



SOLEMN DECLARATION – INDIVIDUAL ASSIGNMENT

Solemn declaration by the student

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AT LAST – FLYING TO AND FROM THE NORTH-WEST PROVINCE!

Marketing Research: Market needs for Potchefstroom airport.

I Theresa Bowen (21631123) declare herewith that the assignment which I herewith submit to the North-West University as partial completion of the requirements set for the MBA degree is my own work.

Signature of student

Student number 21631123

Signed at Potchefstroom

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AT LAST – FLYING TO AND FROM THE NORTH-WEST PROVINCE!

The purpose of this assignment is to guide students towards discovering the important marketing concepts of *marketing research and report writing*.

The page limit is 20 pages of content (excluding the reference list).

The North-West Province lies a bit off the beaten track (well in airline terms), yet there is a lot of traffic travelling to and from the province to Johannesburg, Durban and Cape Town. However, despite fully functional airport facilities in both Potchefstroom and Mafikeng, there are no flights from Potchefstroom and virtually none from Mafikeng.

Potchefstroom's airport facilities were upgraded with the 2010 Soccer World Cup when the city hosted the cup-winning team from Spain. The airstrip can now safely handle a Boeing 737 or equivalent as per Spain's request. The city council paid for this upgrade with resident taxpayers' money and promised that the upgrade will lead to a functioning commercial airport. As usual, these promises stayed promises, and no commercial airport was established. This was to the dismay of many eager potential flyers who still have to travel by road to either Lanseria or OR Tambo to fly to distant destinations.

In Mafikeng, very limited flights are offered and the airport is for practical reasons a non-functional airport. Also, flying from this airport is risky. Many passengers have experienced the shock of arriving for a flight to Johannesburg's OR Tambo airport, only to be told that they are going to be transported by an airline bus. This happens because not enough seats were sold on the flight – so there will be no aeroplane, get on the bus! This is a travel warning not to book a flight from Mafikeng!

It is also noteworthy that flying to Potchefstroom and/or Mafikeng could also open up new destinations in the Northern Cape such as Kathu and Upington. (In fact, private charter planes fly regularly – and profitably - from Lanseria to Kathu).

In previous years, SAA successfully engaged smaller destinations in two ways. Firstly, by smaller flying turboprop planes to these destinations, or by employing a "milk train" approach whereby the plane lands at several destinations. The most famous historical "milk train" flight was the Johannesburg, Kimberly, Bloemfontein, East London flight where the plane landed to pick up and offload passengers at their desired destinations.

The Premier of the North-West realises that to improve transport, tourism and business in his province, air travel needs to be part of the deal. He proposes to analyse the market for air travel in the North-West Province (with a possibility to extend these flights into the Northern Cape), and this is where you come in.

The Premier believes this is a worthy cause with potentially many air travellers from the business such as the NWU (both in Potchefstroom and Mafikeng), Senwes, the mines, NWK Limited (in Lichtenburg), and the Government sector (Mafikeng) to name but a few. Also, it is obvious that to start with large jet-propelled engine planes such as a Boeing 737 would not be profitable; the situation calls for starting with a smaller passenger contingent and then to grow the flights and passenger numbers into full-fledged airline destinations.

The Premier tasks you, as an astute MBA student, to analyse the market needs for air travel as discussed above. You have four project options to do your analysis.

Choose any one of the four options below and state clearly which analysis you are performing on your cover page of your assignment.

- Analyse the market needs for the Potchefstroom airport.
- Analyse the market needs for the Potchefstroom airport.
- Analyse the market needs for the combined Potchefstroom and Mafikeng airports (Milk train 1 approach).
- Analyse the market needs for the Potchefstroom, Mafikeng and then on into the Northern Cape airports (Milk train 2 approach).

The page limit is 20 pages excluding the questionnaire (which is added as an appendix) and references. It is not required to also submit your completed questionnaires.

Take note of the fact that the **Harvard referencing technique (as prescribed in the NWU reference guidebook)** needs to be applied strictly in both text references as well as in the list of references. Incorrect referencing will be penalised.

1 LITERATURE REVIEW

1.1 Introduction

Bill Gates once said: *“The Wright Brothers created the single greatest cultural force since the invention of writing. The aeroplane becomes the first World Wide Web, bringing people, languages, and values together”*. The first flight of the Wright Brothers in 1903, was shorter than the wingspan of a Boeing 747. Little did they know then, what major influence their invention will have on the world?

In this assignment, we will explore the possibility of the development of an airport in Potchefstroom. In the first section, the concepts related to this project will be explored, including the influence of such an airport on social-economic factors, the cost involved, as well as which aeroplanes would be suitable for an airport of this nature.

1.2 Development of a new airport route

Route development may be described as the marketing activities conducted by airports to attract new interest, attracting, implementing, increasing, maintaining or any increase in air service which can involve improvements in pricing, occurrence, ability, hub connectivity or the amount of non-stop destinations served (Halpern & Graham, 2015).

The aim of route creation is connectivity-related. The type of operation that is being targeted can also differ significantly (Halpern & Graham, 2015). That, along with the comparatively low service consistency, can be daunting because of the diverse economies and airline business models. Depending on the existence of the airport operator and the relationship with stakeholders in the surrounding community, larger and nuanced priorities may emerge relevant to greater regional advantages such as tourist growth or enhanced access for companies or residents.

To be competitive in route growth, the airport operator needs to conduct a substantial amount of marketing work. Halpern and Graham (2015) explains how this is required to help the following stages in the route planning process: determining catchment area; performing traffic assessments; finding un-serviced or underserved routes; producing demand estimates for future routes; selecting suitable airlines to operate the routes; and undertaking a route financial feasibility evaluation (Halpern & Graham, 2015).

Once the necessary work is conducted, the airport operator must determine whether to convey this information to airlines and explain opportunities for new routes or expanding airport services. The building of relationships between the airport operator and the airline is essential to the growth of routes (Halpern & Graham, 2015).

1.3 Passenger airport choice behaviour

The problem of choosing an airport draws significant scrutiny. Most research, however, relies on using sophisticated discrete choice models to examine the conduct of the airport (Zhang & Xie, 2005). Zhang and Xie research link evidence to Mississippi's Golden Triangle Regional Airport being used in logistic regressions to determine primary variables affecting airport preferences for air travellers (Zhang & Xie, 2005).

The actions of passengers deciding between small local regional airports and more remote large mainly influences were found to be ticket size, familiarity with the Golden Triangle Regional Airport and trip program. More inclined to prefer bigger airports nearby, and the subsequent decreased number of aircraft usually contributes to more flight reductions or complete lack of air service (Zhang & Xie, 2005).

Airport selection models were used to research, airport selection from travellers (Zhang & Xie, 2005). Studies found that the most important factors were the duration of land access and the level of direct connection to the selected destination. Flight decisions are worked within a two-level nested regression model: the importance of travel costs for passengers at leisure when business passengers prioritize access time (Zhang & Xie, 2005).

1.4 Airports and economic development

Studies by Button considered air travel to be one of the most important transportation types in the USA, both influenced and stimulated economic growth (Button et al., 2010). Prior economic impact analyses of air travel have concentrated largely on the linkages between major airports and regional economic growth. The effect of small airports on their surrounding communities has gained even less coverage (Button et al., 2010).

Many claims that small airports which run a passenger model can contribute significantly to regional economic growth, not unlike an urban transit service. Except for some research on tourism destinations with high incomes, previous studies offer no concrete evidence to suggest a significant positive association between local air travel and economic growth (Button et al., 2010).

Regional economic development led by other factors that contribute to greater air traffic; can still serve as a stimulus for local investment by increasing traffic (Button et al., 2010). Public use of infrastructure such as airports is also seen as a significant component, particularly after the work of David Aschauer showed connections between public spending on infrastructure and productivity growth at the aggregate level. However, recent research has questioned concerns such as the course of causality, how services are controlled and whether the findings suffer from extreme bias in aggregation (Button et al., 2010).

