09.30 Coffee

10.00 **Planning Successful Airport Areas**

A workshop with CAH and VVRP, focusing on best practices in airport area road and public transport infrastructure, building types and functions.

- Global Best Practices in Transport & Urban Planning (M. Hirsh and P. Horst)
- VVRP’s Development Vision for Curaçao (Caroline Manuel)

11.00 **Work Session: How can we advance VVRP’s vision in the airport area?**

Working in small groups, participants will identify:

- synergies between CAH & VVRP visions

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- potential development enablers & win-win outcomes
- potential barriers & strategies to overcome them

12.00 Lunch

13.00 End of Day 2

*Beyond the
sense of arrival*