

Airport Survival

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The local airport is facing the possibility that the government will replace the airport by building a new regional airport 30 miles west of the current airport. The new airport would lead to the shutdown of the local airport and another airport 60 miles to the west of the local airport. You are hired by the local airport to gather market intelligence to help management support the viability of upgrading the local airport so that it could become the regional airport, avoiding the need to build a new regional airport 30 miles away. The management of the local airport will present this information to the government. The views of current passengers and local residents are of particular concern.

Questions:

1. Evaluate the identified situation in terms of the relevant marketing theories and concepts. Be specific.
2. Describe the nature of the market intelligence gathering process that you will carry out to help the local airport. The future of the local airport is in your hands!