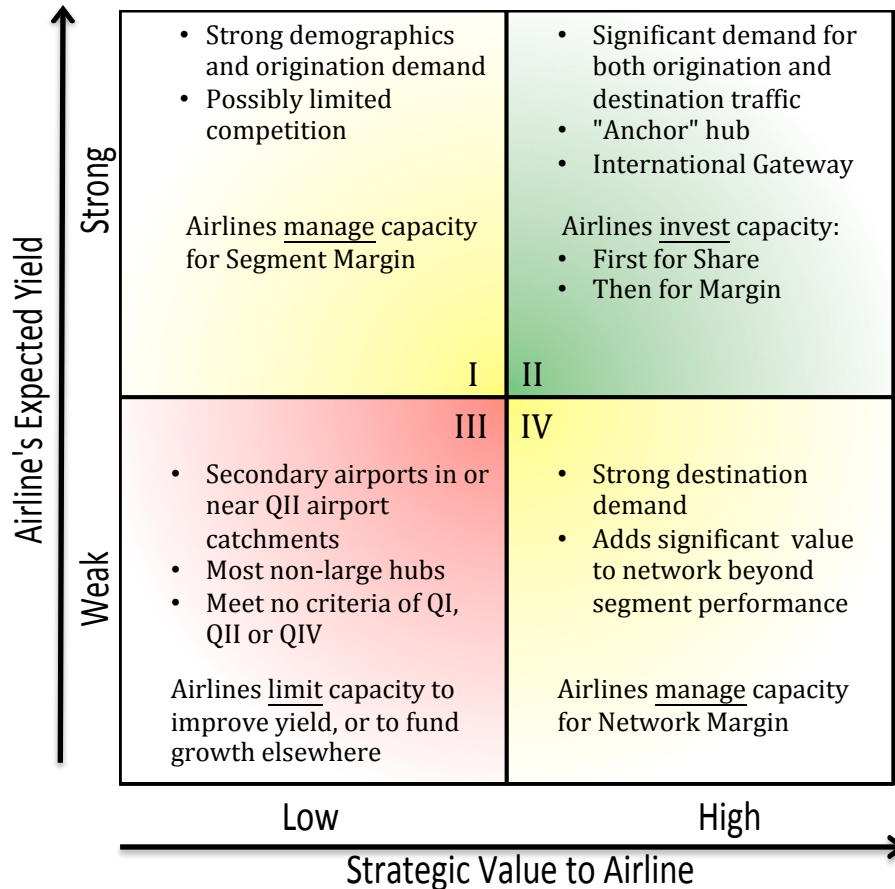


Airline Network Strategy Meta-Matrix SM

Sample Airport Characteristics and Airline Portfolio Implications



- Based on what we can infer from what airlines say and what scheduling, pricing and marketing decisions they make, not on any airline's specific strategy matrix
- QIII airports should increase demand for their brands in order to get out of QIII, or at least move closer to another quadrant. Focusing on what they can control and do well that customers (passengers and airlines) value is the key to success, as it is for any business.