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## AUCKLAND INTERNATIONAL AIRPORT SWOT & PESTLE ANALYSIS

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#### Company Name : Auckland International Airport

Company Sector : Aviation

**Operating Geography :** New Zealand, Global

#### About the Company :

Auckland International Airport is the largest and busiest airport in New Zealand, located in Auckland, the country's largest city. The airport is operated by Auckland International Airport Limited (AIAL), a publicly listed company that manages the airport's infrastructure, services, and facilities. Auckland International Airport handles more than 21 million passengers annually, with over 30 international and domestic airlines operating from its two terminals. The airport has direct flights to more than 70 destinations around the world, including major cities in Asia, Australia, North America, and Europe. The company has a market capitalization of over NZD 12.89 billion, as of 2023. In addition to managing the airport, AIAL also invests in various businesses related to airport operations, such as retail, property management, and car parking. The company has several development projects in progress, including the expansion of the international terminal, the construction of a new domestic jet terminal, and the development of a new hotel and office complex.

The USP of Auckland International Airport lies in its being a major player in New Zealand's aviation and tourism industry. AIAL has a strong focus on sustainability and has set ambitious targets to reduce its carbon emissions and waste generation. The company has implemented various initiatives, such as using electric buses and installing solar panels, to reduce its environmental impact.

#### **Revenue :**

NZ\$ 300.3 million - FY ending 30th June 2022 (y-o-y growth 7%)

NZ\$ 281.1 million - FY ending 30th June 2021



#### SWOT Analysis :

The SWOT Analysis for Auckland International Airport is given below:

Strengths	Weaknesses
1.Country's largest and busiest airport with	1.High dependence on one major airline, Air
over 100 worldwide destinations.	New Zealand which accounts for a significant
2.Strong brand recognition allows for	proportion of its revenue.
premium pricing for their products.	2.Limited runway capacity results in reduced
3.Strong property portfolio through effective	aircraft movements during peak periods.
management of facilities.	
4.Diversified product portfolio with 10	
different product and service offerings.	
5.Strong and large distribution network	
ensures timely availability of products to a	
large customer base.	
Opportunities	Threats
1.New Zealand's popularity as a tourist	1.Competition from other New Zealand
destination boosts the airport's profits.	airports, such as Wellington and Christchurch
2.Has the potential to expand its services to	International Airports.
new markets, particularly in the Asia-Pacific	2.Highly volatile and rising fuel prices can
region.	increase Auckland Airport's input costs.
3.Increasing demand for domestic travel and	
trends of customers migrating to high end	
products.	



#### **PESTLE Analysis :**

The PESTLE Analysis for Auckland International Airport is given below:

Political	Economical
1.Trade barriers during COVID-19 impacted	1.Key contributor to NZ economy \u2013
the airport's operations and profitability.	majorly in GDP, jobs and household income
2.Positive impact facilitating business	2.Increasing trend in inflation rate which may
confidence due to political stability in the last 3	increase prices, interest rates on borrowing,
years.	and a decrease in consumer spending.
Social	Technological
1.Highly educated people benefit the Airport	1.Adapting cutting-edge technology through
due to great consumer awareness, and quality	transition of vehicle fleet to EVs and hybrid
preferences.	vehicles
2.Domestic passenger numbers recovered	2.Airports focusing on improved customer
faster due to safety concerns favouring	experience through Artificial intelligence (AI)
domestic destinations over international ones.	and smart infrastructure
Legal	Environmental
1.Submissions were made on the Civil Aviation	1.Environmental concerns, including climate
Bill to modernize aviation regulation that is	change and sustainability are becoming
expected to pass in 2023.	increasingly important in aviation.
	2.Noise pollution is a significant factor that
	impact the airport's reputation and
	relationship with local communities.

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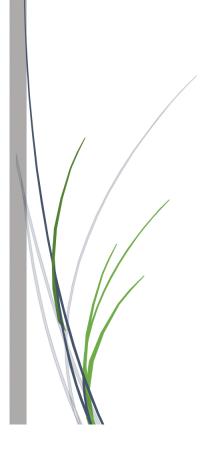


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#### Client Support: support@swotandpestle.com