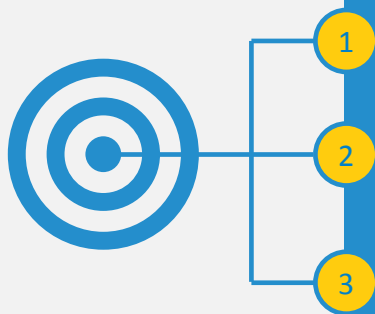


Background and objectives

- In March 2018, Air New Zealand suspended its Kāpiti to Auckland service.
- Kāpiti District Council wants to understand the potential market for an alternative operator offering similar services.
- Kāpiti District Council commissioned Colmar Brunton to conduct research into this issue.



The research aims to:



- 1 Determine whether there is a mandate for continuing to provide services from the airport.
- 2 Quantify the size of the market, including any 'untapped potential' for an alternative operator.
- 3 Understand the barriers and motivations for flying via Kāpiti Coast Airport, and identify potential opportunities to maximise uptake.

Method

Online interviewing. Participants were sourced from Colmar Brunton's consumer panel.



Weighting

The sample was selected to be representative of the target regions by age and gender. Those who had not flown using at least one of Kāpiti, Palmerston North, or Wellington airports did not qualify for the survey. The remaining qualifying respondents were weighted so the sample is representative by regional distribution.



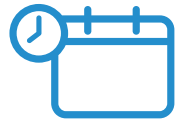
Sample population

Kāpiti Coast, Horowhenua, and Porirua residents who had flown using Kāpiti Coast, Palmerston North, or Wellington airport in the past 12 months



Fieldwork dates

8th to 16th May 2018



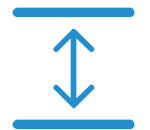
Sample size

401 total, including 251 Kāpiti Coast residents, 64 Horowhenua residents, and 86 Porirua residents



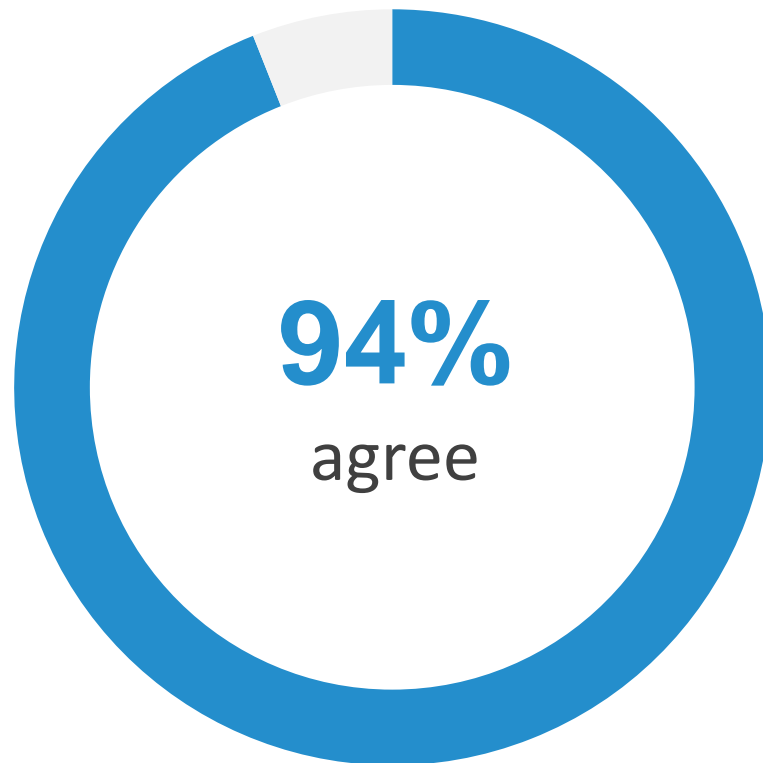
Maximum margins of error at the 95% confidence level

- n=400, +/- 4.9%
- n=200, +/- 6.9%
- n=100, +/- 9.8%
- n=50, +/- 13.9%



Kāpiti Coast residents recognise the airport's importance to the region.

Kāpiti Coast Airport is an important asset to the region.



