



Master of Business Administration (MBA)

MBAD 822 Individual Assignment

Hein Fielies
23403519
0796979471

A market needs analysis for Potchefstroom Airport

Date: 31 August 2020

By submitting this on eFundi, I declare that this submission is my own work

TABLE OF CONTENTS

1.	Literature Review	1
1.1.	Case study 1	1
1.2.	Case study 2	2
1.3.	Suitable aeroplanes	3
2.	Empirical Research	5
2.1.	Research problem statement	5
2.2.	Research question	5
2.3.	Research objective	5
2.4.	Population	5
2.5.	The questionnaire	5
3.	Data analysis	6
4.	Management Report	11
4.1.	Recommendations	12
5.	Break-even analysis	13
6.	Final recommendations to Premier of the North West Province	15
	References	18
	Appendix 1: Questionnaire	

1. Literature review

Located 145km from OR Tambo International Airport, the Potchefstroom airport partly owned by the JB Marks Local Municipality (previously named Tlokwe City Council) as well as the South African National Defense Force (SANDF) has the potential to become. *It is part civil and part military airport. There is restricted airspace west of the airfield* (DR KENNETH KAUNDA DISTRICT MUNICIPALITY, 2020). This airfield was previously a military airbase. The Potchefstroom airport features two runways. A grass runway which is 1000 meters long and 30 meters wide and an asphalt runway which is 1809 meters long and 30 meters wide and fitted with runway lights. Both *runways are supported by two Taxiways each with a width of ± 22 meters.* (DR KENNETH KAUNDA DISTRICT MUNICIPALITY, 2020)

The Potchefstroom Airport has mainly been used by the SANDF, but *it is available for chartered general aviation companies, local flight schools for training, and small private operators who have private aircraft hangarage.* (DR KENNETH KAUNDA DISTRICT MUNICIPALITY, 2020).

The Potchefstroom Airport has been upgraded in 2010 for the 2010 Soccer World Cup to able to handle larger size airplanes like the Boeing 737. The Potchefstroom city council has promised in 2010 that these upgrades will be the first steps in the process to make Potchefstroom Airport a functioning airport that will service its residents. Unfortunately, this has not come to fruition.

Tourism is now the worlds largest industry and the world's largest generator of jobs (Slabbert, 2002). It is a resilient industry that has recovered from economic recessions to natural disasters. For a specific area to increase its competitiveness, air travel is vital. Air travel does not only bring benefits to the tourism industry of an area, but it also improves economic growth and transportation. These reasons are some of the contributing factors that the North West Province local government needs to consider investing in air travel and use infrastructure like the Potchefstroom Airport that has already been upgraded to become operational. In the following case studies, the successes of small airports around the world have been outlined as motivation for Potchefstroom Airport to become active.

1.1. Case Study 1 - Toledo Express Airport in Ohio, United States of America

Toledo Express Airport (TEA) is a civil-military airport which opened its doors in 1955. TEA is situated about *a one-hour drive from Detroit Metro International Airport* (Drescher, 2020). This small airport has gone from strength to strength in the last few years and has introduced new routes to its roster. One of these is the American Airlines route to Charlotte, North Caroline. TEA customers *can now connect to more than 650 daily departures to over 150 destinations in 24 countries* (Drescher, 2020) and this from only one route to Charlotte, North Caroline.

This new route as with the others was made possible by the requests from passengers using TEA. The United States Department of Transportation has also made this possible by providing grants to small airports like TEA that will assist in improving small

airports. This is quite an achievement for a small airport like TEA, which usually only see less than 200 000 passengers annually.

This new route that was added has created opportunities for more flights to be scheduled in and out of TEA. With this comes more customers that want to fly in and out of TEA which brings about better price variety in ticket prices of flights. One factor that has also made TEA so attractive to its clients is the fact that they do not have to pay for parking.

Looking at the case study there are a few similarities between Potchefstroom airport (PA) and TEA. These airports are both civil-military airports. They are both situated 1-2 hours from a large airport. In PA's case, it is situated close to 2 large airports namely, Lanseria International Airport and O.R. Tambo International Airport. This can provide great opportunity for the PA as it did in the case of TEA.

