



Fundamentals of Airport Real Estate Vienna, 4-5 December 2023

Course Program

Sunday 3 December

16.00 Welcome reception at Hotel NH Vienna Airport, Einfahrtsstr. 1-3

Monday 4 December

08.45 Coffee & Registration at AirportCity Space, Towerstraße 3

09.00 Welcome & Introduction

- overview of course content and goals
- outline of course modules and learning outcomes
- introduction of course instructors, expert panelists, and participants

09.30 Module 1. Key Drivers of Airport Urbanism

Max Hirsh

What you will learn:

- how innovations in the airport business model are driving airport area development
- the basic principles of airport urbanism (AU)
- the key drivers that determine the success or failure of airport real estate projects
- how to apply a customer-focused approach to concept development, partnerships, positioning, and procurement

11.00 Coffee break

11.30 Module 2. Airport Real Estate Models and Product-Market Combinations

Pieter van der Horst

What you will learn:

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

13.00 Lunch

14.00 Work Session 1. What are Your Organization's Goals? What are the Challenges?

15.30 Coffee break

16.00 Expert Panel. What Drives Success?

What you will learn:

- airport city urban design strategies
- how to attract investors, developers, and end-users
- win-win approaches to stakeholder relations
- future technology trends in airport real estate

17.00 End of Day 1

19.00 Bus transfer to dinner. Meet at lobby of Hotel NH Vienna Airport, Einfahrtsstr. 1-3

19.30 Dinner at Restaurant Franz von Grün, In der Kellergasse 71, 2464 Arbesthal

22.00 Bus transfer to Hotel NH Vienna Airport

Tuesday 5 December

09.30 **Module 3. Study Tour: Airport City Development in Action**

Meet at lobby of Hotel NH Vienna Airport, Einfahrtsstr. 1-3

Participants will take a study tour of AirportCity Vienna, including meetings with business owners, employees, and end users.

What will you learn:

- AirportCity Vienna's business model and development stages
- why businesses choose to locate at the airport
- the needs and desires of business owners, employees, and end users
- mixed-use approaches to building a vibrant mix of tenants

11.30 Coffee break

11.45 **Module 4. Sustainable Airport Real Estate**

Max Hirsh & Pieter van der Horst

What you will learn:

- how climate change is impacting airport real estate development
- how to align environmental & financial criteria
- how to communicate climate goals to key stakeholders and suppliers
- cost-effective design, construction & maintenance strategies

13.00 Lunch

14.00 **Work Session 2. What's Next? Planning the Next Steps**

15.30 **Closing Discussion & Graduation**

16.30 End of Day 2