LOOKING AFTER THE No. 1 CUSTOMER – The African Experience

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Introduction

Our Customers include:-
- Airlines
- Passengers,
- Airport employees,
- Service providers,
- Local communities,
- Meeters and greeters.
To know our customers, we carry out market and passenger surveys, passenger process measurements, purchasing behaviours, average expenditure and customer dwelling times.
What attracts customers – The Victoria Falls
Customer needs

An excellent customer service is the synergy created when an airport’s ability to exceed its customers’ needs and expectations consistently matches its customers’ perception that their needs and expectations are well met. As performance exceeds expectations, customer satisfaction increases.
Challenges to African Air Travel

- World Population: 7 billion
- Africa Population: 1 billion
- 14.28% of world population
- 4% of world air traffic travel

Whilst potential exists in tapping into the African population to grow the aviation industry, a number of factors conspire to hinder this.
Challenges to African Air Travel

- World average per capita income: **US$ 7,000**
- Africa average per capita income: **US$ 4,000**
- Underdeveloped intra country aviation infrastructure
- Bad intra African flight connectivity e.g. need to fly to Europe or Middle East before reaching most north African countries.
Challenges to African Air Travel

Because of limited economic power as illustrated in the previous slides, majority of African airports are price takers and have such limited leverage to negotiate rates at cost recovery, let alone reasonable Return on Investments to facilitate infrastructure upgrades in an industry which is predominantly dictated to by the airlines.
Most African airport charges do not have realism in current industry operational costs as charges have not been reviewed in over 20 years. This is also the case for Zambia. Contrast this to the airline industry which is quick to effect fuel surcharges at the slightest movement in commodity prices.
Opportunities

- Most African countries geographical disposition endowment is such that many can afford to site their airports on massive tracks of land to facilitate infrastructure growth.

- The reality however is that this land is in most cases underutilised. This is also the case in Zambia where the airport sits on 1,950 hectares of land with a further 2,000 hectares meant for airport reserve land. Of this land mass, only 170 hectares has hitherto undergone full development.
Opportunities – in Zambia

To improve land use in order to maximise on usage and non aeronautical revenues the following road map was undertaken:

a) A masterplan was drawn up for the four international airports with a 20 year outlook. Stemming from this:
Opportunities – in Zambia

b) The Corporation is vigorously pursuing Public Private Partnership opportunities to accelerate the provision of key infrastructure and increase the current revenue base apportioned to non-aeronautical revenue.

c) Other opportunities to accelerate non-aeronautical revenues are still under consideration and might include the actual full concessioning out of some airports.
Opportunities – in Zambia

PASSENGER TRAFFIC TRENDS - 1990 TO 2009

YEAR

DOMESTIC  INTERNATIONAL  TOTAL
Addressing Customer demands – Lusaka Airport
Addressing Customer demands – Lusaka - Phase I and II

The 2029 Terminal Perspective of Lusaka airport:-

- 2030 Passenger Forecast – **2,142,000**
- Phase I and II Total Cost – **US$ 194,637,000**

The works include:-

- Terminal building at:- **US$ 46,960,000**
- Airfield +Access road at:- **US$ 91,080,000**
- Design + Project Supervision:- **US$ 13,804,000**
- VAT (16%) + Contingency (15%):- **US$ 34,516,000**
Addressing Customer demands - Livingstone - Phase I and II

TOTAL COST
US$ 95,688
Addressing Customer demands – Livingstone Airport
Addressing Customer needs – Livingstone Airport
Addressing Customers demands

- Upgrade terminal facilities;
- Improve passenger processing facilities through implementation of CUTE & CUSS systems;
- Training of staff in technical and customer service courses;
- Security Equipment
Resilience

We have created resilience through a strategy of:-

- Operational effectiveness and cost leadership efficiency without losing focus on opportunities to better the customer experience of our local stakeholders, the airlines and most importantly the passenger.
Resilience

- Appealing to a broad spectrum of customers based on being the overall low-cost provider of products and services with increased cost efficiency.
Conclusion

In view of anticipated increase in passenger, cargo and aircraft movements due to mining activities, agriculture and tourism, the Corporation is challenged in ensuring that airport infrastructure is upgraded in order to meet the changing demands of the customer.
Any Questions?