1.2. Case Study 2 - Mildura Airport, Victoria, Australia

Mildura Airport (MA) is a regional airport located in Mildura, Victoria, Australia. It has been jointly named the Airport of the year in 2013. Many believe that the reason for its success has been because the city council of Mildura decided to appoint an independent board and management team. The airport has flights to Melbourne, Sydney, Adelaide and Broken Hill Airports. These are all large airports. In 2017 this small airport processed more than 225 000 passengers. Although many factors contributed to the success of MA, there has been some vital decisions that contributed much to its success in the following areas as mentioned by Rana (2020).

Decision in	Examples
Air service development	Proposal to extend runways to allow larger aircraft to safely land in all weather conditions.
Revenue innovation	- Constructing a building with space for 11 offices, meeting facilities and parking for leasing. They have created opportunities for local businesses to promote themselves in the airport by providing shop space. - Parking revenue - They lease out hangers. - They advertise on their website. - They have general aviation businesses such as: - Recreation aviation - Flight training school - Charter flights service - Air ambulance service
Stakeholder partnerships/involvement	- They have partnered with Mildura tourism and a charter operator in offering tourism packages. - They have installed solar electricity as well as a water harvesting program.

	• They are engaged with their local community by being active on social media and having competitions for the local community to enter. • They have tree plantation activities. • They also have airline promotions on their website as well as social media. • They provide regular planned airport visits to the local community.
Funding	MA has access to funding from: • The Australian Federal government • Victorian State government • Municipal Council.

Table 1

From these two case studies, we can see that small airport play a big role in the economic development of an area. They assist in connecting regional areas and so doing they increase and improve the air travel of the specific nation. They provide the customers with an *alternative option compared to busy airports where* (Rana, 2020) delay of flights occur frequently. They bring to clients the benefit of low levels of congestion and processing time. People that prefer not waiting in long queues as with larger airports. Rana (2020) says that regional airports better On-Time Performance (OTP) compared to global hubs. Small active airports also play a role in improving the tourism prospects of an area. *It has been observed that wherever there is an effort to increase the airline frequencies, a growth in domestic and foreign tourist visits has been witnessed* (Rana, 2020).

From the case studies, we can also conclude that active small airports also play a role in job creation in the local area which forms part of the economic growth of the area as mentioned before. The bigger the airport gets the more employees it must employ. Small airports bring with it many direct and indirect employment opportunities to the local area. This, in turn, increases economic growth of the area and country. In South Africa, *the air transport sector supports 472 000 jobs and contributes \$9.4 billion to the Gross Domestic Product (GDP)* (defenceWeb, 2020).

1.3. Suitable aeroplanes

SA Airlink which currently is *serving a comprehensive network of smaller destinations throughout Southern Africa* (Airlink Profile | Flyairlink, 2020) has a line of aircraft that are suitable for flights to and from Potchefstroom Airport. These aircrafts have been profitably used by SA Airlink to service the regional areas of South Africa. These planes have also been used safely to travel to the destinations that SA Airlink currently services. The planes will also be able to cover short distances to closer airports as well as airports that are situated further. Their operating costs will allow PA to provide quality service to its passengers at a price that will fit the passengers pocket. They are:

Aeroplane	Description	
	Maximum passengers	12
	Seating Classes	1
	Length	11.38m
	Wingspan	15.80m
	Height	4.49m
	Fuel capacity	1 026kg
	Maximum operating altitude	7 575m
	Maximum Cruising speed	324km/h
	Maximum take-off weight	3 995kg

Table 1 (Airlink Aircraft | Flyairlink, 2020)

Aeroplane	Description	
	Maximum passengers	29
	Seating Classes	1
	Length	18.85m
	Fuel capacity	3 300kg
	Maximum take-off weight	10 886kg

Table 2 (Airlink Aircraft | Flyairlink, 2020)

There will be challenges that PA will have to face. The residents of Potchefstroom have become use to travelling by other means of transport. They will have to be convinced that air travel is a safe and more time saving option. Here the middle-class residents of Potchefstroom will have to be focussed on.