1.5 The potential socio-economic contribution of airports

According to the National Airports Development Plan, Airports have been seen to contribute in several ways to socio-economic growth, including enhancing people's access to geographic areas for medical, vital infrastructure, industry or tourism purposes (DOT, 2015). Making a location more appealing to certain sectors for investment, particularly knowledge-intensive sectors such as bioengineering, pharmaceutical companies, academic institutions and banking sectors. In the case of major airports, this also has important direct influences in terms of jobs and investment in the airport district, as well as aggregate effects from jobs and spending. It also promotes transportation and growth of resources in the area of the airport. Contributes to the country profile(DOT, 2015).

1.6 Airports and Tourism

Air and tourism are linked. The development of innovative business models like charter airlines is a driving force and sometimes a catalyst for air travel change (Bieger & Wittmer, 2006) For the strategic growth of destinations, a clear and air connectivity approach would seem fitting. To airlines, it is important to analyze and understand business models for the destinations. By influencing the external regulatory environment of air traffic, the government affect tourism (Bieger & Wittmer, 2006).

This is too short-sighted to see only one unidirectional impact on air travel as a driving force for tourism. Innovative tourism technologies, particularly original travel methods and new destinations, have also influenced demand-influenced aviation (Bieger & Wittmer, 2006). Introducing attractions such as theme parks or customizable travel criteria. The needs for more versatility in transport systems were generated by new leisure forms, such as short holidays and visiting friends and families (Bieger & Wittmer, 2006).

1.7 Conclusion

In the first section, the concepts related to this project will be explored, including the influence of such an airport on social-economic factors, the cost involved, as well as which aeroplanes would be suitable for an airport of this nature where explored. In the next section, we will review airport cost and overheads

2 AIRPORT COST AND OVERHEADS

2.1 Introduction

By reducing the expenses and overheads, airlines can compete. The success of an airline depends on airport infrastructure, aircraft fuel supply, manpower, etc. Airlines' expenses are usually classified into the following categories: direct operational expenses, indirect operating costs and depreciation costs (Camilleri, 2018). Primary operational costs are incurred as a direct product of the running of a particular service, such as gasoline and energy used on a flight; indirect operating costs are incurred over an entire period, such as an operating season; pilot salaries have to be charged, even though a specific service is cancelled; and fixed costs are incurred over much longer periods, such as structures or the salary of the airline executives (Camilleri, 2018).

2.2 The Direct Operating Costs

Direct operating expenses arise because flights are run. There are two types of direct running costs within the airline industry; aeroplane-related and traffic-related (Camilleri, 2018).

- **Aeroplane-related:** Costs associated with the aircraft apply to the type of aircraft being run. For example fuel and gasoline, upkeep, landing fees, en-route fees, handling fees and crew charges.

- **Traffic-related:** Costs relating to traffic are irrespective of the size of the aircraft. For example fees for travellers and cargo, payments for airport loads, charging for inflight and expenses associated with general flights.

Please refer to Addendum D: for an explanation of these costs

2.3 Indirect Operating Costs:

Indirect running expenditures is when a definite amount of flying has been designated, certain costs cannot be avoided. In other words, in case of a flight termination, the costs of standing aircraft charges, flight crew pay, cabin crew pay and handling costs incurred cannot be avoided. Other factors which should also be taken into account are the influence of the airline environment on the functioning costs of the aeroplane. Long haul connections have higher costs than short-haul connections. There are diverse explanations for this: short-haul operations must pay a higher amount of landing and handling fees; short-haul operations, by their nature; causes more unproductive aircraft procedure times, principally during approach and take-off times; fuel consumption is higher at low operational tariffs (Camilleri, 2018).

This results in reduced utilization of aircraft, and lower rates of productivity. A short-haul service requires greater maintenance costs. It is directly linked to the need to redesign the components associated with the process, including; engine parts and undercarriage systems. Fixed costs including standing charges can also be spread over longer flying hours to achieve lower unit costs should also be calculated (Camilleri, 2018).

Short-haul operations, if the turnarounds are kept as short as possible, fleet use may be increased. Cost rates in a given fleet are directly related to the number and size of aircraft. Certain expenses can be related to running a limited fleet, as well. It is expected that the smaller airlines would have sufficient provision for their standby capability or schedule recovery. Therefore, small airlines cannot conduct in-house functions (for example; maintenance and pilot training). They use from other companies for these services, generally at a very high cost (Camilleri, 2018).

2.4 Airports and subsidies

Small and regional airports, due to restricted traffic and minimum requirements for fixed facilities, often have inadequate revenue to cover their costs. The problem is how to efficiently organize and operate these airports. They often need help financially to survive. Many airports are run independently and receive direct local and federal subsidies (Ülkü, 2014).

2.5 Development of smaller airports

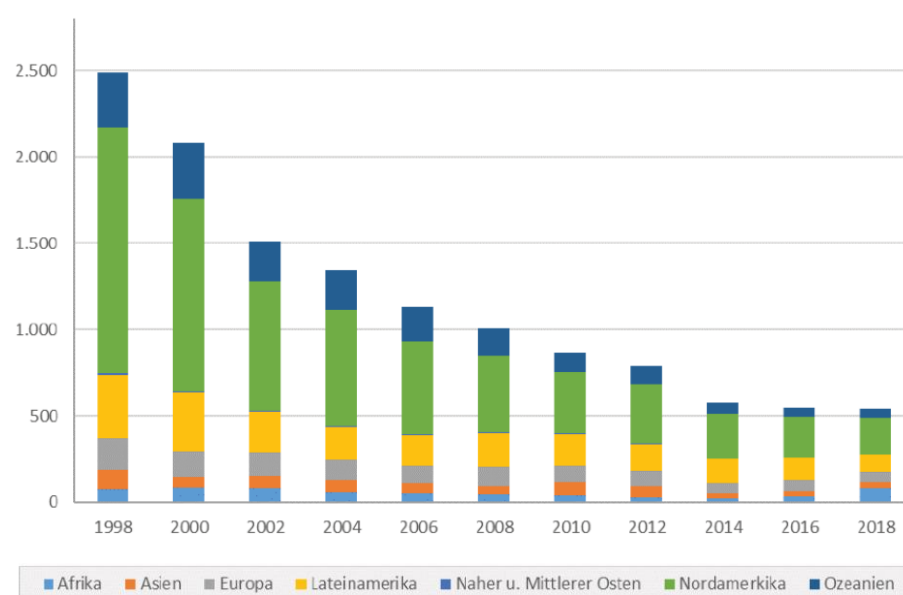
It has been shown that aviation is driving economic growth in some countries, while economic growth is driving aviation systems in others (Tolcha et al., 2020). Spain has shown that between 2010 and 2015 the airport network grew substantially and that the basis for economic growth is intensive air transport infrastructure (Grancay, 2009). It is fair to assume that with rapid economic changes, the increase in transport infrastructure is significant. This will apply to airports and motorways in particular (Majka, 2013)

Economic growth produced air travel for Kenya, Nigeria and South Africa (Tolcha et al., 2020). Literature suggests that between 1993 and 2016 there was a strong linear reversal between GDP and air transport (Pisa & Luke, 2018). Mobile quick transportation of cargo and people is important for a new, evolving society. The aircraft is the fastest available means in the entire transportation system (Majka, 2013). The climate has changed in South Africa with air-travel deregulation (Mhlanga, 2017) with an effect on the operations and systemic structure of these industries from rewards to new goods and services (Mhlanga, 2017).

Many countries, such as Spain, have a policy of decentralization that helps to construct and improve the infrastructure of airports. This is also fostered by cheap grants in the EU, seeking to develop tourism (Grancay, 2009). Alternative transport solutions, such as the often cheaper and quicker high-speed rail, in First World countries bring intensified competition (Paul et al., 2020). Deregulation, by comparison, helped passengers by offering a broader range of options and more flights and offering more choices concerning departure.

