

CONSULTANCY SOLUTIONS

Airport planning and management

Understanding the market in turbulent times

The last decade has seen a combination of public sector airport owners looking for funding for major airport infrastructure expansion, and a growing awareness of the earnings potential of these assets.

As a result, airport privatisations have seen keen market interest and high earnings multiples on bids. Yet the potential of these can be both over and underrated by enthusiastic vendors or bidders. There is a key need to understand the current and future airport market through an objective traffic forecast that builds in to the business plan for the investment. Only in that way can investors be confident that multi million dollar deals are secure. Such analysis needs a holistic approach to the airport market, considering historic trends, airline strategy, economy and demographics and tourism factors..



How Ascend can help your business

With experience in over fifty airport traffic forecasts carried out for airports, investors, governments and others, Ascend has a track record in successful analysis of the airport market. We have a range of experienced consultants that understand the particular market conditions of every kind of airport, and can present in clear objective terms the key factors of importance for traffic growth. Our detailed analyses benefit from a wide range of industry global contacts, in house databases, sophisticated interactive modelling to reflect changes in all key variables, and an ability to meet key deadlines for clients.



Ascend: professional advisory services

- Traffic forecasts
- Business plan reviews
- Catchment area analysis
- Busy day analysis
- Scenario modelling
- Route studies

Projects include

1. Abu Dhabi Midfield Terminal Project
2. Mumbai and Delhi Airport Development Study
3. Airline Capacity Projects for Narita and Haneda Airports