“An airport at Paraparaumu is essential. Flights to Auckland and Christchurch are helpful for everyone.”

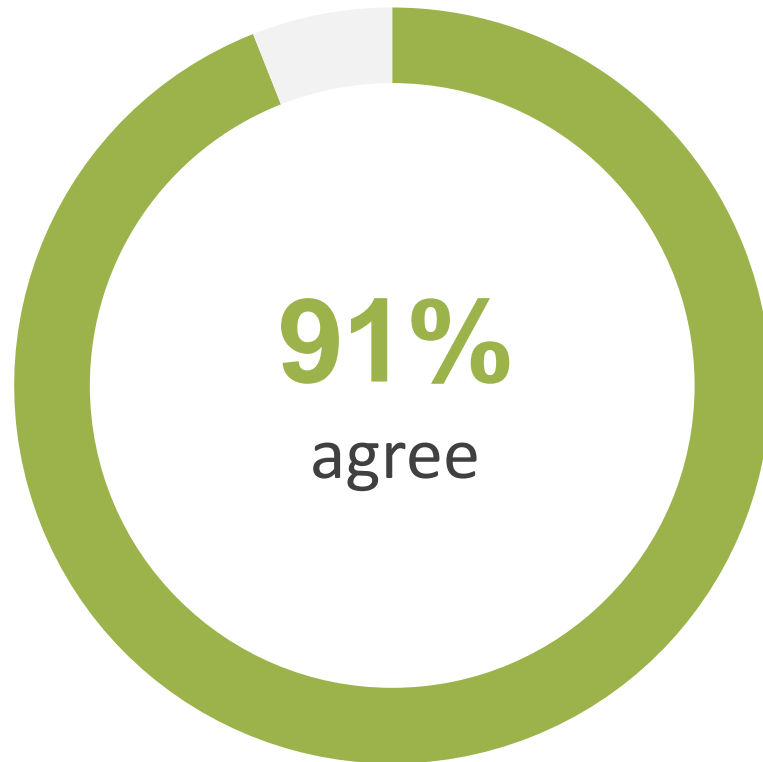
“I hope Kāpiti Airport is given a better opportunity to provide regular, reasonably priced flights to a variety of destinations. It's a great little airport, conveniently positioned for many people.”

“Even though I don't use Kāpiti Airport I think it is an asset to the Kāpiti community and should stay open.”



Residents support the effort to re-establish passenger services.

Kāpiti Coast Airport should work to ensure frequent passenger services to popular destinations around New Zealand are provided to and from the airport.



“Serving the growing population of the Kāpiti Coast is important and there should be regular flights to Auckland at least.”

“Yes we implore you to introduce a flight service particularly to Auckland, but also to other main airports in the country, but not necessarily on a daily basis.”

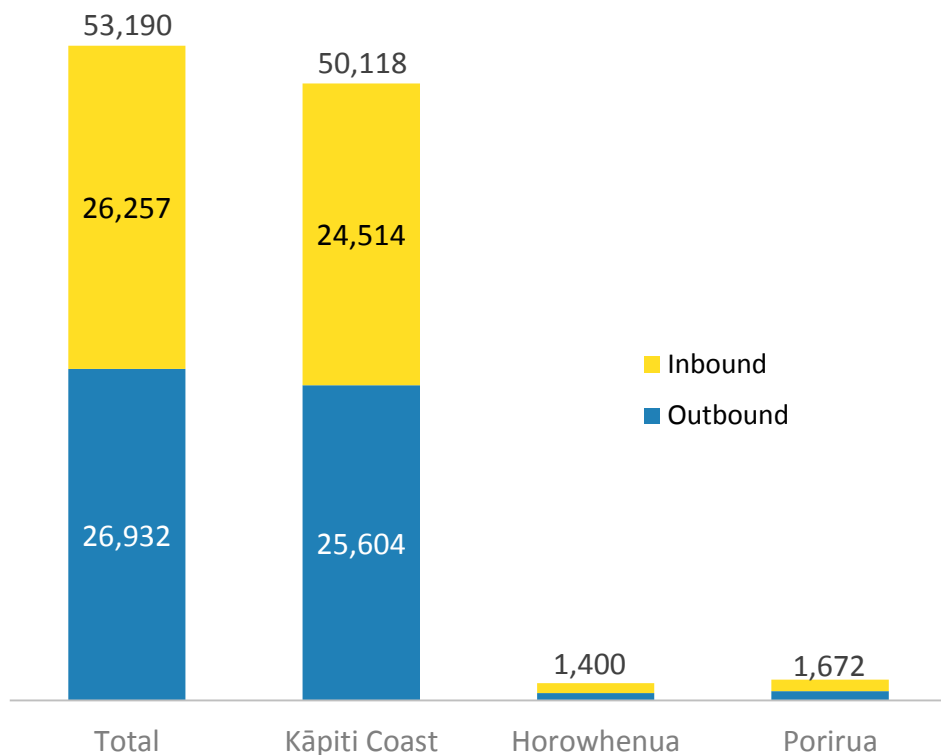
“Bring back flights to Auckland and Christchurch from Kāpiti!”