A new emphasis was put on the economic viability of small local airports in Spain during the financial crisis of 2008 (Grancay, 2009). The need to streamline service, minimize costs and avoid losses is also the priority of airports and airlines, as with normal businesses. Subventions are usually preferable to low-cost carriers. This facilitated the provision of cheap services and the increase in passenger transport. This 2008 crisis showed that these the airports that cannot be sustained in tough economic times because they are not competitive because the number of travellers is declining too dramatically. In other European countries, the same pattern was observed as well (Grancay, 2009). For the different countries in the world, the decrease in the use of smaller aircraft, such as 19-seater.

Figure 1: The decline in the use of smaller aircrafts



The cost of running an air service is high. Many airports may not survive, even with the subsidiaries. A total of 17 carriers entered the South African market between 1991 and 2016, a mere 8 of them remained in operation after 2016 (Mhlanga, 2017).

2.6 Conclusion

In this section, the cost and overheads of an airport have been discussed. This included the direct as well as the indirect airport costs, subsidies as well as the influence of these cost on the development of a small airport. In the next section, we will discuss airports in South Africa, as well as factors influencing the Potchefstroom airport

3 SOUTH AFRICAN PLANES AND AIRPORT

3.1 Introduction

In the previous section, the cost and overheads of an airport have been discussed. This included the direct as well as the indirect airport costs, subsidies as well as the influence of these cost on the development of a small airport. In the next section, we will discuss airports in South Africa, as well as factors influencing the Potchefstroom airport. This includes discussion on existing airports, as well as suitable small aeroplanes to be used by this airport.

3.2 South Africa's existing airport network

South Africa has an airport network of more than 1,500 airports in terms of airport capacity and services, both aeronautical and non-aeronautical, licensing and international port of entry status (DOT, 2015). The number of airlines per person in South Africa is higher than that of the US, China or Europe (Mhlanga, 2017).

The table below summarises airports within each province, as well as the percentage it contributes to the GDP:

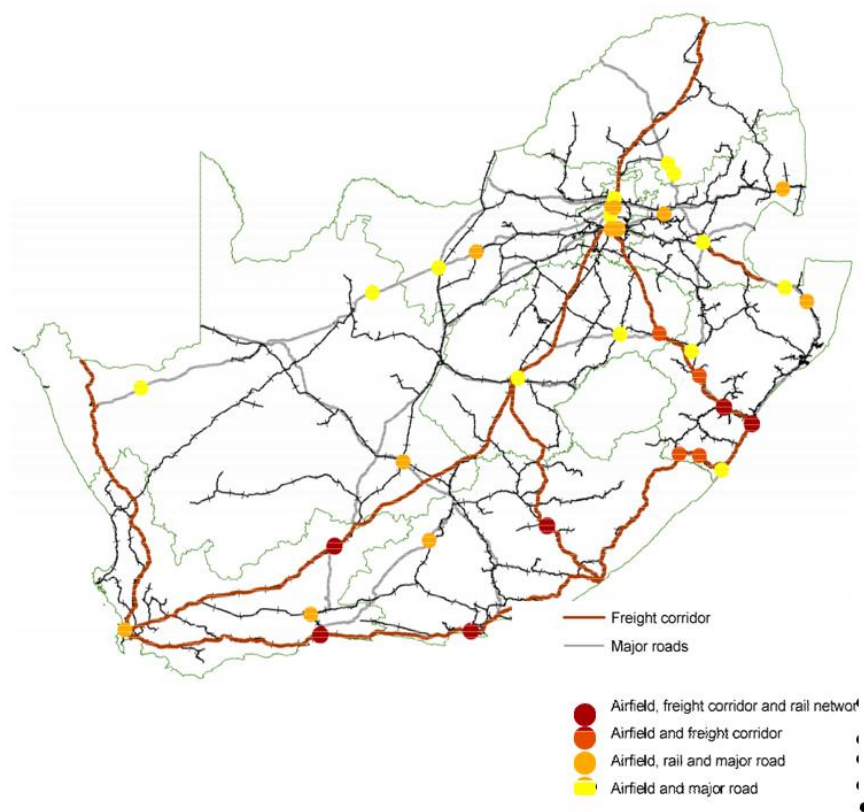
Province	% of airports	% area	% of population	% GDP
Limpopo	16%	10%	10.4%	7.3%
Mpumalanga	14%	6%	7.8%	7.6%
Northern Cape	14%	31%	2.2%	2%
Eastern Cape	11%	15%	12.6%	7.7%
KwaZulu-Natal	11%	8%	19.8%	16%
Free State	9%	11%	5.2%	5.1%
Gauteng	7%	1%	23.9%	33.8%
North West	7%	9%	6.8%	6.8%
Western Cape	11%	11%	11.3%	13.7%

The provincial share of airports is higher than the share of the region, population and Gross Domestic Product (GDP) in Limpopo and Mpumalanga alone. It is likely to be due to the predominance in these regions in game reserves, fisheries, livestock and mines, as well as their locations on the South African frontier. Within these regions, a growing number of airports support the hospitality industry among others (DOT, 2015). As seen below, most airports are located near urban areas:

Total % of airports in and near urban areas	
Urban	16%
Within 1km of the main town	19%
Within 5km of the main town	59%
Within 1km of another town	68%
Within 5km of another town	87%

Proximity to the strategic transport network: An evaluation of the proximity of airports in South Africa of the strategic road and port rail network and corridors offers an overview of the need for enhanced intermodal connectivity. Most airports in Western Cape, Eastern Cape and KwaZulu-Natal can create intermodal ties with the proximity to freight corridors and the railways as shown in the map.

Figure 2: Airports in a 2km radius



It is therefore important to consider this factor when determining the location of Potchefstroom airport. Air transport can have a positive impact on the economic revitalisation of South Africa's roads in the modern age, particularly in rural regions where maintenance is not complete.

3.3 Potchefstroom Airport

3.3.1 Potchefstroom Airport

Potchefstroom Airport is a small airport in the north-western region of South Africa in Potchefstroom. There are two runways at the airport, asphalt and a grass road. The airport is a base for the leading gliding club Akavlieg Potchefstroom, the Stratos Jet Charters that organize private flights to Potchefstroom (TravelGround, 2020). This airport is situated outside of Potchefstroom but is still accessible to national roads, restaurants and other nearby airports Please refer to Addendum F for more information regarding this current airport. When determining the aeroplane size to be used, one needs to consider the facilities available in terms of runways, and whether this infrastructure needs to be upgraded.

3.3.2 Applications of smaller aeroplanes

The creation of small Regional Air Forces (Paul et al., 2020), which can carry up to 19 passengers, could only be fitting for shorter routes. For small local airports, a cheaper infrastructure is required because it requires quick departures and attainment based on aircraft size. Usually, only small, 19-person aeroplanes, which also use minimal facilities, are accommodated in the small local airports (Paul et al., 2020). Smaller aircraft are used for different application, this mat includes, parachuting and cargo.

This demonstrates that small aircraft are used to carry much more than just men. Such various uses add value to the properties of the owner. Light aeroplanes are more important because they have lower costs and greater versatility and can be easily adjusted to evolving marketing requirements and demands (Majka, 2013).

3.3.3 Typically suitable aeroplanes

When selecting an aircraft, one needs to consider whether it is a financially viable the following factors need to be considered: the profitability, sustainable, runway capacities, size, passenger capacity as well as the impact on health and the environment (Ssamula 2006). Historically South African airlines chosen the modules: BAE Jetstream 41 as a popular choice, as well as the Boeing 737 (Online, 2020)

Figure 3: 1.1 Purchases of smaller aeroplanes in the history of South Africa

Aeroplane	Model Number	Number of Planes
Airlink airline	BAe 146-200	3
Airlink airline	Embraer ERJ 135 LR	5
Airlink airline	BAE Jetstream 41	14
British Airways	Boeing 737-200	4
British Airways	Boeing 737-300	7
British Airways	Boeing 737-400	2
Interlink airline	Boeing 737-200	1
Interlink airline	McDonnell Douglas DC9	1

Based on the needs as well as the capacity of the Potchefstroom Airport the following planes were selected as possible candidates to be used (Textron-Aviation, 2020).

