



# Passenger Services for Airlines and DMCs

# Company History



**2008**

- Acquisition of 100% of Air Mix Consult and incorporation of its business

**2004**

- Capital increased to €100.000,00 and expansion into Meet & Assist and Concierge services

**2001**

- Capital increased to €10.000,00 and expansion into Tourism Office representation & Airport Ticketing

**1991**

- Expansion into the Cargo & Passenger GSA sectors also with the 50% ownership of Air Mix Consult Srl

**1984**

- Founding of the company
- Airport Representation Services
- Capital of €2.500,00

# Company Facts

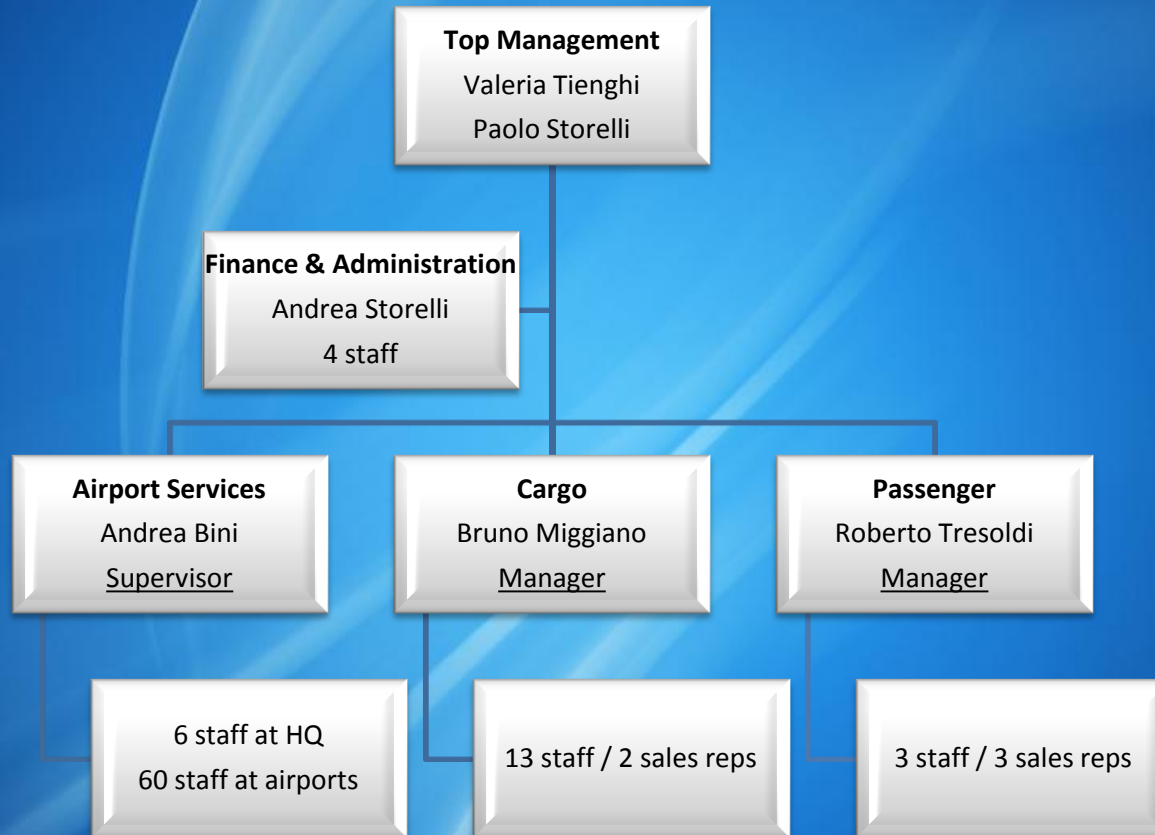


- IGHC member
- Passengers GSA
- Cargo GSSA
- Full coverage of the Italian territory
- Offices at main Italian cities
- Presence at US military bases
- Certified by Italian CA in all airports
- Serving more than 75 overall clients
- CA representation  
Overflights & Landing permits



February 2012

# Organizational Chart



# Strategic Marketing

Data collection

Market segmentation and target identification

Channels of distribution

Competitive analysis and benchmarking

SWOT analysis

Marketing plan



# Product Awareness

Web, social networks, TV, radio, trade & consumer press

Trade fairs, event organization, workshops and roadshows

PR, advertising and sponsorships

Promotion to trade: TO, TA, OLTA, MICE

# Distribution & Sales

Trade channels: TO, TA, OLTA, MICE

Trade support: ticketing reservations and claims

Direct channels: Airconsult sales network

Website: dedicated Italian website

# Reporting & Feedback

Feedback collected at every step of the marketing plan

Reactivity of the market

Fine tuning of strategy to market changes and developments

Quarterly based reports on activities and performance

Monthly TSR



For more information visit our site



[airconsult.it](http://airconsult.it)