

Hong Kong International Airport Passenger and Cargo Demand Forecasting



- ▶ Aviation and surface access infrastructure development
- ▶ Aviation policies and regulations
- ▶ Competitive actions of airports and airlines both within the PRD, and in the wider Asia-Pacific region
- ▶ New aviation industry developments (i.e. larger planes, low cost carriers)



MVA in Hong Kong

Hong Kong International Airport (HKIA) has consistently been voted one of the best airports in the world since its opening in 1998. HKIA offers a comprehensive network of passenger services and is currently the busiest cargo airport in the world.

Notwithstanding these impressive achievements Airport Authority Hong Kong is constantly striving to further improve its service. The Authority has selected MVA as its partner in the development of strategic passenger and cargo demand forecasts as follows:

- ▶ Long-range air passenger forecasts
- ▶ Long-range air cargo forecasts
- ▶ Short-medium term Air to Surface Transfer passenger forecasts



The preparation of long-range passenger and cargo demand forecasts required detailed research and analysis of multiple variables:

- ▶ Economic growth patterns at both origin and destination markets

MVA assisted Airport Authority Hong Kong in the development and enhancement of its core PRD market:

- ▶ Detailed data collection and socio-economic analysis to establish existing patterns of movement and behaviour
- ▶ Forecasting of short-medium term origin-destination passenger demand generated by Guangdong Province
- ▶ Forecasting of surface access patronage on key modes serving HKIA and competing PRD airports
- ▶ Recommendation of a business plan to maximize patronage and revenue from surface transport services and bolster HKIA's competitiveness in the Guangdong air passenger market



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