



Fundamentals of Airport Real Estate Zurich, 28-29 October 2025

L1 Course Program

****Please note that this course program is preliminary and subject to change****

Tuesday 28 October

08.30 Coffee & Registration

09.00 Welcome to Zurich Airport

- overview of course content, goals & learning outcomes
- introduction of instructors, guest speakers & participants

09.30 Module 1. Key Drivers of Airport Urbanism

What you will learn:

- why real estate matters for the airport business model
- the basic principles of airport urbanism (AU)
- the key drivers that determine the success or failure of airport real estate projects

11.00 Coffee

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

What you will learn:

- airport real estate business strategies and organizational models
- airport real estate products, service levels & product-market combinations
- how to structure partnerships to achieve win-win outcomes

13.00 Lunch

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

15.15 Coffee

15.30 Module 3. A Global Perspective on Airport Cities

What you will learn:

- concessions operator's perspective on airport real estate
- concessionaire investment criteria & development challenges
- case studies from Europe, South America & Asia

16.30 End of Day 1

17.30 Welcome Reception

Wednesday 29 October

09.30 Introduction to Day 2

10.00 Module 4. Study Tour: Airport City Zurich

Participants will take a study tour of The Circle, Zurich's award-winning airport city.

What you will learn:

- The Circle's business model and development stages
- why businesses choose to locate at the airport
- mixed-use approaches to build a vibrant tenant mix

12.00 Lunch

13.00 **Work Session 2. Airport Real Estate in Action**

Working in groups, participants will plan a new real estate development at 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, based on XYZ's organizational profile
- how to select appropriate plots, based on XYZ's land assets & development timeline

14.30 Coffee

15.00 **Expert Panel. What Drives Success?**

Speakers from Zurich Airport's real estate and hospitality teams will sit down with business owners based at the airport to discuss what drives success.

What you will learn:

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

16.30 **Closing Discussion & Graduation**

17.00 End of Day 2

19.00 Festive Dinner with L1 & L2 course participants