Funding will have to be made available from local government in the form of grants as with the two case studies. This will assist in the development of PA until it is possible for it to function profitably on its own. Local government of Potchefstroom must appoint an independent board and management team for PA with air transport experience. This has been proven by case study 2 to be of great benefit in making sure that the small operates successfully.

2. Empirical Research

The quantitative approach is used to assess the opinions given by the respondents that will take part in the study (Bryman et al., 2014:31)

2.1. Research problem statement

The problem this study aims to address is that residents of Potchefstroom want the Potchefstroom Airport to become active, but unfortunately, after promises made by the government, this has not happened. This has resulted in a lack of trust towards government.

2.2. Research question

Will it be feasible for Potchefstroom Airport to become an active airport?

2.3. Research objective

To do a market analysis for the Potchefstroom Airport and assess if there is a need for an active commercial airport and if it is financially feasible. A questionnaire was created and sent to collect data from the respondents.

2.4. Population

In research, a population is defined as *the universe of units, like people, nations, cities, regions, firms, etc., from which the sample is to be selected.* (Bryman et al., 2014:170)

For this study, the population is the residents working and residing in Potchefstroom, North West Province. The study was cross-sectional. There were no intervals needed and was not done over a period. The researcher only required information at a specific point in time. (Bryman et al., 2014:106). The data was collected from 13 residents with different backgrounds of Potchefstroom. The questionnaire was sent to 13 potential respondents and 13 completed the questionnaire. This is a response rate of 100%

2.5. The questionnaire

Data was collected in the form of questioners. The questionnaire has two sections. Section one focusses on biographical information (age, race, gender, for example) of the respondents. Section two focusses on the specific questions that will assist in answering the primary research question of the study.

The questionnaire was created using Google Forms and distributed to respondents. The data were exported to a Microsoft Excel sheet. The researcher is the only one with access to the information provided by the respondents. The researcher received 13 responses.

3. Data analysis

The data retrieved from the questionnaires was created Google Docs. This program allowed the researcher to analyse the data that was received from the respondents. The following data was retrieved from the questionnaire.

The biographical information retrieved from the respondents are as follows:

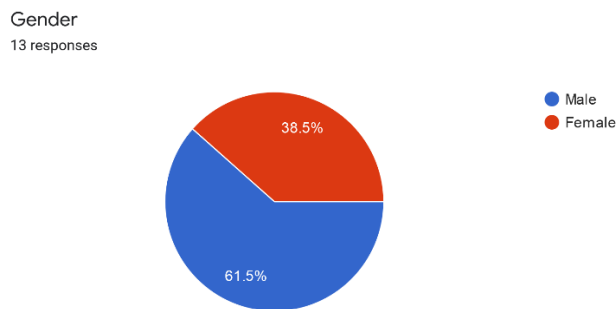


Figure 1

Gender: 61.5% of the respondents were male and 38.5% were female.

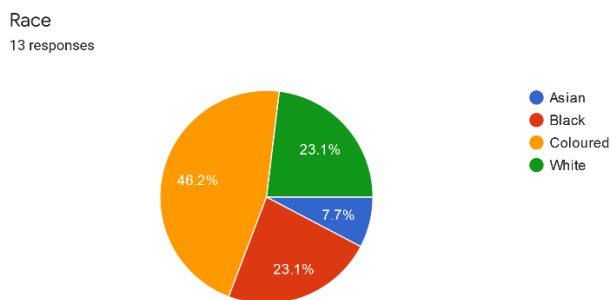


Figure 2

Race: 46.2% were Coloured, 23.1% were both Black and White and 7.7% were Asian.

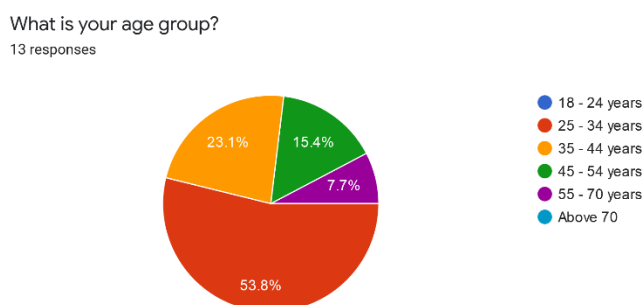


Figure 3

Age group: 53.8% of the respondents were between the age of 25 – 34 years, 23.1% between the ages of 35 – 44 years old, 15.4% were between the ages 45 - 54 years and 7.7% were between the ages of 55 – 70 years old.

