

Building a Global Hunter

Key drivers and attractors for bringing international flights to regional airports

February 2022



Why I love the Hunter... and I am so optimistic



- Never got to be a pilot
- Spent my weekends in the Hunter Valley
- Started a business in 2009: Newcastle Airport was one of the first ~~guinea pigs~~ clients
- Aussie business that went global: Now work for 80 airports/destinations around the world

My goal: Building a Global Hunter

~~Building a Global Hunter~~ Airline Economics 101

New markets



A Successful New Market

Ingredients...

Adequate
Infrastructure



Compelling
Proposition



A Willing
Airline

A new market is a significant undertaking, and usually the last option for an airline

Step One: Infrastructure... or “can we do it?”



**Airport physical
infrastructure**

**Aircraft
performance**



**Government
agencies**

Treaty rights



Step Two: A Compelling Proposition

FACT

Very few markets are supported by one-direction demand

FACT

The Hunter has a small population for long-haul services

FACT

Secondary airports don't have a great record of success

However...

Directional flows don't need to be equal

However...

Dynamics are changing in favour of smaller opportunities

However...

Markets that create their own demand do better

Balanced flows boost route success

Predominantly Outbound

(from Australia etc)



balı
the island of gods



PHUKET

Predominantly Inbound

(to Australia etc)



Mixed Direction Demand



The long-haul stars are aligning for the Hunter...



"It can fly routes like Cairns-Tokyo or Melbourne-Singapore, which existing narrowbodies can't, and that changes the economics of lots of potential routes into Asia to make them not just physically possible but financially attractive" - Alan Joyce

**Next generation aircraft
are smaller but longer
range**

**Higher efficiency
means lower costs**

**You don't need 3
million people to
support a long-haul
service**

The best 'second city' airports lean into their own offer



99km from Brisbane → NTL: 183km from Sydney



The City of
SAN DIEGO

FORT
LAUDERDALE

YOUR LONDON AIRPORT
Gatwick

AILEVONPACIFIC
AVIATION CONSULTING

The Hunter has outstanding international appeal



Building a Global Hunter

Capture our own market

Keep locals 'local', bring in visitors directly

Find mixed flow markets

Focus on markets with appeal to residents & from visitors

Lean into the Hunter Offer

Strengthen & promote the Hunter's appeal

Leverage new dynamics

Nimbler aircraft that change the game in our favour

THE GLOBAL HUNTER IS COMING...

Thank you!

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