CREATING A TOURISM DESTINATION FROM AN AIRPORT HUB

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Countries and destinations looking to develop their economies and create employment for their residents often see tourism as a key source of foreign investment income. Not only does Travel & Tourism, directly and through its supply chains, support 10.4% of global GDP and one in every ten jobs across the world, but the growth of Travel & Tourism has been sustained at a level above that of the global economy for each of the past seven years.

Whether to visit family, take holidays or have business meetings face-to-face, 55% of all overnight visitors travelled to their destination by air in 2016.1 Aviation route development is a key factor in Travel & Tourism’s success.

Over time and through a strategic approach, some aviation hub cities have been able to extend the stays of transit visitors into multi-day stopovers and to encourage visits to the city as a final destination in its own right. Developing this move from transit hub to destination relies on a number of key factors. The destinations that have had greatest success in making this transition have benefitted from a combination of:

• A strong national airline that is both financially and reputationally strong,
• Solid destination appeal with robust inbound tourism,
• Excellent airline connectivity, sufficient infrastructure, and favourable regulatory frameworks developed through established stakeholder partnerships,
• Vertical or central integration and long-term vision of both aviation and the destination.

STRENGTH OF NATIONAL AIRLINE

To be a compelling and viable hub, a destination must have strong national airline with a solid international reputation.

Dubai, Hong Kong and Singapore are three cities that have been particularly successful at developing beyond their airport hubs. WTTC’s research on the economic impact of Travel & Tourism to cities2 shows that the direct contribution from the sector to their economies is significant. In 2017, Travel & Tourism’s direct contribution in Dubai represented 10.1% of the city’s GDP - a near doubling of its contribution just a decade earlier (6.1%).

Strong growth in Hong Kong has meant that the sector now provides 4.5% of its GDP, up from 3.4% in 2007. For Singapore, it is an interesting indication of the strength of its overall economy that despite a significant increase of Travel & Tourism’s direct contribution from US$8.3 billion to US$12.8 billion in the decade to 2017, the city-state has managed to keep Travel & Tourism’s contribution at a steady level. At 4.1% of Singapore’s economy in 2017, the share of the sector’s direct contribution to GDP is almost equal to the 2007 level (4.0%).

Other cities such as Mumbai and Delhi are strategically very well placed and have reasonable connectivity, however neither Air India nor Jet Airways have yet developed the financial or reputational strength that creates sufficient demand from an international market. While they have a much stronger

1 UNWTO Tourism Highlights 2017 Edition
position in their domestic market, there, Indian low cost carriers tend to dominate.

Icelandic aviation has taken full advantage of deregulation which has facilitated the tourism boom to the island. While admittedly a niche market, the extent to which a hub could develop itself as a destination with attractions that encourage visitors to stay longer depends on this ability to extend reach beyond the airport. Novel and interesting tourism products are created constantly to position a hub as a unique sense of place with interesting attractions and supportive visitor infrastructure.

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VERTICAL OR CENTRAL INTEGRATION AND LONG-TERM VISION

A number of destinations have used vertically or centrally integrated strategies to transform their aviation hubs.

Benevolent strategies at other hub airports include:

- Istanbul's Ataturk Airport, the home hub of Turkish Airlines is also following a similar strategy to Singapore, ensuring sales of traditional Turkish food and goods within the airport and offering free tours for visitors with long connections between their flights.
- Amsterdam's Schiphol airport benefits from celebrating the country's culture within the terminals. The airport was the first in the world to open a branch of a museum when the country's famous Rijksmuseum opened a gallery to showcase the Dutch Masters. A newly renovated area of the airport reflects cultural and design and supports commerce and culture - complete with a library. From an arriving or departing passenger perspective, direct rail links to the city centre facilitate easy transit-modal travel.

In both Singapore and Dubai, the strategy to encourage stopovers has been aided by having central authority control over operations and production with well-designed and well-implemented air transport policies and strategies to develop tourism. Significant government investment and integration has also supported the transformation – in Dubai, for example, the owners of Emirates airline also own Dubai Airport and govern its regional aviation policy.