Employment status
13 responses

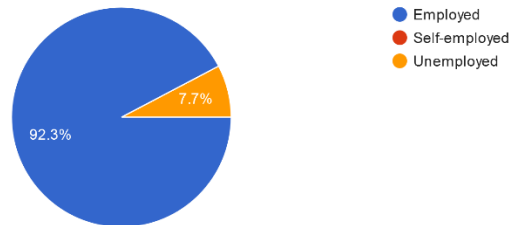


Figure 4

Employment status: 92.3% of the respondents were employed and 7.7% were unemployed.

Would you like to travel by air transport
13 responses

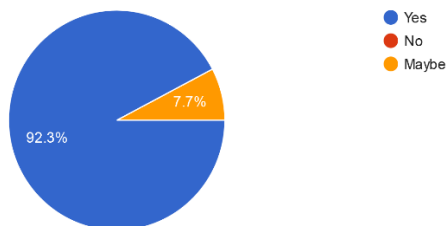


Figure 5

Air transport: The data from the questionnaires have shown that 92.3% of the respondents answered saying that they are interested in using air transport. 7.7% of the respondents concluded that they may be interested in air travel.

Would you like to travel to and from Potchefstroom Airport?
13 responses

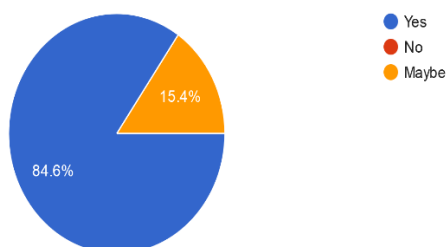


Figure 6

Air transport to PA: The respondents were then asked if they were interested in travelling by air transport from PA. 84.6% of the respondents said yes and 15.4% said maybe.

What destinations would you prefer traveling to from Potchefstroom Airport? (May choose more than one)

13 responses

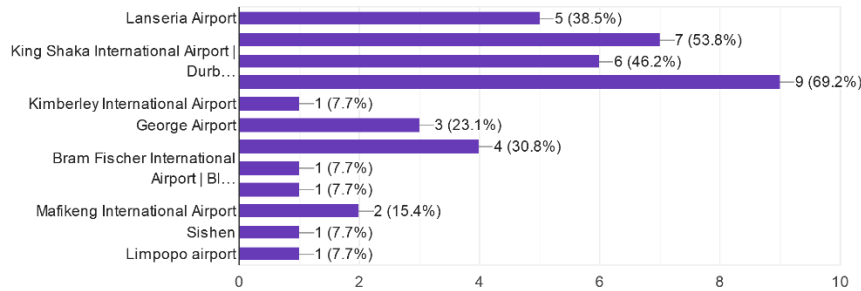


Figure 7

Preferred destinations: The respondents were then asked to choose from a list of active commercial airports in South Africa and which of them they would like to fly to using PA. The top four destinations as shown in the graph below are:

- Cape Town International Airport (69.2%)
- OR Tambo International Airport (53.8 %)
- King Shaka International Airport (46.2%)
- Lanseria Airport (38.5%)

What is the maximum time that you are willing to spend on the processing stages before a flight? (Boarding, baggage, security checkpoint etc.)

13 responses

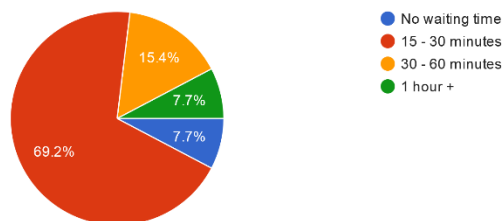


Figure 8

Maximum processing time: The respondents were asked what the maximum time is that they want to spend on the processing stages at PA. 69.2% reported that they want to spend a maximum of 30 minutes on the processing and 15.4% have a maximum time limit of 60 minutes.

