

A study on Business use of Norwich International Airport



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Executive Summary

Shaping Norfolk's Future commissioned MAGY Consultancy to research business use of Norwich International Airport (NIA). NIA passenger numbers have decreased by 17% in the last year, compared to an average overall decrease of passengers for all UK airports of 2 percent.

The research included face to face interviews, telephonic interviews and interviews at the airport. A short online questionnaire was circulated by Shaping Norfolk's Future amongst its members asking for participation in our survey. In total 18 business representatives agreed to participate in the research, of which 15 interviews were successfully carried out. The rest were not completed as the respondents were unable to give an appointment time within the research period. Interviews at the airport took place over two days with 69 participants. These interviews allowed for first hand data on the expectations of local businesses to be fed in to the research.

The main conclusions from the interviews were:

- abolish development fee
- more low budget airlines
- more routes
- reasonable cost of flight
- increase in free parking time
- improvements in food and beverage outlets.

Research on the following six airports was carried out to benchmark NIA: Bournemouth, Inverness, Blackpool, Newquay, Dublin and Frankfurt Hahn. Three important conclusions have come out of this research:

- attracting low budget airlines helps increase the choice of destinations which leads to an increase in passenger traffic
- low budget airlines are against airports collecting development fees and have either reduced or cancelled their flights from such airports
- NIA should improve its services and make the development visible to its passengers.

Based on all the research we have made four main recommendations:

1. Make the development at the airport visible
2. Increase the choice of destinations
3. Improve the cost of flights
4. Increase free parking time.

In this competitive world Norwich airport has to take advantage of every opportunity that comes their way and should aim at providing a better passenger experience that matches international standards.