In addition to the dominance of the state-owned airline within the respective airports, many of the companies operating at Changi and Dubai airports are subsidiaries of their respective airlines which, in turn, have strong links with the tourism organisations.
Emirates provides additional consolidation through owning hotels, adventure travel agencies and tourist attractions. This central control has allowed both Dubai and Singapore to create the linkages and complex network systems between aviation, attractions, accommodation and public transport systems to plan the longer-term development of a tourism product offering that incudes high quality shopping and leisure facilities.

The trend to airport privatisation is growing however, and the governance structures that support the Travel & Tourism in Singapore and Dubai are not replicable in many places around the world.

While privately owned airports may have an operations strategy that may not immediately lend itself to promote the city or destination it represents, they tend to be more pragmatic and less political, and typically have more money to invest than a government-owned airport if the case for sufficient financial returns for developing tourism can be made. Toronto’s Pearson’s 2017-37 Master Plan places important emphasis on how airports are shaping land use in the metropolitan areas around them and the opportunities that could arise from stronger coordination of off and on-airport planning.

For private investors in airports where the traffic mix is more “D” [destination] than “O” [origin], it is very much in their interest to develop tourism to their city or region. A good example is Athens, which is partially privatised. The airport has invested very actively to develop Athens as a “cool” tourist destination, not just a transit stop for the Greek islands. Other examples of privatised airports investing to increase tourism include Lisbon (part of ANA, the Portuguese national airport company owned by the French concession company Vinci), Budapest and Bologna.

Again, while niche, Iceland is another interesting example of a less vertically integrated approach, but one with a clear vision. The central focus to support tourism was generated through need for the country to rebuild after the collapse of the island’s banking sector in the 2008 financial crisis and the 2010 eruption of Eyjafjallajökull volcano. The 2008 collapse was the impetus for industry diversification and the subsequent devaluation of the currency supported a move to Travel & Tourism. In 2010, however, the global media spotlight fell on the island for many days while airspace was closed across Europe. Capitalising on the timing, the government and tourism stakeholders came together to invest in the biggest ever marketing campaign for Icelandic tourism: Inspired by Iceland. The innovative campaign was wildly engaging for the international travel and media community and was supported by the flag-carrier, Icelandair, which expanded its route network to capture the cross-Atlantic air traffic and developed and heavily promoted a consumer-friendly stopover programme to encourage visits to the island.

The exponential growth of tourism in Iceland since 2010 however, has meant that, unlike in Singapore and Dubai which have been planned incrementally, issues brought about by a lack of long-term planning mean that over-crowding is rife in certain hotspot locations and the management of tourist numbers are creating management challenges for the island authorities.

CONCLUSION

The examples above help to illustrate that the potential for extending tourism beyond an airport hub requires a coordinated destination strategy, bringing together not only the natural partners of airline and airport, but the wider Travel & Tourism industry players.

Strong airline connectivity from a national airline that is strong both financially and reputationally, and sufficient infrastructure to support the growth of passengers that arise from an increase in point to point services are also key. These rely on a favourable regulatory framework in both aviation and in visa facilitation to allow visitors to freely cross borders and for market competition to build new and competitively-priced routes.

Extending beyond the hub also relies on there being something beyond the hub for people to see and do – tourism cannot operate without supporting attractions and infrastructure to suit the market it is appealing to. Coordination here with local industry and destination authorities is essential. Joint marketing plans and stopover packages can be created to cater to a market of travellers looking for new destinations to experience.

Building attractiveness of a destination can start with the hub as research shows that the national carrier and home airport can function as extensions of the wider destination by showcasing the culture and service of the wider destination. Satisfying these attentive passengers is crucial for encouraging stopover traffic.

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The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel & Tourism. It promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.

Members are the Chairs, Presidents and Chief Executives of the world’s leading, private sector Travel & Tourism businesses. These Members bring specialist knowledge to guide government policy and decision-making, raising awareness of the importance of the sector as an economic generator of wealth.