What are the preferred times that you would like to depart? (May choose more than one)
13 responses

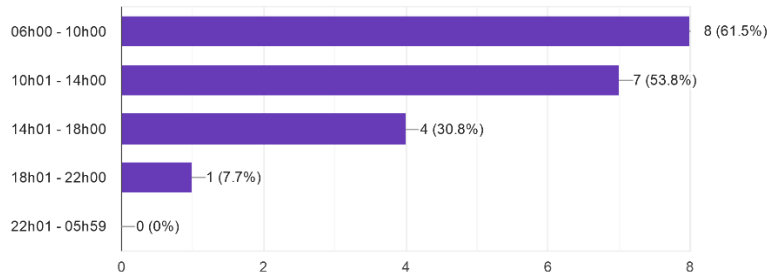


Figure 9

Preferred departure times: The respondents were also asked what time they preferred to fly. The top three-time frames are:

- 06h00 – 10h00 (61.5%)
- 10h01 – 14h00 (53.8%)
- 14h01 – 18h00 (30.8%)

Which days of the week would you prefer to fly (May choose more than one option)
13 responses

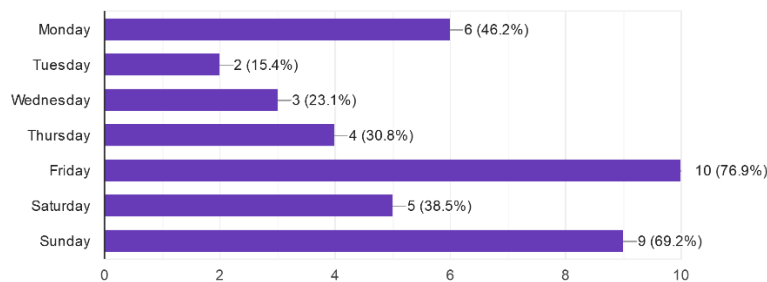


Figure 10

Preferred departure days: The days that are most popular for air travel with the respondents are:

- Friday (76.9%)
- Sunday (69.2%)
- Monday (46.2%)

What is the maximum amount you would spend on a ticket to or from Cape Town International Airport
13 responses

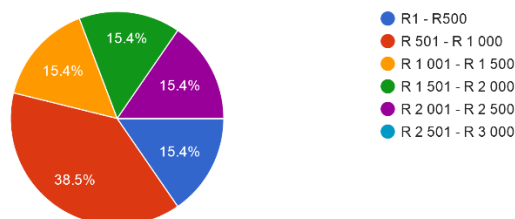


Figure 11

Maximum amount: Lastly, when asked what the maximum amount was that they will spend on a ticket, these were the responses

- Cape Town International Airport
 - 15.4% were willing to pay a maximum amount of R 2 500.
 - 15.4% were willing to pay a maximum amount of R 2 000.
 - 15.4% were willing to pay a maximum amount of R 1 501.
 - 38.5% were willing to pay a maximum amount of R 1000.

What is the maximum amount you would spend on a ticket to or from OR Tambo International Airport (JHB)
13 responses

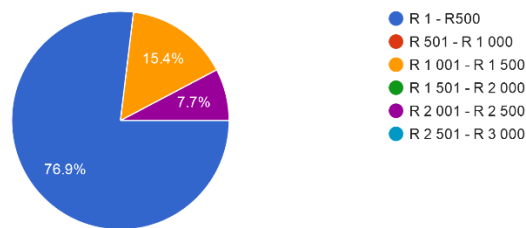


Figure 12

- OR Tambo International Airport
 - 76.9% were willing to pay a maximum amount of R 500.
 - 15.4% were willing to pay a maximum amount of R 1 500.
 - 7.7% were willing to pay a maximum amount of R 2 500.