	Cessna Grand Caravan Ex	Cessna Citation Longitude	Cessna Citation XLS	Cessna Citation Sovereign	BAE Jetstream 41	Boeing 737-200	Boeing 737-300	Boeing 737-400
Wingspan	15,88m	21,01m	17,17m	22,05m	18m	35,53m	33,40m	36,45m
Length	12,67m	22,30m	16,00m	19,35m	19m	28,35m	28,88m	28,88m
Height	4,06m	5,92m	5,23m	6,20m	5,74m	11,29m	11,13m	11,13m
Number of Passagers	9	9	8	9	14	215	128	149

Aeroplane features which stood out in the selection of these planes are as follows: Good hardware and interface, flight control available, dependable and efficient performance and being comfortable. Please refer to Addendum C for images of these planes.

3.4 Conclusion

In this section, airports in South Africa, as well as factors influencing the Potchefstroom airport were discussed. This included discussion on existing airports, as well as suitable small aeroplanes to be used by this airport. The next section is the empirical research of this assignment.

4 EMPIRICAL RESEARCH

4.1 Introduction

In this assignment, it is required to design an empirical research study to determine the number of potential flying passengers, the preferred days of the week, and the preferred times that they would like to fly to and from Potchefstroom

4.2 Research Design

This research is conducted in a quantitative study, using a closed-ended questionnaire

4.3 Study Population

Random sample – The questionnaire was distributed to possible respondents, who had the choice to voluntary answer it. All respondents reside in South Africa

4.4 Method of data collection

Closed-ended Questionnaire, distributed via Google Forms

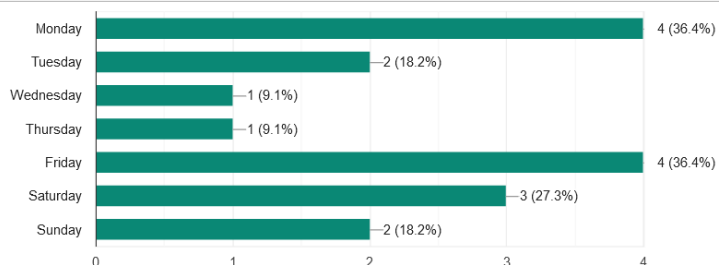
4.5 Questionnaire

The closed-ended questionnaire was distributed to 11 participants. Please refer to Addendum A for a copy of this questionnaire.

4.6 Findings

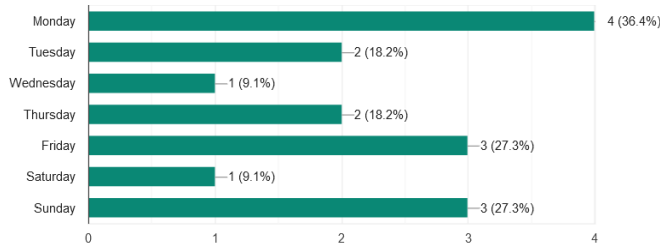
Results from the questionnaire

Which days would you prefer TO fly to Potchefstroom?



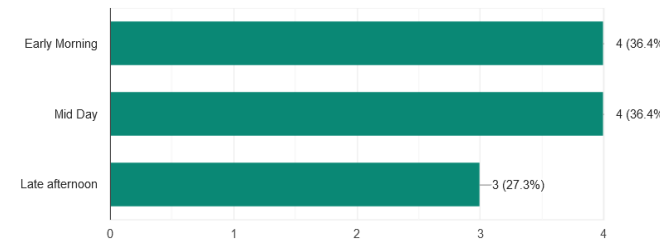
The most popular flight days to fly to Potchefstroom are Mondays and Fridays. The least is during the mid-week, namely Wednesdays and Thursdays

Which days would you prefer FROM fly to Potchefstroom?



The most popular flight days to fly from Potchefstroom are Mondays and Fridays and Sundays. The least are Wednesdays and Saturdays.

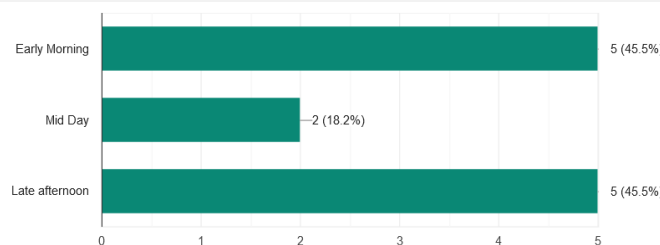
What will be your preferred time slot to fly INTO Potchefstroom



Early Mornings and Mid-day are the most popular times to fly to Potchefstroom.

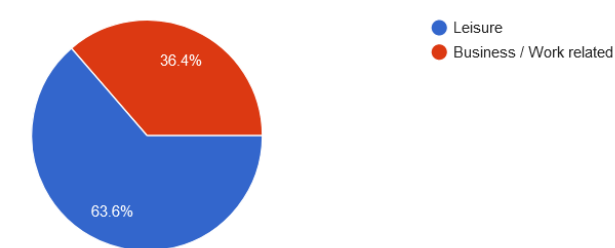
What will be your preferred timeslot for flying from Potchefstroom?

9



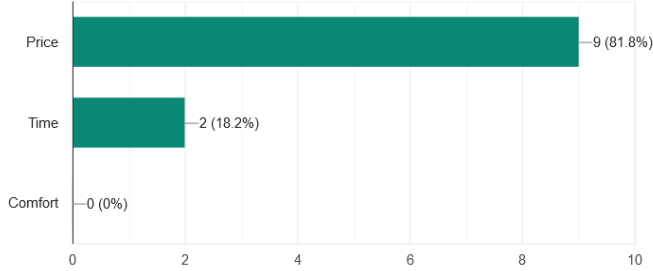
Early Mornings and Late afternoons are the most popular times to fly from Potchefstroom.

What is the purpose of your flights?



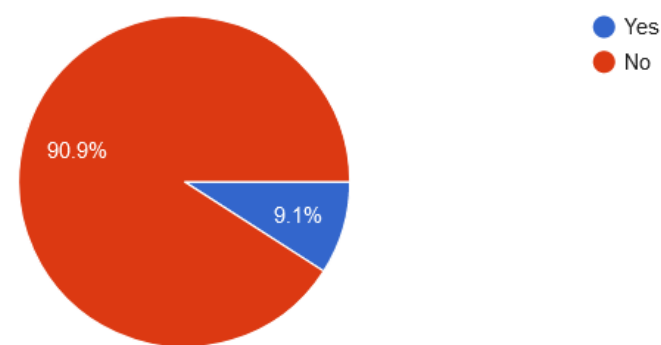
More than half of the participants will make use of this airport for leisure reasons.

If you purchase a flight ticket, your decision is determined by:



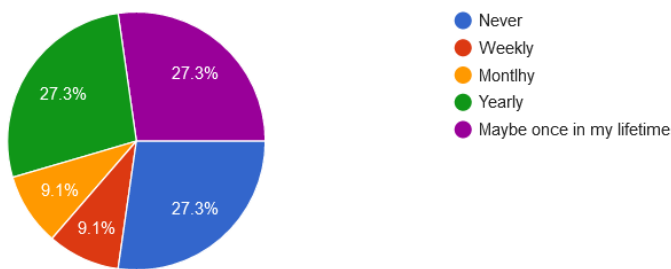
Most respondents are price sensitive. And therefore select the cheapest air ticket when making their decision to purchase.

Do you require meals during flights?



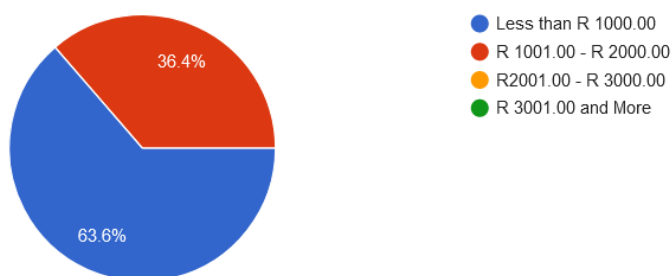
Majority of respondents do not require meals during flights.