“I really hope they get an airline to fly from Kāpiti. I know many people affected by the closure of the Kāpiti-Auckland route.”



Most of the sectors were to or from Auckland. The load factor for this route was estimated to be around 80%.

Number of sectors to or from Auckland through Kāpiti Airport in the past 12 months by region of residence



Estimated load factors for PPQ/AKL flights*

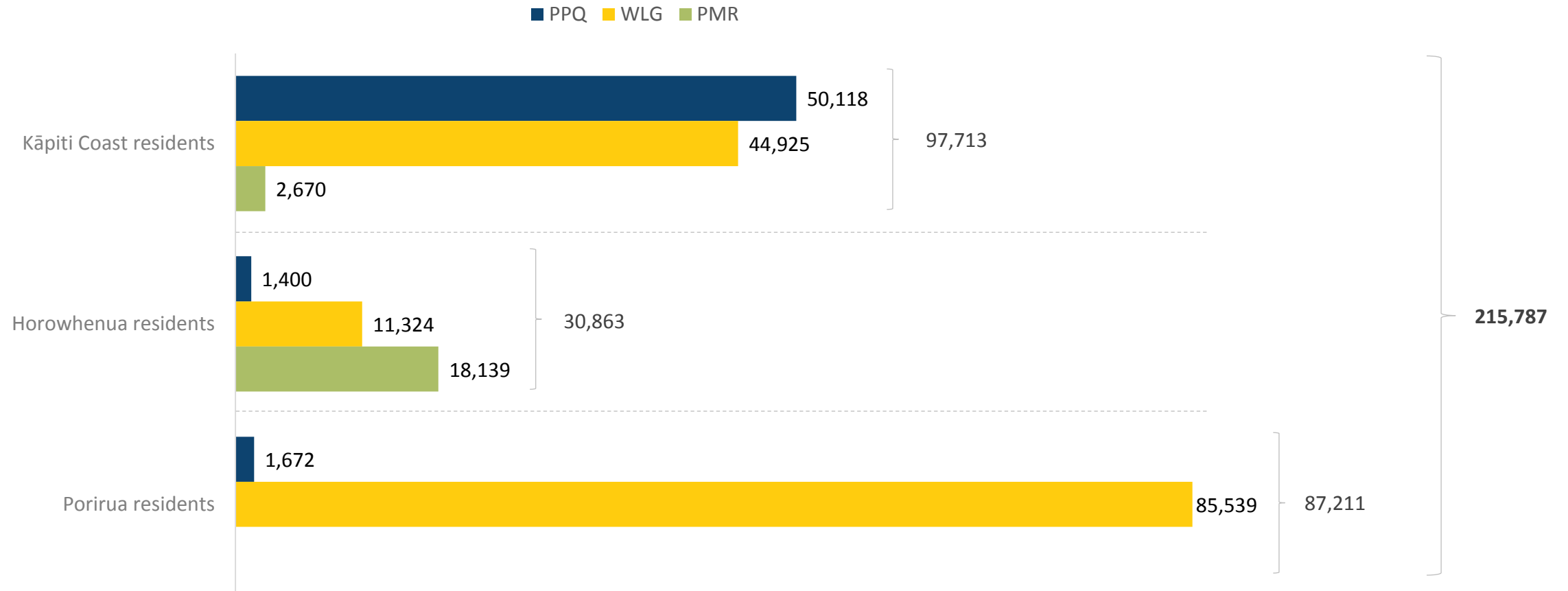
Route	Estimated load factor
PPQ → AKL	80%
AKL → PPQ	78%

