



Communication Best Practices for FBOs and Aircraft Operators to Prepare for High-Demand Activity Periods “Know Before You Go”

During high-demand travel periods, proactive communication between Fixed Base Operators (FBOs) and aircraft operators is essential to ensuring a smooth and efficient experience on the ground. Increased aircraft movements, limited ramp space, and heightened service demands make it critical for both parties to plan ahead and stay in close contact.

NATA is pleased to offer this guide and [“The Complexities of Today’s FBO Model”](#) resource (member login is required to access) as part of our commitment to promoting the widespread adoption of best business practices developed under the industry Know Before You Go initiative.

The information below provides communication considerations to help FBOs and aircraft operators navigate high-demand activity periods with clarity and confidence. From confirmed reservations to real-time service updates, early coordination and ongoing communication supports operational readiness, improves resource allocation, and enhances the travel experience.

Considerations For FBOs:

Effective communication regarding pricing and availability is critical to supporting aircraft operators, particularly in high-demand scenarios. To meet customer expectations while managing increased operational demands, FBOs should communicate frequently about capacity limits, pricing structures, and reservation requirements. It is essential to provide timely updates on service availability, ramp space, and fuel pricing as conditions evolve. Ensuring that all staff are well-informed and able to deliver consistent, accurate messaging to customers further enhances the client experience. Encouraging early reservations and emphasizing the value of advanced planning helps both FBOs and operators prepare effectively for peak periods.

1. Enhance Pre-Event Communication—Share detailed and updated info on:

- Ramp and hangar capacity
- Pricing, including potential fluctuations
- Reservation and cancellation policies

- Services impacted by airport or third-party fees
 - Administrative, safety, and operational procedures
2. **Distribute Clear Messaging Across Channels**—Engage websites, email updates, signage, and staff to educate and share consistent, accurate event-specific information.
 3. **Detail Cost Drivers Whenever Possible**—Explain factors contributing to cost increases (e.g., equipment mobilization, staff overtime, fuel surcharges, insurance changes). NATA has created a resource for our members to help educate and create awareness of [“The Complexities of Today’s FBO Model”](#) (member login is required to access resource).
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Considerations For Aircraft Operators:

During high-demand activity periods, aircraft operators should take proactive steps to ensure access to necessary services and avoid unexpected disruptions. Coordinating with FBOs early, ahead of major events, allows operators to secure space, understand pricing, and confirm resource availability. Confirmed reservations are essential, as late scheduling may result in limited access or increased costs. Staying informed through website updates and newsletters helps operators anticipate service changes, while regular check-ins with FBOs provide real-time insight into ramp capacity and available support. Early engagement and consistent communication are key to ensuring smooth, efficient aircraft operations during peak travel times.

1. **Communicate Early**—Coordinate with FBOs well in advance—especially before major events—to secure space, pricing, and resources.
2. **Make Confirmed Reservations**—Lock in accommodations and pricing early. Delays can lead to unavailability or increased costs.
3. **Monitor FBO Notices**—Stay informed via FBO websites, newsletters, and direct communications about high-traffic periods and service changes.
4. **Inquire Regularly**—Conduct regular check-ins with FBOs prior to scheduled flights to monitor available resources and ramp capacity during peak times.