How often would you fly between Potchefstroom and Durban?



More than half of the respondents will only never or only make use of this airport during their lifetime. The demand for this destination is therefore low.

What do you feel is a reasonable price for a return-flight between Potchefstroom and Durban?



Respondents are willing to pay less than R 2 000.00 per ticket between Potchefstroom and Durban. The majority indicated the price should be less than R 1 000.00

How often would you fly between Potchefstroom and Cape Town?	
A pie chart showing the frequency of flights between Potchefstroom and Cape Town. The chart is divided into four segments: a large green segment for 'Yearly' at 54.5%, a purple segment for 'Maybe once in my lifetime' at 27.3%, a blue segment for 'Never' at 18.2%, and a very small orange segment for 'Monthly' at 0%. A legend to the right of the chart lists the categories with their corresponding colors: Never (blue), Weekly (orange), Monthly (yellow), Yearly (green), and Maybe once in my lifetime (purple).	More than half of the respondents will only never or only make use of this airport during their lifetime. The demand for this destination is therefore low.
What do you feel is a reasonable price for a return-flight between Potchefstroom and Cape Town?	
A pie chart showing the reasonable price for a return-flight between Potchefstroom and Cape Town. The chart is divided into three segments: a red segment for 'R 1001.00 - R 2000.00' at 45.5%, an orange segment for 'R 2001.00 - R 3000.00' at 36.4%, and a blue segment for 'Less than R 1000.00' at 18.2%. A legend to the right of the chart lists the price ranges with their corresponding colors: Less than R 1000.00 (blue), R 1001.00 - R 2000.00 (red), R 2001.00 - R 3000.00 (orange), and R 3001.00 and More (green).	Respondents are willing to pay less than R 3 000.00 per ticket between Potchefstroom and Cape Town. The majority indicated the price should be less than R 2 000.00

4.7 Conclusion

In this section, an empirical research study has been conducted to determine the number of potential flying passengers, the preferred days of the week, and the preferred times that they would like to fly to and from Potchefstroom, In the next section the feasibility of these flights will be determined.

5 FEASIBILITY

5.1 Introduction

The net income and operating costs of an aeroplane and an airline are determined by several factors. Which may include, but are not limited to, the use of aircraft, fleet size, labour costs as well as the type of aircraft, the speed at which it flies, the required crew and the list (Camilleri, 2018) the feasibility of flights to and from Potchefstroom will be determined.

5.2 Value of Air ticket

When a traveller purchase an air ticket they consider many factors which add to the value of the purchase. This may include Comfort, Add on provided by the airline e.g. free check-ins, the possibility of delays, route selection, Airline reward, Cancellation policies, amount of luggage permittable as well as food options (Rose, 2019). Please refer to Addendum B, which represents a fact sheet of what options are currently available by other airlines in South Africa. Also refer to Addendum D representing the cost of similar flights offered between, Lanseria Airport, Durban and Cape Town. This provides us with an estimate of what ticket cost are for these services.

5.3 Breakeven analysis and cost price per seat

Because all costs cannot be determined, for example, air tax as well as salaries and fuel prices. This following analysis is therefore based on a projection only. Cost is based on running costs per aircraft provided by Aircraft cost Calculator (Aircraft-Cost-Calculator, 2020). Projections are based on cost per hour, maximum passengers as well as the flight speed of the aircraft.

Figure 41: Breakeven analysis and cost price per seat

	Cessna Grand Caravan Ex	Cessna Citation Longitude	Cessna Citation XLS	Cessna Citation Sovereign	BAE Jetstream 41	Boeing 737-200	Boeing 737-300	Boeing 737-400
Passenger Info								
Max number of passenger	9	9	8	9	14	215	149	170
Cost per hour								
Cost: Hour Cost in \$	\$ 948,86	\$ 3912,07	\$ 2863,01	\$ 3375,45	\$ 2482,75	\$ 8424,70	\$ 8120,47	\$ 7123,79
Dollar exchange rate - R17, 39 (15/08/2020)	R 17,39	R 17,39	R 17,39	R 17,39	R 17,39	R 17,39	R 17,39	R 17,39
Cost: Hour Cost in R	R 16500,68	R 68030,90	R 49787,74	R 58699,08	R 43175,02	R 146505,53	R 141214,97	R 123882,71
Cost per person								
Price per person per hour in Rands	R 1833,41	R 7558,99	R 6223,47	R 6522,12	R 3083,93	R 681,42	R 947,75	R 728,72
Number of Hours per plane								
Max Cruise speed (Mph/hour)	215 Mph	548 Mph	499 Mph	528 Mph	308 Mph	498 Mph	498 Mph	521 Mph
Conversion	1,61	1,61	1,61	1,61	1,61	1,61	1,61	1,61
Max Cruise speed (km/hour)	346 Km	882 Km	803 Km	850 Km	496 Km	801 Km	801 Km	838 Km
Distance destinations : Hour per flight								
Distance: POT-JHB (140 Flight Km)	0,40 H	0,16 H	0,17 H	0,16 H	0,28 H	0,17 H	0,17 H	0,17 H
Distance: POT-DUR (840 Flight Km)	2,43 H	0,95 H	1,05 H	0,99 H	1,69 H	1,05 H	1,05 H	1,00 H
Distance: POT-CPT (1160 Flight Km)	3,35 H	1,32 H	1,44 H	1,37 H	2,34 H	1,45 H	1,45 H	1,38 H
Cost per Trip								
Cost: POT-JHB	R 6676,42	R 10799,56	R 8679,65	R 9671,14	R 12194,45	R 25592,04	R 24667,87	R 20684,89
Cost: POT-DUR	R 40058,51	R 64797,33	R 52077,89	R 58026,83	R 73166,68	R 153552,24	R 148007,21	R 124109,33
Cost: POT-CPT	R 55318,89	R 89482,03	R 71917,09	R 80132,28	R 101039,70	R 212048,34	R 204390,92	R 171389,08
Cost per person								
Cost: POT-JHB	R 741,82	R 1199,95	R 1084,96	R 1074,57	R 871,03	R 119,03	R 165,56	R 121,68
Cost: POT-DUR	R 4450,95	R 7199,70	R 6509,74	R 6447,43	R 5226,19	R 714,20	R 993,34	R 730,05
Cost: POT-CPT	R 6146,54	R 9942,45	R 8989,64	R 8903,59	R 7217,12	R 986,27	R 1371,75	R 1008,17

5.4 Ticket Costs

The following tickets are based on the price per seat as calculated above. The cost per ticket is also compared to the cost of competitors, as seen in Addendum D representing the cost of similar flights offered between, Lanseria Airport, Durban and Cape Town. As well as ticket price willing to pay as per findings in the feedback from the questionnaire.

5.4.1 Cost Comparison: Potchefstroom to Durban

Potchefstroom to Durban	SA	P/P FC	Price	Price willing to pay	CP 1	NS 1	CP 2	NS 2	CP 3	NS 3	CP 4	NS 4	CP 5	NS 5
Cessna Grand Caravan Ex	9 R	4450,95 R	40058,51	Less R 1000,00	R 798	50 R	R 1069	50 R	R 1169	34 R	R 503	80 R	R 529	76
Cessna Citation Longitude	9 R	1199,95 R	64797,33	Less R 1000,00	R 798	81 R	R 1069	81 R	R 1169	55 R	R 503	129 R	R 529	122
Cessna Citation XLS	8 R	1084,96 R	52077,89	Less R 1000,00	R 798	65 R	R 1069	65 R	R 1169	45 R	R 503	104 R	R 529	98
Cessna Citation Sovereign	9 R	1074,57 R	58026,83	Less R 1000,00	R 798	73 R	R 1069	73 R	R 1169	50 R	R 503	115 R	R 529	110
BAE Jetstream 41	14 R	871,03 R	73166,68	Less R 1000,00	R 798	92 R	R 1069	92 R	R 1169	63 R	R 503	145 R	R 529	138
Boeing 737-200	215 R	119,03 R	153552,24	Less R 1000,00	R 798	192 R	R 1069	192 R	R 1169	131 R	R 503	305 R	R 529	290
Boeing 737-300	149 R	165,56 R	148007,21	Less R 1000,00	R 798	185 R	R 1069	185 R	R 1169	127 R	R 503	294 R	R 529	280
Boeing 737-400	170 R	121,68 R	124109,33	Less R 1000,00	R 798	156 R	R 1069	156 R	R 1169	106 R	R 503	247 R	R 529	235

