

PHL PNE

BUSINESS
OPPORTUNITY
FORUM **2024**

Boarding Pass to 2026 and Beyond

Guest Enhancements
Initiatives and Opportunities



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BUSINESS
OPPORTUNITY FORUM 2024

- Concessions
- Guest Experience
- MarketPlace PHL Food and Shops
- Air Service Development



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DATE	FLIGHT
OCT 11	BOF2024
ORIGIN	PHILADELPHIA
DESTINATION	PHL REIMAN
SEAT	1A
BAGS	02

Be Our Guest



Jenny Ly
PHL/PNE
Properties
Manager



Leah Douglas
PHL/PNE
Director of
Guest
Experience



Clarence Lejeune
President
Lejeune and Associates
Operating Partner
MarketPlace PHL,



Edgar Vesga
PHL/PNE
Director of Air Service
Development and
Cargo Services

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Concessions Overview



Jenny Ly
Properties Manager



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Concessions at PHL and PNE

- Revenue Generating Leases
 - Airlines
 - Food and Shops
 - Advertising
 - Rental Cars
 - Hotel
- Partners have opportunities and diversity goals



For more information, during the networking session visit:

- Table 12 - Commercial Office
- Table 14 – MarketPlace PHL
- Marriott and Enterprise Mobility upstairs in the primes networking

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Guest Experience



Leah Douglas
Director of Guest Experience



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Guest Experience (GX) – What We Do

Our goal is to improve the overall guest and employee experience at PHL

We work across sectors to

- Celebrate the People of PHL: Employee Recognition Program and events
- Build community and trust among stakeholders and employees through quarterly GX Stakeholder Council meetings
- Facilitate airport-wide customer service training based on the newly developed airport-wide customer service standards

Initiatives include

- Information Services: Volunteer Navigators and Navigators
- Virtual Information Program (in-terminal live chat)
- Wagging Tails Brigade: Volunteer team of certified therapy dogs
- Gate Modernization: new furnishings all with charging capabilities
- Care Team: "boots on the ground" to provide customer service



Guest Experience – Initiatives and Opportunities



RFP for *PHL WORKS* airport-wide training and overall program support

- Instructor-led training sessions, including train-the-trainer based on PHL WORKS
- Develop new modalities for PHL WORKS training
- Increase Mystery "Journey" Shopping site visits to measure customer service performance levels based on PHL WORKS
- Grow and enhance the Employee Recognition Program
- Provide airport-wide employee appreciation and engagement opportunities

For more information, visit Table 13 during the networking session.

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Food and Shops



Clarence Lejeune
Lejeune and Associates, LLC
MarketPlace PHL



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MarketPlace PHL – What We Do

- Contracts with Airport to develop and manage the Food and Shops program throughout Philadelphia International Airport
 - MarketPlace PHL is a joint venture between MarketPlace Development and LeJeune and Associates, LLC
- Manages **163 open locations** within the concessions program, with program capacity being approximately 170 locations
- Accounts for nearly **1,600 PHL badged employees**.
- Places a focus on **ACDBE** Participation
 - Currently **21 ACDBE operators**
 - **108 locations** have **ACDBE participation**
 - 53 have joint venture participation & 55 are 100% ACDBE operated

MARKETPLACE PHL



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MarketPlace PHL – Initiatives and Opportunities

- As spaces become available, conducting leasing outreach
- Working with PHL on a new Small Business initiative
- Partners with PHL on ACDBE Academy
 - Providing insight into concessions opportunities to new entrants
 - Completed 2nd cohort in September 2024
- In addition to leasing, opportunities in
 - Space design, fit-out, and refurbishment with new and existing merchants
- Complete 'Contact Us' form at www.philamarketplace.com/contact



MARKETPLACE PHL

For more information, visit Table 14 during the networking session.

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Guest Experience



Edgar Antístenes Vesga-Arias
Director of Air Service Development and
Cargo Services

