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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, which is the largest city in the country. The airport is operated by Auckland International Airport Limited (AIAL), a publicly listed company that manages the infrastructure, services, and facilities of the airport. 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 it 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 the use of electric buses and the installation of solar panels, to reduce its environmental impact.

Revenue :

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

\$ 281.1 million - FY ending 30th June 2021

SWOT Analysis :

The SWOT Analysis for Auckland International Airport is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1. Country's largest and busiest airport with over 100 worldwide destinations. 2. Strong brand recognition allows for premium pricing for their products. 3. Strong property portfolio through effective 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. | <ul style="list-style-type: none"> 1. High dependence on one major airline, Air New Zealand which accounts for a significant proportion of its revenue. 2. Limited runway capacity results in reduced aircraft movements during peak periods. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. New Zealand's popularity as a tourist destination boosts the airport's profits. 2. Has the potential to expand its services to new markets, particularly in the Asia-Pacific region. 3. Increasing demand for domestic travel and trends of customers migrating to high end products. | <ul style="list-style-type: none"> 1. Highly volatile and rising fuel prices can increase Auckland Airport's input costs. 2. Competition from other New Zealand airports, such as Wellington and Christchurch International Airports. |

PESTLE Analysis :

The PESTLE Analysis for Auckland International Airport is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade barriers during COVID-19 impacted the airport's operations and profitability. 2.Positive impact facilitating business confidence due to political stability in the last 3 years. | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Key contributor to NZ economy \u2013 2013 majorly in GDP, jobs and household income 2.Increasing trend in inflation rate which may increase prices, interest rates on borrowing, and a decrease in consumer spending. |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Highly educated people benefit the Airport due to great consumer awareness, and quality preferences. 2.Domestic passenger numbers recovered faster due to safety concerns favouring domestic destinations over international ones. | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Adapting cutting-edge technology through transition of vehicle fleet to EVs and hybrid vehicles 2.Airports focusing on improved customer experience through Artificial intelligence (AI) and smart infrastructure |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Submissions were made on the Civil Aviation Bill to modernize aviation regulation that is expected to pass in 2023. | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Environmental concerns, including climate change and sustainability are becoming 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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