5.4.2 Cost Comparison: Potchefstroom to Cape Town

Potchefstroom to Cape Town	SA	P/P FC	Price	Price willing to pay	CP 1	NS 1	CP 2	NS 2	CP 3	NS 3	CP 4	NS 4	CP 5	NS 5
Cessna Grand Caravan Ex	9 R	6146,54 R	55318,89	R 1000,00-3000,00	R 1139	49 R	R 839	49 R	R 909	61 R	R 939	59 R	R 1169	47
Cessna Citation Longitude	9 R	9942,45 R	89482,03	R 1000,00-3000,00	R 1139	79 R	R 839	79 R	R 909	98 R	R 939	95 R	R 1169	77
Cessna Citation XLS	8 R	8989,64 R	71917,09	R 1000,00-3000,00	R 1139	63 R	R 839	63 R	R 909	79 R	R 939	77 R	R 1169	62
Cessna Citation Sovereign	9 R	8903,59 R	80132,28	R 1000,00-3000,00	R 1139	70 R	R 839	70 R	R 909	88 R	R 939	85 R	R 1169	69
BAE Jetstream 41	14 R	7217,12 R	101039,70	R 1000,00-3000,00	R 1139	89 R	R 839	89 R	R 909	111 R	R 939	108 R	R 1169	86
Boeing 737-200	215 R	986,27 R	212048,3354	R 1000,00-3000,00	R 1139	186 R	R 839	186 R	R 909	233 R	R 939	226 R	R 1169	181
Boeing 737-300	149 R	1371,75 R	204390,92	R 1000,00-3000,00	R 1139	179 R	R 839	179 R	R 909	225 R	R 939	218 R	R 1169	175
Boeing 737-400	170 R	1008,17 R	171389,08	R 1000,00-3000,00	R 1139	150 R	R 839	150 R	R 909	189 R	R 939	183 R	R 1169	147

Based in the above projections, smaller aeroplanes will not be feasible unless the travellers are willing to pay a higher premium, however, this will not be suitable as major of the respondents and possible target market is cost-sensitive. Bigger planes like the models of the Boeing 737 will be viable options, however, the number of passengers need to fill the planes at least $\frac{3}{4}$ full to make the trip feasible.

5.5 Preferred Schedule

Based on the findings within the questionnaire, as well referring to similar schedules from the close by Lanseria airport (See Addendum E) (Airport, 2020), the following flight Schedule can me proposed (Blue shaded areas representing possible time slots):

5.5.1 Potchefstroom to/from Durban

Destination	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Potchefstroom to Durban <i>Dependent on demand:</i> Weekly	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings
	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day
	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon
Durban to Potchefstroom <i>Dependent on demand:</i> Weekly	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings
	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day
	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon

5.5.2 Potchefstroom to/from Cape Town

Potchefstroom to Cape Town <i>Dependent on demand:</i> Bi-Weekly	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings
	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day
	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon
Cape Town to Potchefstroom <i>Dependent on demand:</i> Bi-Weekly	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings	Early Mornings
	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day	Mid-day
	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon	Late Afternoon

5.6 REPORT TO PREMIER

Final Marketing Research Report **Re: Airport Development in Potchefstroom**

Introduction

North-West realises that to improve transport may lead to an increase in tourism and business in this province. This report analyses the market for air travel in the North-West. This report has been conducted in terms of the guidelines as stated in this assignment. Please note that the opinion is based on calculations made in this document, and detailed calculations need to be considered before the development of the airport.

Researchers Opinion

The researcher supports the proposal, however with limitations. Recommendations are as follows:

1. The development of this airport will provide Potchefstroom with a social-economical boost and will be beneficial to local business. It will also assist with the expanding of business-related endeavours in surrounding areas as well as areas in the Northern Cape. It may also contribute to work creation
2. This development could support the expansion of tourist-related expansions within the country. This is both beneficial to the economic sectors, as well as the view of South Africa as a tourism destination.
3. The NWU province should explore boosting some tourist attractions to provide travellers with more reasons to make use of this type of transport.
4. The cost and overheads of sustaining an airport are very high and subsidy may be required to make this project a success
5. The facilities of the Potchefstroom airport will need to be upgraded to provide travellers with the needed facilities.
6. The use of bigger aeroplanes is recommended (for example the Boeing 737), as this will enable this airport to compete with providing air tickets at a competitive price.
7. The flight schedule may be limited in the beginning due to demand. Opportunities to increase usage of facilities need to be explored, for example, the distribution of cargo.
8. Transport via air is a cost-effective option a cost to infrastructure is less. There is, for example, no high expenditures like with the cos of development of roads. However, the cost of air transport is still relatively high in comparison with other options for example road travelling by bus. This may still be unaffordable to the majority of South Africans
9. Regarding point 8, the option of advance rail system may be a better option. This may provide better cost-effective transport to more destinations, it may also provide a bigger capacity per trip in terms of passengers and cargo.

5.7 Conclusion

In this assignment, the possibility of the development of an airport in Potchefstroom was explored. In the first section, the concepts related to this project were explored, which included the influence of such an airport on social-economic factors, the cost involved, as well as which aeroplanes would be suitable for an airport of this nature.

In the next section, the cost and overheads of an airport have been discussed. This included the direct as well as the indirect airport costs, subsidies as well as the influence of these cost on the development of a small airport. Airports in South Africa, as well as factors influencing the Potchefstroom airport, were discussed, this includes discussion on existing airports, as well as suitable small aeroplanes to be used by this airport.

An empirical research study has been conducted to determine the number of potential flying passengers, the preferred days of the week, and the preferred times that they would like to fly to and from Potchefstroom, The feasibility of these flights were also determined. Lastly, a report was raised to the premier to advice if the development of this airport is recommended or not.

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7 ADDENDUMS

7.1 Addendum A: Questionnaire

The Questionnaire was distributed to 11 participants via google forms.



MBA Marketing Research Assignment

AT LAST – FLYING TO AND FROM THE NORTH-WEST PROVINCE!
The purpose of this assignment is to guide students towards discovering the important marketing concepts of marketing research and report writing.

Informed Consent Statement

Researcher: Theresa Bowen
Cell: 0614445900
E-mail: Theresa.Bowen@nwu.ac.za

Dear respondent,

This Informed Consent Statement serves to confirm the following information as it relates to the academic business science MBA Marketing Management Module and subsequent research on Marketing on the African continent and more specifically in South Africa:

1. The purpose of this study is to obtaining information from persons about marketing on the African continent, especially in South Africa.
2. The procedure to be followed is that of a quantitative research design, using predetermined questionnaires whereby respondents are given the opportunity to choose from answers on the noted topic. Please note that basic background information such as age, gender, educational attainment, and industry will NOT be asked as part of the questionnaire, as it is not needed.
3. The estimated completion time for the questionnaire is 10 minutes
4. It should also be emphasised that participation in this study is on a voluntary basis and with the consent of the respondent without any form of coercion.
5. The confidentiality, anonymity and privacy of respondents are guaranteed.
6. A summarised copy of the final dissertation will be made available to the respondents on request.

By completing this online questionnaire, you as respondent hereby declare that you have read and understood the content of the Informed Consent Statement, and give your full consent to Theresa Bowen to use the information from the questionnaire in his MBA assignment and Marketing research.

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Questions

Please choose an answer for each of the following questions.
There is no right or wrong answer.