What is the maximum amount you would spend on a ticket to or from King Shaka International Airport (Durban)
13 responses

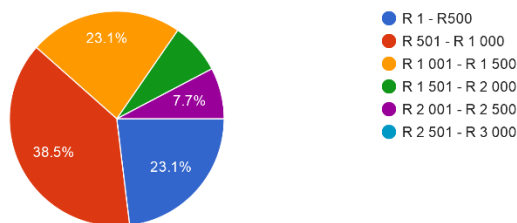


Figure 13

- King Shaka International Airport
 - 7.7% were willing to pay a maximum amount of R 2 500
 - 7.7% were willing to pay a maximum amount of R 2 000
 - 23.1% were willing to pay a maximum amount of R 1 500.
 - 38.5% were willing to pay a maximum amount of R 1 000.

Do you prefer to flying to using other means of transport?
13 responses

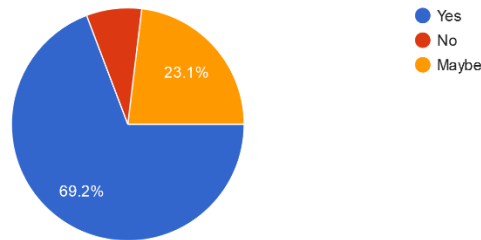


Figure 14

Air transport: The respondents were asked if they prefer flying over other means of transport and 69.2% said yes.

4. Management Report.

Potchefstroom is one of the biggest towns in the North West. With the N12 running through it, it is connected and near Johannesburg. Over the years Potchefstroom has grown and may businesses have invested in branches in Potchefstroom.

This report provides feedback after an investigation was done to provide more information to see if it was feasible for Potchefstroom Airport to become commercially operational.

The study focused on different aspects that would assist in concluding the above mentioned. A literature study was done on two small airports around the world. One situated in the United States of America namely Toledo Express Airport. The other small airport is situated in Mildura Airport, Victoria, Australia. The focus of these case studies was to look at what factors made these small airports so successful.

An empirical research study was designed by the researcher to determine the perceptions of some of the residents of Potchefstroom is regarding PA becoming an active small airport. A questionnaire was sent out to the respondents and the data that was received by the researcher was converted into figures with the assistance of Google Docs and Microsoft Excel software. The questionnaire was divided into two sections.

Section A of the data focused on the biographical and demographical information of the respondents. From the data, most of the respondents were of the coloured race followed by white and black sitting at equal percentages. The majority were between the ages of 25 – 34 years old and 84.7% of the respondents had qualification post grade 12. 92.3% of the respondents were employed. 30.8% were in managerial positions and 23.1% were in professional positions.

Section B of the questionnaire focused on the perceptions of the respondents with regards to PA becoming an active airport. The questions were created to assist the researcher in answering the primary research question of the study. It was concluded from the data that was collected that 92.3% of the respondents want to travel by air

transport. 84.6% wanted to travel from and to PA. The top three large airports in South Africa that they want to travel to and from is:

- Cape Town International Airport (69.2%)
- OR Tambo International Airport (53.8%)
- King Shaka International airport (46.2%)

When asked what the times were that they prefer to fly the following options were chosen (top three):

- 06h00 – 10h00 (61.5%)
- 10h01 – 14h00 (53.8%)
- 14h01 – 18h00 (30.8%)

The days that are most popular for air travel with the respondents are (top three):

- Friday (76.9%)
- Sunday (69.2%)
- Monday (46.2%)

Data shows that most of the respondents feel the following amounts would be acceptable for a flight ticket from or to PA.

- Cape Town International Airport - 38.5% were willing to pay a maximum amount of R 1000.
- OR Tambo International Airport - 76.9% were willing to pay a maximum amount of R 500.
- King Shaka International Airport - 38.5% were willing to pay a maximum amount of R 1 000.

Currently, the only available means of transport for the extended family of the respondents that do not live in Potchefstroom is land transport. When asked if the respondents would prefer that family members travel by air transport to PA, 84.6% said that they would prefer it.

4.1. Recommendations

- Biographical data
From the biographical information provided by the respondents, all age groups show an interest in air travel. Marketing should thus be focused on all groups.
- Aircrafts data
Two aircrafts of the recommended plane should be available for transport. This will make it possible to provide flights when demand for them is high. When demand is low, PA can decrease flights and only use one aircraft of each. As demand increases and more seats are needed, PA should also consider investing in a larger aircraft as the one provided in table 2.

