

The Role of Airports in Extending Seasonality

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Why Extend Seasonality?



GREECE



BARCA '22



KENYA 2019



SUMMER 2023



SPAIN '21

More Flights...



Aircraft fleet size will double by 2040

More Slot Constraints...



54% of global slot constrained airports are in Europe.

In 2019, 104 of the 204 Level 3 airports worldwide were in Europe.

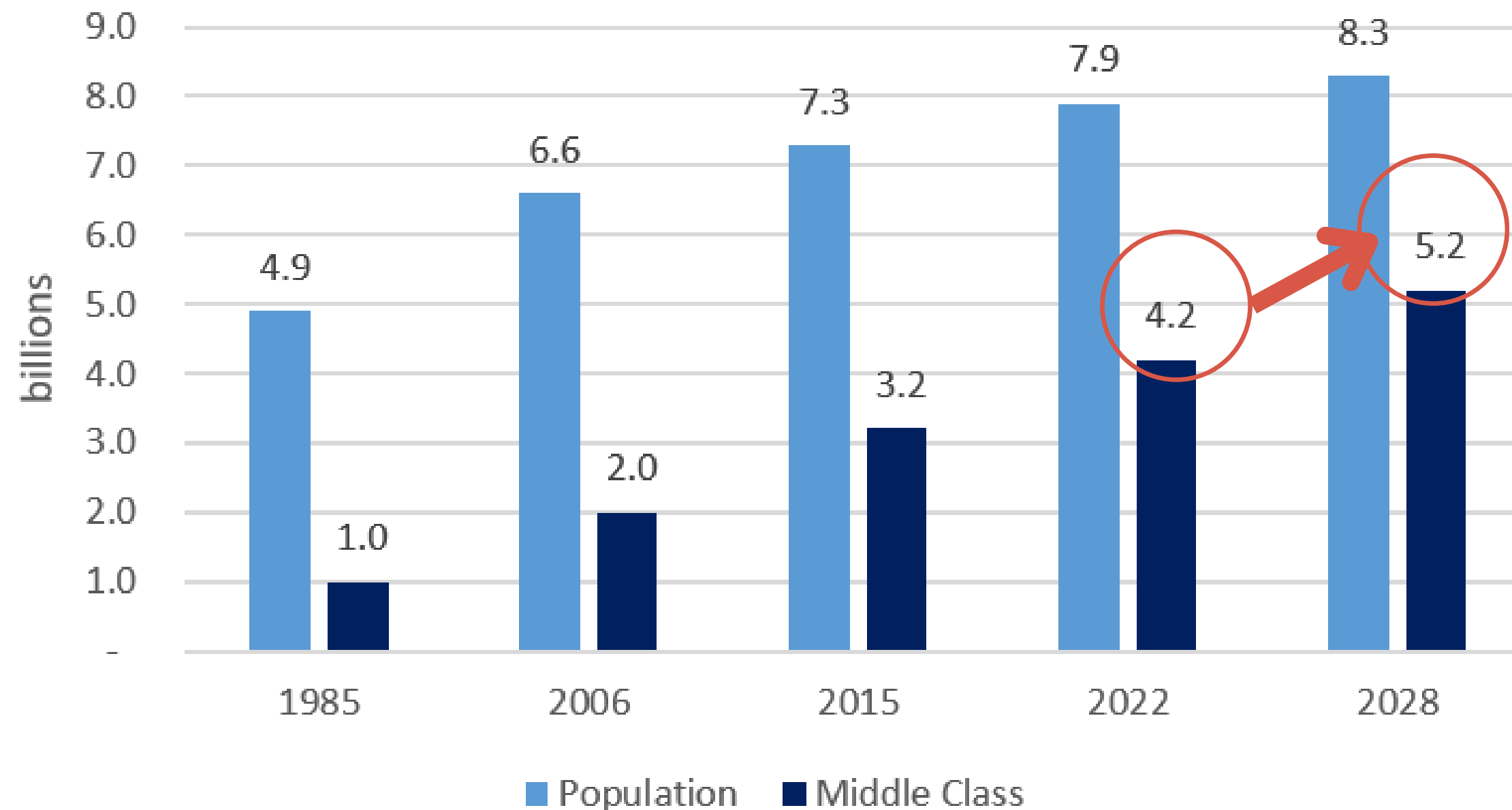
(Most are not slot constrained during low season periods)

Source: ACI Europe

More Travellers...