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Preferred days of flight

Which days would you prefer TO fly to Potchefstroom? *

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

Which days would you prefer to fly FROM Potchefstroom? *

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

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Preferred times of Flight

What will be your preferred time slot for flying INTO Potchefstroom? *

- ☐ Early Morning
- ☐ Mid Day
- ☐ Late afternoon

What will be your preferred time slot for flying FROM Potchefstroom? *

- ☐ Early Morning
- ☐ Mid Day
- ☐ Late afternoon

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General Flight

What is the purpose of your flights? *

- ☐ Leisure
- ☒ Business / Work related

If you purchase a flight ticket, your decision is determined by: *

- ☐ Price
- ☐ Time
- ☐ Comfort

 This is a required question

Do you require meals during flights? *

- ☐ Yes
- ☐ No

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Flights to and from Durban

How often would you fly between Potchefstroom and Durban ? *

- ☐ Never
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Maybe once in my lifetime

What do you feel is a reasonable price for a return-flight between Potchefstroom and Durban? *

- ☐ Less than R 1000.00
- ☐ R 1001.00 - R 2000.00
- ☐ R2001.00 - R 3000.00
- ☐ R 3001.00 and More

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Flights to and from Cape Town

How often would you fly between Potchefstroom and Cape Town? *

- ☐ Never
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Maybe once in my lifetime

What do you feel is a reasonable price for a return-flight between Potchefstroom and Cape Town? *

- ☐ Less than R 1000.00
- ☐ R 1001.00 - R 2000.00
- ☐ R2001.00 - R 3000.00
- ☐ R 3001.00 and More

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Thank you

Thank you for you responds.

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Submit

7.2 Addendum B: Airplane facts of South African Air travel

↳ The Plane Facts Of South African Air Travel ↳

Airlines									
									
 IATA Code	S8	FA	JE	MN	SA	BA	SA	SA	5Z
 Fleet Size	2	4	10	11	55	18	36	24	20
 Launched	2015	2014	2006	2001	1934	1946	1992	1994	2005
 Hub	JNB	JNB	JNB	JNB/HLA	JNB	JNB	JNB	JNB	JNB
 Domestic Destinations	2	4	7	7	5	4	16	11	6
 Frills	Free Coffee	SA's 1st True Low Cost Carrier	Onboard Wi-Fi	Kulula Humour	Full Service, Laptop Power	SLOW Lounges	SA 1st Feeder Network	Flies To Hoedspruit	Flies To KZN South Coast
 Magazine	☒ Skye	☒ InFlight	☒ Mango Juice	☒ Khuluma	☒ Sawubona	☒ High Life	☒ Skyways	☒ Indwe	☒ CemAir SkyNews
 Checked Hold Luggage	20kg	Fare Excludes Luggage	20kg	20kg	23kg	23kgs	20kgs	20kgs	Weight Varies By Route
 Hand Luggage	7kg	7kg	7kg	7kg	8kg	7kg	8kg	7kg	6kg
 Seat Pitch	74cm	74cm	74cm	74cm	79-81cm	79-86cm	76-86cm	79cm	79cm
 Meals/ Snacks	☒ Purchase	☒ Purchase	☒ Purchase	☒ Purchase	☒ Included	☒ Included	☒ Included	☒ Included	☒ Included
 Coffee	☒ Free	☒ Purchase	☒ Purchase	☒ Purchase	☒ Included	☒ Included	☒ Included	☒ Included	☒ Included
 On-time April 2015	91.5%	93.70%	86.50%	84.70%	91.30%	83.10%	91.30%	85 %	96 %
 Name Changes Allowed	☒ Fee Applies	☒ Fee Applies	☒ Fee Applies	☐ No	☐ No	☐ No	☐ No	☐ No	☐ No
 Unaccompanied Minors	☒ Contact Travelstart	☐ Not Allowed	☐ Not Allowed	☐ Not Allowed	☒ Contact Travelstart	☒ Contact Travelstart	☒ Contact Travelstart	☒ Contact Travelstart	☒ Contact Travelstart
 Frequent Flyer Programme	☐ None	☐ None	☐ None	☐ None	☒ Voyager	☒ BA Exec Club	☒ Voyager	☒ Voyager	☐ None
Airlines									
									

7.3 Addendum C: Images of chosen Airplanes

Aeroplane	Picture
Cessna Grand Caravan Ex	
Cessna Citation Longitude	
Cessna Citation XLS	
Cessna Citation Sovereign	
BAE Jetstream 41	

Boeing 737-200



Boeing 737-300



Boeing 737-400



7.4 Addendum D: General cost of Air tickets:

Level 3 Lockdown Update: Limited domestic travel is possible, please visit our Essential Travel Page for more info.

Johannesburg to Durban (All airports)



Freedom to move

JNB Johannesburg

 DUR Durban

Sun 16 Aug

Sat 22 Aug

1 Traveller, Economy

Search

Show Filters

Cheapest

Select your flight from Johannesburg: 16 Aug 2020

Select your flight from Durban: 22 Aug 2020

Sort by: Cheapest

☒ JNB 16:00 — 17:10DUR
01h10m, Nonstop, Economy

R789
Level 3 Authorized Travel
Only- 1 x 20kg Checked bag
incl

☐ JNB 15:25 — 16:35DUR
01h10m, Nonstop, Economy

R1,069
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ JNB 14:00 — 15:10DUR
01h10m, Nonstop, Economy

R1,169
Level 3 Authorized Travel
Only- Checked bag available
for R180

Sort by: Cheapest

☒ DUR 09:30 — 10:40JNB
01h10m, Nonstop, Economy

R509
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ DUR 10:30 — 11:35JNB
01h05m, Nonstop, Economy

R529
Level 3 Authorized Travel
Only- 1 x 20kg Checked bag
incl

Johannesburg to Cape Town (All airports)



Freedom to move

JNB Johannesburg

 CPT Cape Town

Sun 16 Aug

Sat 22 Aug

1 Traveller, Economy

Search

Show Filters

Cheapest

Select your flight from Johannesburg: 16 Aug 2020

Select your flight from Durban: 22 Aug 2020

Sort by: Cheapest

☒ JNB 17:20 — 19:30CPT
02h10m, Nonstop, Economy

R1,139
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ JNB 15:55 — 18:10CPT
02h15m, Nonstop, Economy

R1,139
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ JNB 17:00 — 19:10CPT
02h10m, Nonstop, Economy

R1,329
Level 3 Authorized Travel
only-flights Mon-Sun

☐ JNB 14:15 — 16:30CPT
02h15m, Nonstop, Economy

R1,339
Level 3 Authorized Travel
Only- Checked bag available
for R180

Sort by: Cheapest

☒ CPT 09:00 — 11:10JNB
02h10m, Nonstop, Economy

R839
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ CPT 07:20 — 09:25JNB
02h05m, Nonstop, Economy

R909
Level 3 Authorized Travel
only-flights Mon-Sun

☐ CPT 11:50 — 14:05JNB
02h15m, Nonstop, Economy

R939
Level 3 Authorized Travel
Only- Checked bag available
for R180

☐ CPT 11:10 — 13:05JNB
01h55m, Nonstop, Economy

R1,169
Level 3 Authorized Travel
Only- 1 x 20kg Checked bag
incl

Individual Assignment_ T Bowen (34561226)
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7.5 Addendum E: Lanseria Airport flight schedules



LANSERIA
 INTERNATIONAL AIRPORT

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Flight Schedules

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FLYSAFAIR DEPARTURES

Flight	Depart	Arrive	Mon	Tue	Wed	Thu	Fri	Sat	Sun
FA 311	Lanseria	Cape Town	09:00	09:00	09:00	09:00	09:00		
FA 315	Lanseria	Cape Town						09:00	
FA 317	Lanseria	Cape Town	17:55	17:55	17:55	17:55	17:55		
FA 319	Lanseria	Cape Town							17:55
FA 478	Lanseria	Durban	16:55			16:55	16:55		16:55

FLYSAFAIR ARRIVALS

Flight	Depart	Arrive	Mon	Tue	Wed	Thu	Fri	Sat	Sun
FA 310	Cape Town	Lanseria	08:15	08:15	08:15	08:15	08:15		
FA 314	Cape Town	Lanseria						08:15	
FA 316	Cape Town	Lanseria	17:10	17:10	17:10	17:10	17:10		
FA 318	Cape Town	Lanseria							17:10
FA 477	Durban	Lanseria	16:10			16:10	16:10		16:10

