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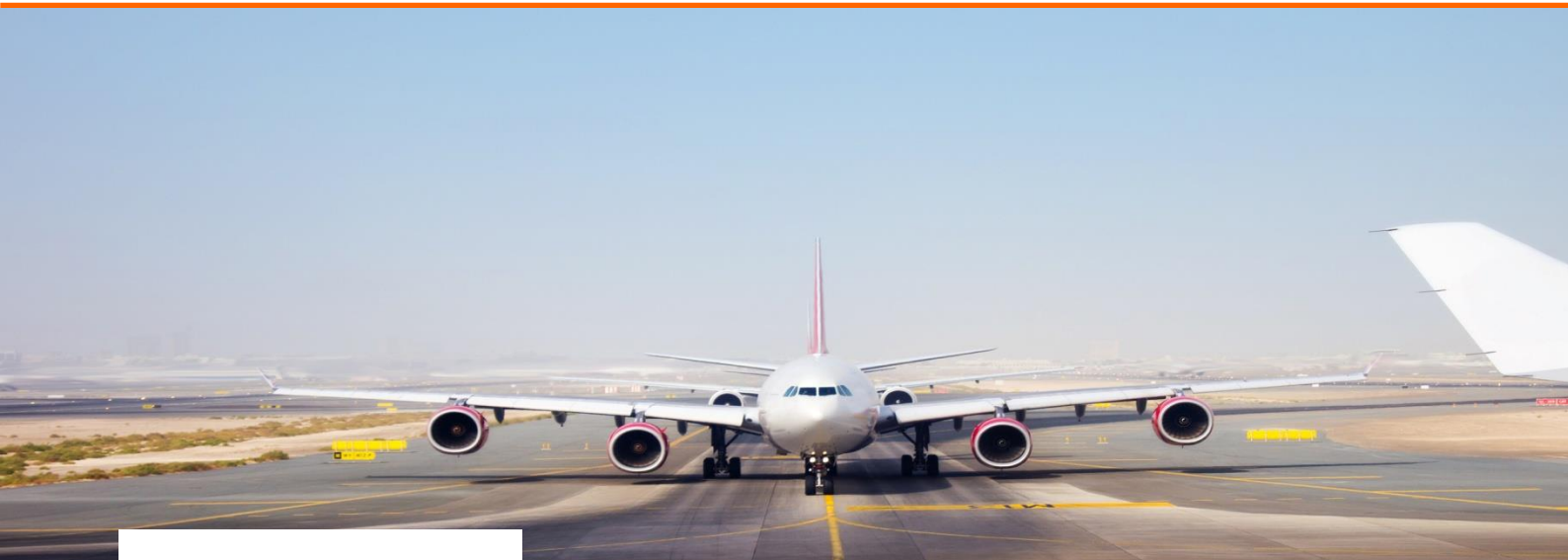
B



SCENARIO PLANNING

Case Study:

Warsaw Chopin Airport (WAW)



„The investment in BEONTRA consulting has already been worthwhile, and BEONTRA provides us reliable and detailed data for our long-term route development planning.“

Rafal Bielecki
Deputy Commercial Director
Warsaw Chopin Airport

„BEONTRA’s analytical output has supported Chopin Airport in our work on extending route network and attracting new carriers such as Emirates in 2012.“


Karolina Pierscionek
Aeronautical Services Sales
Development Analyses Section Manager
Warsaw Chopin Airport

BEONTRA HAS ACCOMPLISHED A CONSULTING PROJECT FOR WARSAW CHOPIN AIRPORT DEVELOPING STRATEGIES TO ENHANCE THE COMPETITIVE POSITION AND EXTEND WARSAW’S ROUTE NETWORK.

The comprehensive consulting project contained an airport competition analysis from passengers’ and airlines’ perspective and subsequent development of recommendations for action. The catchment area and potentials for further development of Warsaw’s route network were defined and compiled thanks to BEONTRA’s system module **B Route Development**.

WAW has used the research results to hold discussions with air carriers on the potential of airport development in terms of passenger traffic growth, and the possibilities of starting services to new destinations or increasing frequency of existing routes. The project results have guided Emirates’ decision to serve the route between Dubai and Warsaw – a huge success for Poland’s capital airport.

PROJECT CHARACTERISTICS

PROJECT NAME	Study and analysis of air traffic potential and competitive position of WAW
CLIENT	Warsaw Chopin Airport, „Polish Airports“ State Enterprise/ Warsaw, Poland
CLIENT DETAILS  LOTNISKO CHOPINA CHOPIN AIRPORT	IATA Code: WAW ICAO Code: EPWA Owner: Republic of Poland Operator: Polish Airports State Enterprise Coordinates: 52°09'57"N 20°58'02"E Passengers: 9,3 Mio (2011) Cargo: 60,625 tons (2011) Aircraft Movements: 119,399 (2011) Destinations: 82 (summer 2011)
PROJECT TIMEFRAME	October 2011 – March 2012
MAIN GOALS	<ul style="list-style-type: none"> ▪ Analysis of a current and projected situation regarding the catchment area of WAW in the years 2011-2015 ▪ Analysis of a current and future competitive position of WAW until 2015 in relation to the potential of air traffic growth (passenger traffic volume and route network) as well as the air carriers' expectations ▪ Elaboration of a program to develop a route network to/ from WAW for the years 2011-2015
PROJECT SCOPE	Consulting project based on B Route Development
REFERENCES	<p>Mr. Rafal Bielecki Deputy Commercial Director, Warsaw Chopin Airport</p> <p>Mrs. Karolina Pierscionek Aeronautical Services Sales Development Analyses Section Manager, Warsaw Chopin Airport</p>