- Ticket pricing

From the data it was indicated that the respondents are only willing to pay a certain maximum amount to travel to other airports. These amounts differed by distance from PA. The further away the destination, the more the respondents were willing to increase the maximum amount that they would pay for a ticket to use the service provided by PA. More research needs to be done to work out the best possible prices for each flight offered. Prices will decrease the more demand there is for it.

- Destinations

Although there is interest in all the routes provided in the questionnaire. The focus in the beginning should be on only a maximum of four airports for daily flights. These airports should be:

- Cape Town International Airport
- King Shaka International Airport
- OR Tambo International Airport
- Lanseria International Airport

Other airports should be considered at later stage as demand for them is low if taking the data into consideration.

5. Break-even analysis and suggested airplane

The airplane that I will suggest is the Cessna 208B Grand Caravan EX. This plane has successfully been used by established airlines in South Africa. This break-even analysis only takes into consideration a limited amount of costs associated with the aircraft.

Cessna 208B Grand Caravan

Using Potchefstroom Airport to Lanseria Airport (LA) as an example.

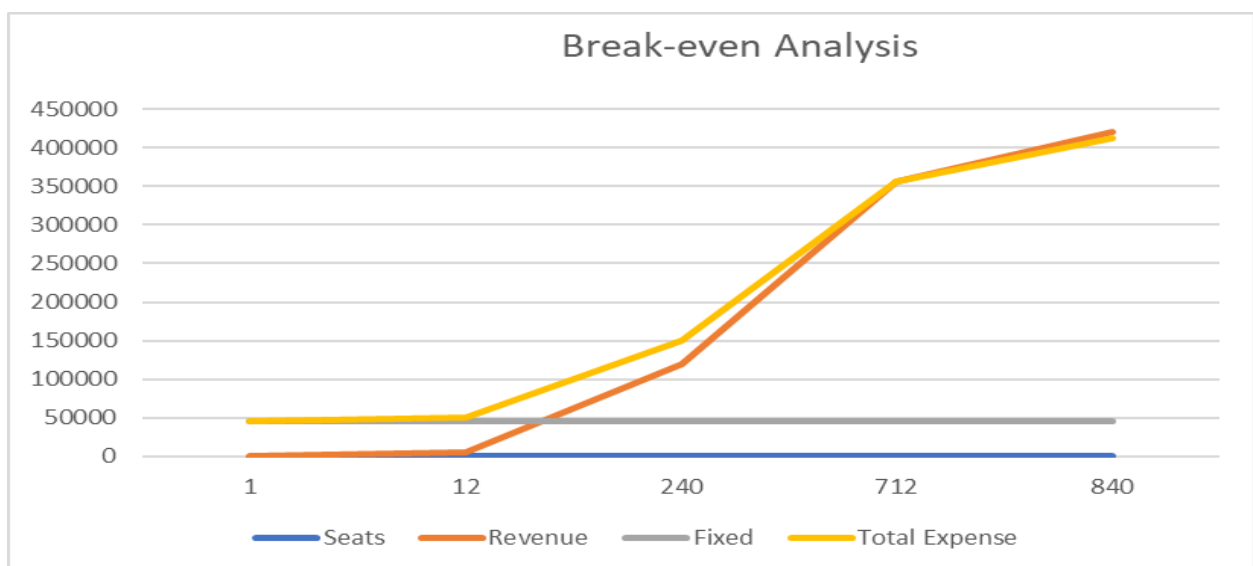
Description	Amount
Fuel price (Jet A1)	R 11.83
Fuel burned per hour	189 liters
Fuel Capacity	1282.5 liters
Maintenance per hour	R 1 964.43 (\$117 x R 16.79*)
Maximum Passengers	12
Max takeoff weight	3 995kg

* US dollar rate to SA Rand exchange rate as of 26/08/2020 (US Dollar to Rand (ZAR) Live Exchange Rate, Graphs and Daily Fluctuations, 2020)

Variable Cost	
Check-in Desk Fee	168.00
Security Levy (Departing passengers)	168.00
Landing Fees	308.50
Approach Fees	174.00
Passenger service charges	86.75
Parking Fees	135.00
Maintenance/h	1964.43
Petrol/h	2235.87
Total	5240.55
Per passenger (5240.55/12)	436.71