Another 1bn will join Middle Class by 2028

Global Population and Numbers of Middle Class

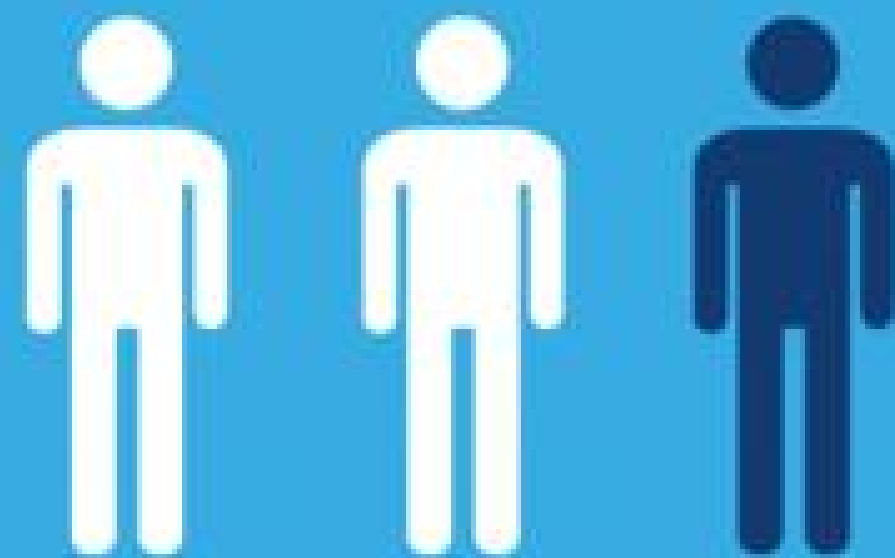


Source: Brookings Institute

Mostly From Asia

88 percent of the next billion entrants into the middle class will be in Asia

By 2030, Asia could represent 2/3 of the global middle class population.



BROOKINGS



They Will Travel



At the start of the 21st Century, **10.5m** overseas trips were made by Chinese residents.

In 2017, this figure was **145m. (+1,380%)**

This will exceed **400m** by 2030

Source: COTRI The China Outbound Tourism Research Institute

Environmental pressures increasing...

KLM

Airline loses Dutch 'greenwashing' case

FINANCIAL TIMES

COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

The Big Read **Airlines** [+ Add to myFT](#)