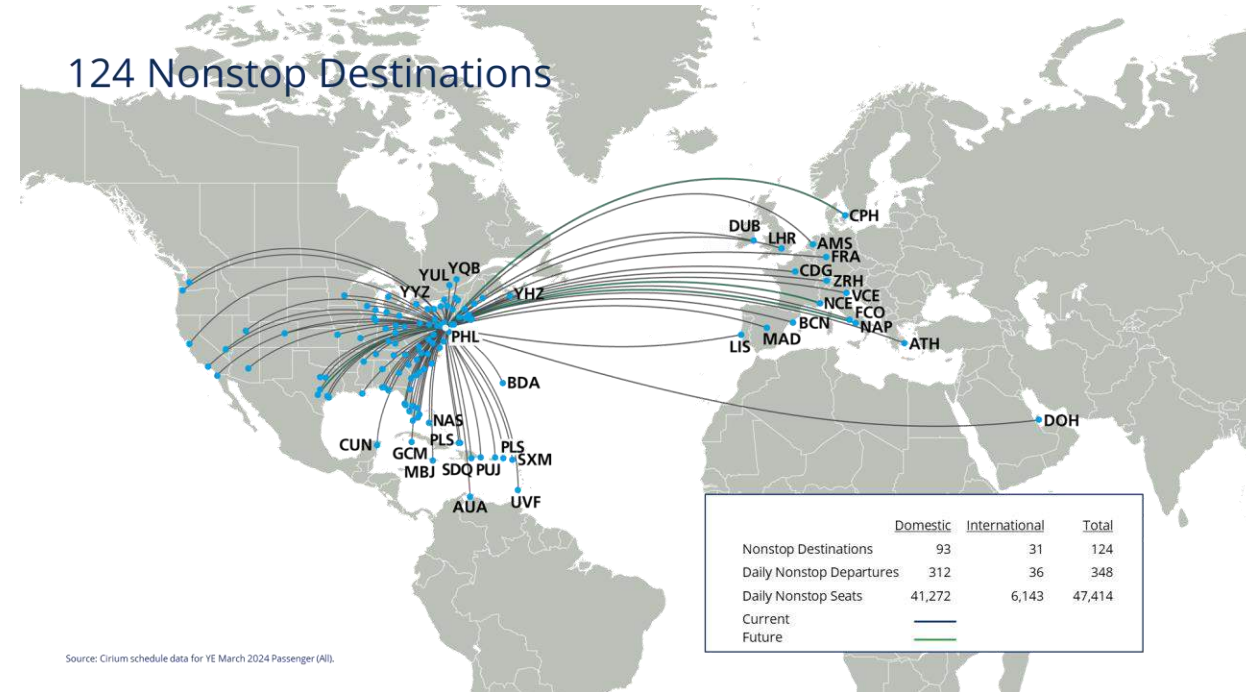


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Air Service Development – What We Do

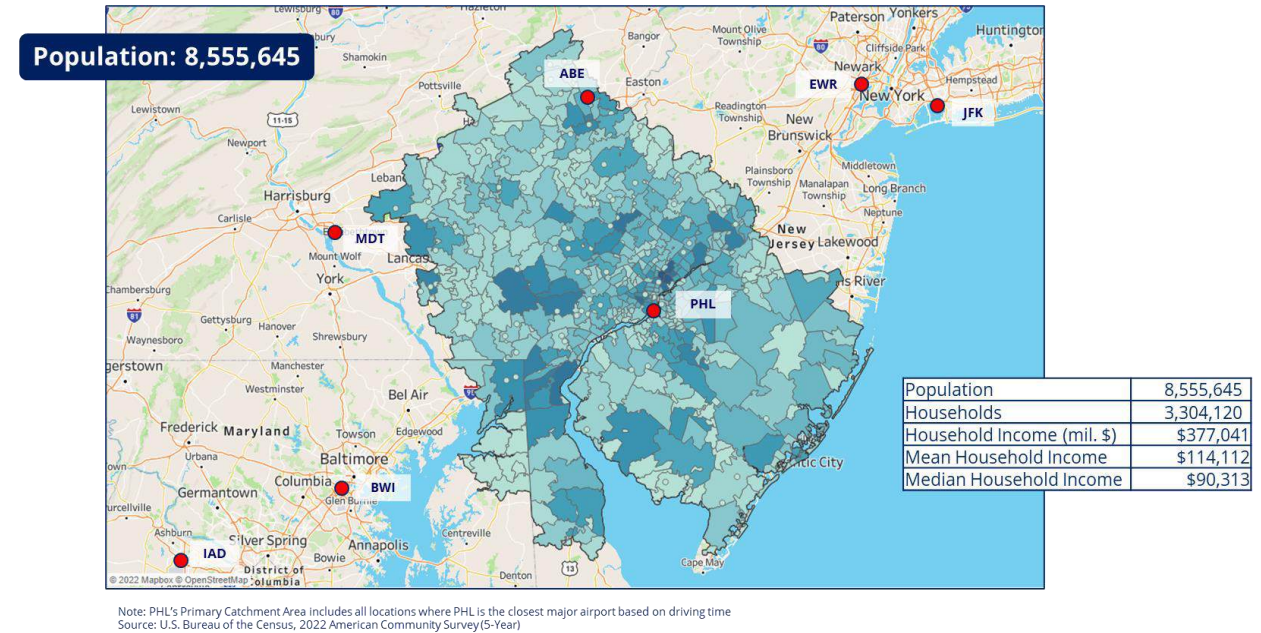
- Revenue Generating:
 - Attracting, retaining, and expanding air service routes; Increase seat capacity and maintaining effective working relationships w key stakeholders and partners.
- Includes
 - Domestic and International Airlines
 - Regional, Domestic and International Airports
 - Consulting and logistical firms
 - Aviation organizations
 - Governmental and Non-Governmental organizations
- Partners have opportunities and diversity goals



Connecting Philadelphia to the world

Air Service Development – Initiatives and Opportunities

- Includes
 - Data Research
 - Mobilitics
 - Community
 - Diversity and migration patterns
 - Trade
 - Geographical landscape of organizations in our catchment
 - Cultural diversity and outreach events
 - Language culturalization



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Let's Talk 2026!

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**Guest Enhancements
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Thank You!**



Networking and Closeout

- Department of Aviation Opportunity Tables (numbered 1- 15) in the Ballroom
- Prime Networking Tables on 2nd Floor
- Event Evaluation
 - QR Code on bottom right of DOA Networking handout, DOA Networking Table Signs, and the next slide
- Business Opportunity Forum 2024 Website
 - Attendees will receive an email with a link
 - Presentations and Forum materials will be uploaded
- Parking
 - Use your Voucher

Congratulations to MEDWeek Philadelphia for 40 years of successful events!



Deatrice Isaac
PHL/PNE
Vice President of Procurement



Denise Bailey
PHL/PNE
Vice President of Business
Diversity and Accessibility

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Thank You!

Please Complete the Evaluation



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