7.6 Addendum F: Potchefstroom Airport



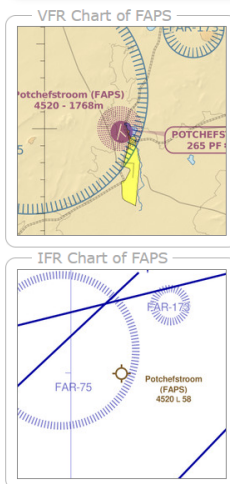
Figure 5: Potchefstroom Airport



Figure 6: Potchefstroom Airport- Air view

FAPS Potchefstroom Airport

ARINC Data Effective 2020-08-13 0901Z



Location Information for FAPS
 Coordinates: S26°40.10' / E27°5.05'
 View all [Airports in North West, South Africa](#).
 Elevation is 4520.0 feet MSL.
 Magnetic Variation is 19° West

Operations Data
 Airport Use: Open to the Public

ID	Name	Freq	Radial / Range	ID	Name	Freq	Bearing / Range
GAV	GRASMERE	115.50	273° 33.2	PF	POTCHEFSTROOM	265	356° 0.1
LIV	LANSERIA	117.40	244° 62.1	KD	KLERKSDORP	280	261° 22.7
RAV	RAND	117.70	265° 62.9	VP	VANDERBIJLPARK	300	111° 37.2
HGV	HEIDELBERG	116.70	291° 64.5	VV	VEREENIGING	460	102° 47.4

Runway 03/21
 Dimensions: 4885 x 98 feet / 1489 x 30 meters
 Surface: Hard
 Runway 03
 Coordinates: S26°40.65' / E27°4.82' S26°39.87' / E27°5.01'
 Elevation: 4520
 Runway Heading: 030° 210°

Runway 15/33
 Dimensions: 3917 x 98 feet / 1194 x 30 meters
 Surface: Unknown
 Runway 15
 Coordinates: S26°40.01' / E27°4.85' S26°40.47' / E27°5.37'
 Elevation: 4520
 Runway Heading: 152° 332°

Figure 7: Information Fact Sheet, Potchefstroom Airport

ID	Name	Heading / Distance
FAVV	Vereeniging Airport	103° 47.6
FAGM	Rand/Johannesburg Airport	085° 62.9
FALA	Lanseria Airport	065° 62.9
FAOR	O R Tambo International Airport	082° 70.1
FAWK	Waterkloof AFB Airport	070° 79.4
FAPN	Pilanesburg Airport	023° 79.9
FAWB	Wonderboom/Pretoria Airport	065° 86.3
FAMM	George Dick Montshioa Airport	321° 97.7
FABM	Bethlehem Airport	164° 115.8

Figure 8: Airports close to Potchefstroom Airport

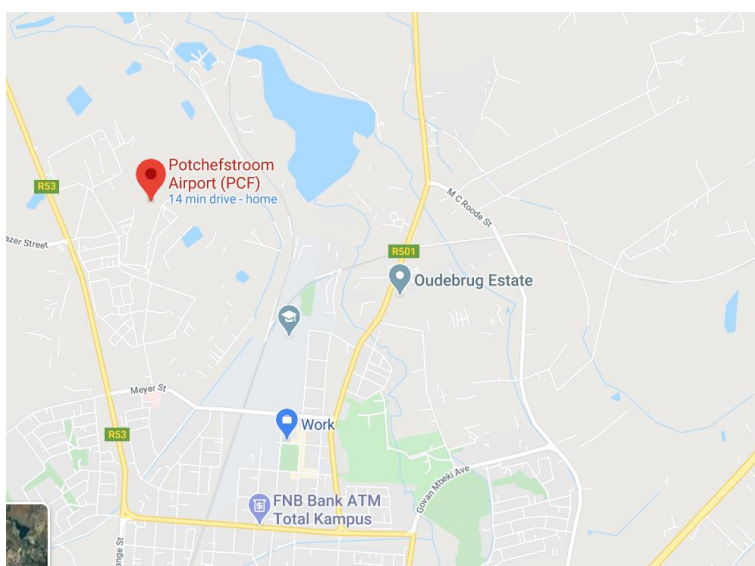


Figure 9: Map, Location of Potchefstroom



Figure 10: Restaurants closed to Potchefstroom

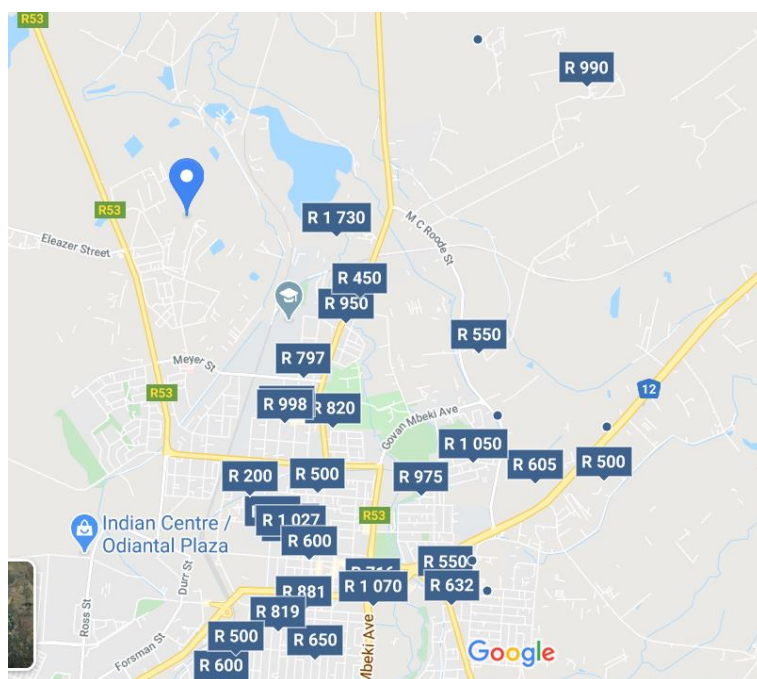


Figure 11: Major Routes to Potchefstroom

7.7 Addendum G: The Direct Operating Costs related to Airports

<i>Cost</i>	<i>Description</i>
Fuel and Oil:	- Based on the price of fuel and fuel consumption - The efficiency of the aircraft involved.
Maintenance Costs	- Price of consumable replacement parts - The time between airframe engines and components being overhauled - Breakdown rate of different components - manpower commitment needed to conduct the various repair tasks; the labour costs
Landing Fees:	- Airport authorities: charges for the airport equipment and services they provide. - Split into two types-a fixed aircraft charge and/or a variable load-related charge. - Usually based on the full weight of the aircraft.
En-route (including navigation) fees:	- Governments bill these fees to offset the expenses of en-route air traffic control and navigation services. - For example, irrespective of the size of the plane, certain countries that charge either a flat rate per overflight or a flat rate per km - Other countries can base their charges on the maximum weight needed to take off.
Handling Fees:	- Fees by independent management companies. - Facilities can include: passenger check-in and boarding, luggage and freight packing, aircraft washing and regular technical assistance with the turnaround. - Handling expenses are viewed as secondary running costs since those charges would be borne irrespective of the number of facilities provided.
Crew Expenses	- Crew size is the main factor affecting crew expenses. - Whether a crew may or may not be needed overnight. - For addition, crew expenses are viewed as secondary running costs.
Passenger and Cargo Commission	- Such charges apply to the sales commission fees that an airline must pay to intermediaries to offer their facilities, including freight agents. - In general, they are measured as a percentage of gross sales.
Inflight Catering	Prices of food and drink prepared for inflight catering
General Passenger Related Costs	- Such costs include mishandled luggage charges, travel expenses delayed and cancelled, such as; handling refused boarding's, etc. - Such costs can also include providing business and first-class passengers with specialized services.