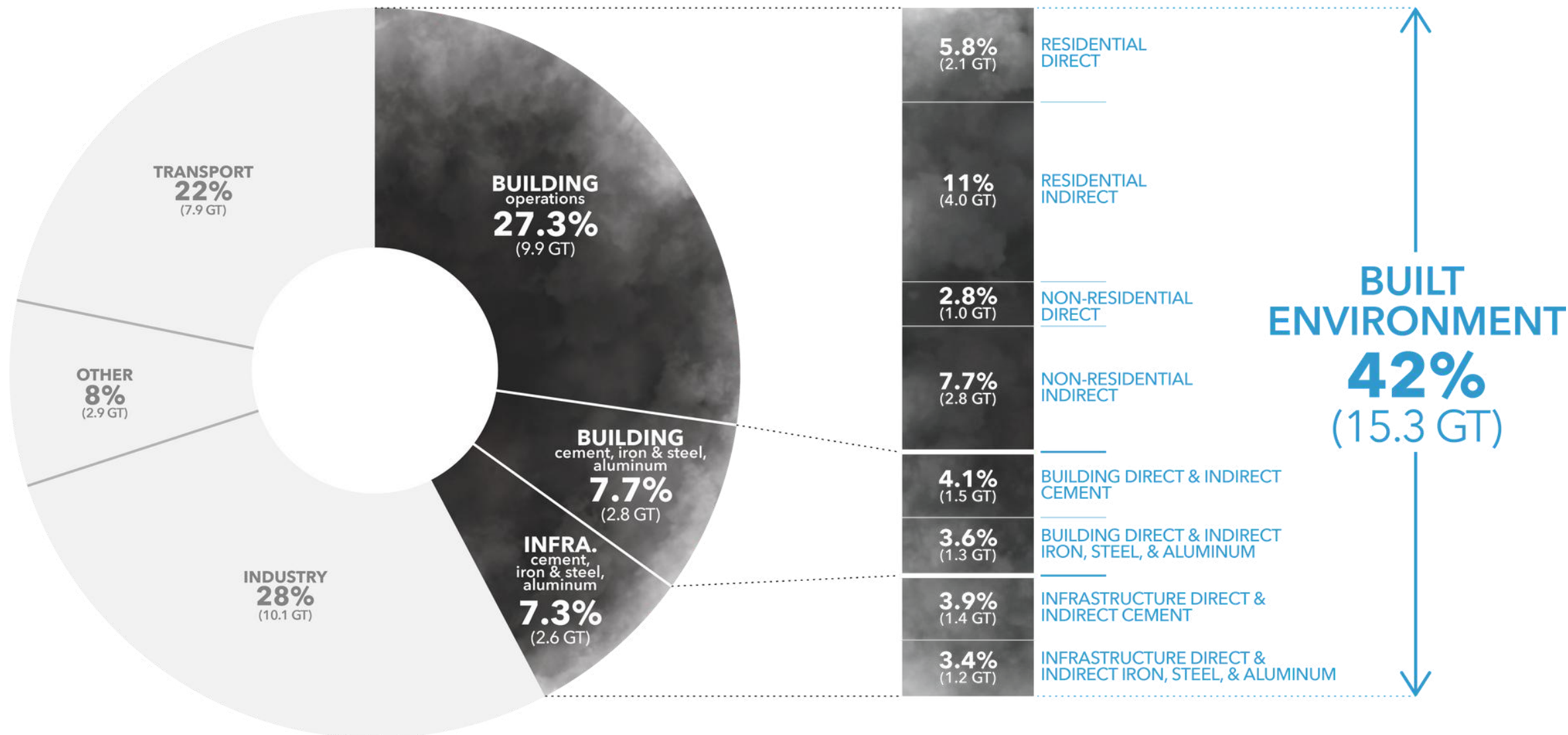
Flight shame: can airlines ever reduce their emissions?

Facing a potential c



Environmental pressures increasing...

TOTAL ANNUAL GLOBAL CO₂ EMISSIONS
Direct & Indirect Energy & Process Emissions (36.3 GT)



The built environment is responsible for **42%** of annual global CO₂ emissions. Most hotels are 20-30% occupancy in low season months..

Building new infrastructure
which sits under-used for 6+
months a year is **highly un-
sustainable!**

Requirements for Extending Seasonality

- Engage Local communities - **Do they want this & will they support this?** - Airport, Airlines, Local Business, Community Groups etc
- Incorporate **Local, Authentic and Cultural Heritage** elements - tangible and intangible
- **Identify seasonal strengths**/offering and traveller tribes - Segmentation & creating Persona's
- **Market Low-Season Brilliance**: Showcase unique low-season offerings with captivating visuals and stories EG Tahiti
- **Baby Steps**...EG Rhodes, BGI, TFS
- Track Success, Refine Strategy: **Monitor progress** towards goals like **local engagement and traveller satisfaction**

Characteristics of Low Season Travellers

- Appreciate Cultural Heritage - tangible and intangible
- Engage with locals to truly understand destination
- Travel when others don't...
- Prefer unique experiences...
- The antithesis of “Fair weather travellers”
- Spend with local businesses
- More considerate and appreciative of local customs & traditions
- Reduce economic leakage
- Spend more time and money in destinations
- Fill empty hotel beds and empty seats...

The only way to responsibly increase tourism in future years

Thank You

lowseasontraveller.com

routesonline.com

wtach.org

thesunprogram.com