Base: Population (20-82 years) of each region

*Based on 18 flights per week using Bombardier Q300 aircraft (50 pax)

Untapped potential from neighbouring districts

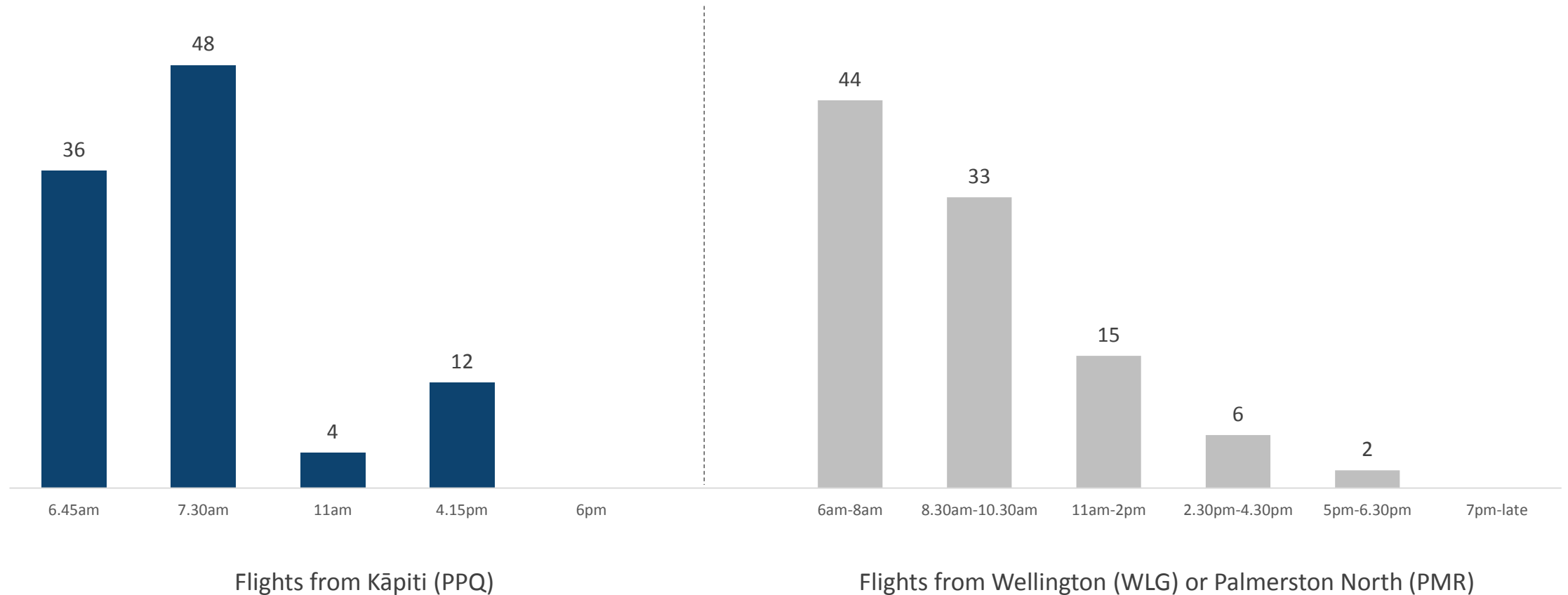
Number of sectors to or from Auckland by airport by region



Business travellers clearly prefer morning departures.

%

Departure times preferred by business travellers to Auckland or Christchurch (on weekdays)*



Base: Those whose next flight to Auckland or Christchurch will be for business reasons (n≈20)

* Results are indicative only due to small base sizes

It's clear that pricing fares competitively and optimising the flight schedule are key. However, it's also important to convince flyers of the convenience of travelling from Kāpiti.

%

Changes that would encourage people to use Kāpiti Airport in future

