CREATING A TOURISM DESTINATION FROM AN AIRPORT HUB

A TRAVEL FACILITATION WHITE PAPER, NOVEMBER 2018
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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 20161. 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 country has succeeded in attracting visitors from all over the world.

Lisbon and Helsinki are successful medium-sized hubs with niche strategies (Lisbon for traffic from Europe to Brazil, and Helsinki as a gateway to the Far East). A well-connected hub airport helps to support wider regional development as networks are built to support the connectivity of a city. 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 destinations such as Singapore, Hong Kong and Dubai as attractive tourist destinations, while all three cities have also worked to position themselves as global shopping destinations.

DESTINATION APPEAL

Clearly, having a favourable geography, a strong base of business demand and tourism products that are attractive to the markets serves an essential role for any destination from a tourism perspective, and especially so for a hub that is looking to encourage stopovers.

IATA forecasts that the number of air passengers will double from 4 billion in 2017 to 8.2 billion by 2037. Certain parts of the world will be better placed than others to capitalise on the opportunities from airline growth. Areas of the world with populations that have a high propensity to fly or cities that are nestled between these areas, such as those between Europe and South-East Asia, are likely to fare best from an international hub perspective. A number of North America airport hubs may be less well positioned for some inter-continental transit, however, they all benefit from a large flying population. The product mix and marketing development for these destinations may be more influenced towards the regional or domestic markets.

PWC points out, however, that even with a favourable geography, there are limits to hub development in areas with a limited home market. Stayover tourists will also be looking for a location that has an established and unique sense of place with interesting attractions and supportive visitor infrastructure.

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CONNECTIVITY, INFRASTRUCTURE AND REGULATORY FRAMEWORKS

Global travel revolves around access which in turn relies on both supportive infrastructure and favourable regulatory, economic and legislative frameworks. A well-connected hub airport helps to support wider regional development as networks are built to support the connectivity of a city. 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 destinations such as Singapore, Hong Kong and Dubai as attractive tourist destinations, while all three cities have also worked to position themselves as global shopping destinations.

VERTICAL OR CENTRAL INTEGRATION AND LONG-TERM VISION

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

For Singapore, building the impressions of the city as a destination worth staying longer in has been a long-term plan involving the airport, the airport and the government. Changi Airport has been established as a destination in itself and not only set up attractive commercial activities with a strong emphasis on local produce, food and culture, and visually zoned recreation areas. Supporting travellers' ease of access to the city is a mass transit system directly links the airport to the city centre. In cooperation with the Singapore Tourist Board and Singapore Airlines, Changi also offers transit passengers with more than five hours between flights, a free two-hour tour of the city's sights.

Beneficial 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 Dutch 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 trans-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 effectively-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.

- In June this year, the Cabinet of the UAE approved a decision to exempt transit passengers from all entrance fees for the first 48 hours. Transit visas can be extended for up to 96 hours for a fee of AED50 (US$13.60). These new transit visas will be facilitated through express counters at passport control across UAE airports.
- From 2013, China started allowing citizens from selected countries who hold both a valid passport and a confirmed ticket (and visa where required) to their final destination, a 72-hour visa-free transit when arriving into selected airports. Under the same requirements for transiting passengers, this policy has since been extended to 144 hours with a greater number of airports included in the scheme.

9. https://www.youtube.com/watch?v=exu_evn6z4
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 Duba 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 overcrowding 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 stayover traffic.

WTTC would like to thank David Feldman, Managing Partner, Exambela, for his additional contribution.
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.