

Reinventing the airport ecosystem

Conceptual model

considers what the airport is trying to be

- Mini city

41% of respondents thought the airport of 2025 would resemble this

- City extension
- Mall concept
- Walkway concept
- Bus station concept

Infrastructure model

examines facilities required and how they will be delivered and managed

- Asset rental
- Temporary facilities
- Modular architecture

Revenue generating model

outlines how revenues will be generated

- Income stream generation
- Pricing innovation
- Profit redistribution

Customer engagement model

sets out the philosophy on developing & managing passenger relationships

- Multi parallel paths
- Cooperative
- Single co-ordinated interface
- Third party solutions

67% Of respondents said they wanted to define the extent of the engagement each entity can have with them

Financing model

sets out how the necessary investment will be sourced

- Community funding
- Diaspora funding

The world bank estimates that SOSA countries alone could raise up to

\$5-\$10 billion per year through such bonds

- Ecosystem funding
- Public private partnerships

Service delivery model

articulates how resources will be configured to ensure operational excellence

- Deep multi channel customer

41% of people believe that it would require new groupings of partners combining all those involved in the value chain: airlines, airport, leisure, hotel, retail and technology brands

- Delivery and constant renewal of high quality leisure experience

