



**Fundamentals of Airport Real Estate
Zurich, 18-20 November 2024**

Course Program

Monday 18 November

17.00 Welcome Reception at [Zoom Bar](#), Hyatt Place Hotel, The Circle

Tuesday 19 November

08.30 Coffee & Registration at [Visitor Terrace Event Room](#), Dock B, Level 2, Zurich Airport

09.00 **Welcome to Zurich Airport**

Lydia Naef, Chief Real Estate Officer, Zurich Airport

09.05 **Introduction**

Max Hirsh & Pieter van der Horst

- overview of course content and learning outcomes
- introduction of course instructors and participants

09.30 **Module 1. Key Drivers of Airport Urbanism**

Max Hirsh

What you will learn:

- how innovations in the airport business model drive airport area development
- basic principles of airport urbanism (AU)
- 5 key success drivers for developing airport real estate

11.00 Coffee

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

Pieter van der Horst

What you will learn:

- airport real estate business strategies and organizational models
- airport real estate products and service levels
- product-market combinations for hotels, cargo & other key real estate products

13.00 Lunch at [Visitor Terrace Event Room](#), Dock B, Level 2, Zurich Airport

14.00 **Work Session 1. What are Your Development Goals? What are the Challenges?**

15.00 Coffee

15.30 **Expert Panel. Hotels, Cargo & Landside Retail: What Drives Success?**

Nils Frey, Director Operations, Hyatt Regency Zurich Airport & Circle Convention Center

Franziska Hold, Head Landside Retail, Zurich Airport

Reto Nüesch, EVP Technics & Applications, Cargologic

Marco Rutz, Head Portfolio Management, Zurich Airport

Ole Thedens, Senior Manager Hospitality, Zurich Airport

What you will learn:

- success strategies for key airport real estate products
- hotel & MICE development from airport / operator perspective
- cargo development from airport / operator perspective

17.00 End of Day 1

19.00 Welcome Dinner at [L'Oro di Napoli](#), The Circle

Wednesday 20 November

09.00 Module 3. Study Tour: Airport City Development in Action

Stefan Feldmann, Head The Circle, Zurich Airport

Meet at [The Circle Showroom](#) (near Hyatt Place Hotel)

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

What you will learn:

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

10.45 Module 4. A Global Perspective on Airport Cities

Daniel Bircher, Managing Director, Zurich Airport International

Meet at [Visitor Terrace Event Room](#) (Dock B), Level 2, Zurich Airport

What you will learn:

- concessions operator's perspective on airport real estate
- concessionaire investment criteria & development challenges
- how to localize airport city concept for different markets
- case studies from Europe, South America & Asia

11.45 Lunch at [Restaurant AIR](#) (opposite Event Room)

13.00 Coffee

13.15 Work Session 2. Airport Real Estate in Action

Working in groups, participants will prepare a real estate strategy for XYZ Airport.

What you will learn:

- how to build a business case for key airport real estate products
- how to choose the right development model for XYZ
- how to propose appropriate plots and delivery timelines

15.00 Closing Discussion & Graduation

16.00 End of Day 2

Optional: Stay Another Day!

Enjoy the opening festivities of Zauberpark at The Circle, launching on Thursday 21 November. For more information, please visit zauberpark.ch.