

Revenue Maximisation



Powered by
Concessionaire Analyzer+



The profitability challenge

Airports are under pressure to increase revenue and profitability to fund future growth, modernise guest experiences and deliver increased returns to stakeholders.

Non-aeronautical revenue is a significant source of revenue with a 9-15% CAGR¹ and offers some of the best short-term growth opportunities. Increased focus on airport shopping, dining, parking, car rentals and advertising can also play a crucial role in improving the overall guest experience.

Unfortunately, many airports lack visibility into sales, trends and property data to make the best commercial decisions.

Airports need upfront insights when planning their property portfolio, automated collection and analysis of sales data, and greater control over their contract management and billing processes. Powered by Concessionaire Analyzer+ technology, Veovo is at the heart of that transformation.

Unlock commercial growth

Airports across the globe are using Veovo to unlock commercial growth: by automating the collection of detailed sales data from all concessions, and centralising the management of real estate, contracts, and billing. By combining data from flight schedules and predicted guest movements, airports can bring a new level of commercial insight to their commercial planning and operations.

Key benefits

- **Control:** Increased ability to influence non-aeronautical revenue streams with automation and predictive analytics
- **Efficiency:** Eliminate manual processes for data collection, billing calculations and lease management
- **Insight:** Powerful performance analysis by pairing current sales and flight data with guest and commercial analytics

¹www.technavio.com

Our solution

Sales Data Collection

- + Detailed, accurate and timely sales data unlocks many critical decisions.
- + Hub for all sales transaction data, no matter what point-of-sale system is being used by the retailer.
- + Data can be collected many ways – by direct integration with leading POS systems, data file extracts, or by automatically scanning receipts as they print. We can also provide our POS explicitly designed for airports wishing to standardise all concessionaire POS systems.

- **CA+ CAPTURE**
Captures receipt info as it is being printed
- **CA+ COLLECT**
Direct connection with a number of standard POSs
- **CA+ INTERFACE**
Allows concessions to export and submit their sales data automatically
- **CA+ POS**
An optional POS solution for airports, with direct connection to CA+
- **CA+ PORTAL**
Manual upload of sales data through our portal

Value-added Concession Insights

Combine transactional sales data with guest and flight information to obtain unprecedented insight:

- + Compare spending per passenger on different routes, airlines, product categories, concessions, time of day, location and more.
- + Benchmark, monitor and optimise the performance of concessions providing key insight on their performance
- + Drive operations decisions such as gate allocations to reflect shopping preferences and increase customer spend.

Commercial Management, Contracts and Billing

- + Simplify the management of concessionaire contracts and billing with one view across all contracted rights and obligations.
- + Improve flexibility of all lease contracts with automatically calculated rents and revenue shares varied by product category and destination of travel, minimum guarantees, rents and consumable services such as electricity, water and marketing.
- + Use Veovo to generate invoices or integrate with other billing software.

Real Estate Planning

- + Connect maps of real estate space availability with insights on profitable routes, customer conversion rates, marketing and sales performance to manage airport real-estate, maximise customer satisfaction, increase retail spending and improve tenant negotiations.

Brilliant decisions across the airport ecosystem

With brilliant insights into their commercial operations, airports can transform their planning and operations and increase revenue. Veovo revenue maximisation, powered by Concessionaire Analyzer+ technology is at the heart of this new level of visibility, insight and control. Airports can do even more with our complete Predictive Collaboration Platform - connecting brilliant people, systems and sensors across the airport ecosystem and working together to plan, predict and perfect every interaction. The result: brilliant guest, operations and commercial decisions. Find out why over 110 airports worldwide reach new heights with Veovo by visiting www.veovo.com

