



# **Fundamentals of Airport Real Estate Zurich, 29-30 October 2025**

## **L2 Course Program**

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

## ***Tuesday 28 October***

17.30 Welcome Reception

## ***Wednesday 29 October***

09.00 Coffee & Registration

09.30 **Welcome to Zurich Airport**

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

10.00 **Module 1. Hotel Deep-Dive**

Hotels are one of the most common airport real estate products: they're in high demand, attractive to investors, and a lucrative long-term source of non-aviation income. This module offers a deep-dive into how to develop an airport hotel, highlighting the key financial, contractual, design, and customer service criteria.

What you will learn:

- how to build a business case for an airport hotel
- pros & cons of 5 common delivery / operational models
- customer service levels and design considerations

12.00 Lunch

13.00 **Alumni Sharing Session**

Alumni will update each other on recent developments at their airport, offering an opportunity to celebrate successes in the ACA network. Working in groups, participants will then seek advice about current challenges from their peers.

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 **Graduation**

Participants will celebrate the graduation of ACA's L1 Class of 2025.

17.00 End of Day 2

19.00 Festive Dinner with L1 & L2 course participants

**Thursday 30 October**

09.30 **Introduction to Day 2**

10.00 **Module 2. All About Investors**

This module is all about investors: which ones to target, how to attract them, and how to negotiate a win-win deal. Detailed case studies offer critical insights into how to create and maintain successful partnerships across all stages of investment.

What you will learn:

- airport real estate marketing & investment attraction strategies
- investment criteria from airport / investor perspective
- financial & regulatory challenges and how to overcome them

11.30 **Closing Discussion**

Participants will reflect on the day and propose topics for the next L2 course.

12.00 Lunch

13.00 **Optional: 1-on-1 Consultations**

Participants have the opportunity to schedule individual consultations with the instructors and guest speakers. Please use the sign-up form to register.

16.00 End of Day 2