Fixed Cost	
Salaries	35000.00
Insurance	10000.00
	45000.00

Seats	Revenue	Fixed	Total Expense	Profit
1	500.00	45000.00	45436.71	-44936.71
12	6000.00	45000.00	50240.55	-44240.55
240	120000.00	45000.00	149811.00	-29811.00
712	356000.00	45000.00	355939.30	60.70
840	420000.00	45000.00	411838.50	8161.50



Using the above information, to break even, more than 711 seats need to be sold in a month for this specific route to become profitable.

6. Final recommendations to Premier of the North West Province

Potchefstroom is one of the towns identified by the South African government in a draft plan (National Spatial Development Framework) for the development of South African regional areas. These towns will receive an increase in budgets in the next few years for areas like housing, improved roads and improvements in internet connectivity.

All this investment will bring with it an influx of people that make Potchefstroom their home. The need for air transport infrastructure will become a necessity. Unfortunately, the world is experiencing a pandemic and South Africa has not been spared. Worldmeter (2020) currently ranks South Africa sixth largest Covid-19 infections in the world. This has created hardship for many South African residents, and it is predicted that South Africa's economy will shrink with more than 7% in 2020.

The researcher, however, does feel that in these trying times the development of PA should become one of the local government's priorities. Potchefstroom is also home to one of the campuses of the second largest university in South Africa, the North West University. The University is one of the largest entities that directly and indirectly contribute to the economic growth of Potchefstroom. The University has consistently seen an increase in first-year enrollments every year as demand for higher education grows. Many students travel home and back on weekends by vehicle and many parents come to visit students over weekends in Potchefstroom. Employees of the University also must travel for seminars and other work commitments around the country. These are all potential clients for PA.

There are many residents that reside in Potchefstroom but travel daily to Johannesburg because they work there. Here is another opportunity that PA can use to create daily flights to Johannesburg and back.

PA is situated right next to Potchefstroom Dam and an increase in flights will bring an increase in tourism to Potchefstroom. *It has been observed that wherever there is an effort to increase the airline frequencies, a growth in domestic and foreign tourist visits has been witnessed* (Rana, 2020).

From the break-even analysis that the researcher provided it can clearly be seen that it is feasible for PA to operate its own aircrafts.

The researcher however will provide the Premier two strategy options and recommendations after the options are provided.

Option 1

PA should purchase its own aircrafts and create its own airline. This option will call for great amount of investment from local government and the private sector. Although the break-even analysis has shown that it will be possible to fly the airplanes profitably from PA. It however does not bring into consideration the capital costs and other costs that will be needed to create an airline. There is also many rules and regulations that need to be adhered to before being able to fly commercial flights.

Option 2

SA Airlink should be approached by local government to partner and add PA as one of their destinations. This will then also make it possible for PA to be connected to all of destinations already serviced by SA Airlink.

This can be achieved by offering the private airline subsidies to assist with ticket prices for a negotiated amount of time. SA Airlink already has the infrastructure and the burden of all operating costs will be on them. From a marketing perspective, SA Airlink already has marketing channels that they use to advertise their service. PA will benefit from this if it is added as a destination. This will allow local government to focus on upgrading the infrastructure of PA even more.

The following recommendations must be introduced with both options mentioned above.

- Infrastructure investment should be made to increase the size of PA. This new space should be made available to business that want to open branches at PA. Discounts on rent should also be provided. As the passengers per year moving in and out of PA increases. So will demand for rental space and rental prices will increase making the investment more profitable.
- The premier's office should also invite a vehicle rental company to PA. They should also be given a discount on rental space and as passengers per year moving in and out of PA increases, so will rental prices.
- Marketing of PA should be a priority. Here social media and the creation of a website should play a vital part. The website and social media pages of PA will provide advertising opportunities as their following grows. The Premiers office should collaborate with social media influencers and famous people.
- Make use of search engine optimization and Facebook retargeting.
- The following are the recommended one-way prices for the four routes mentioned in the management report:
 - o PA to Cape Town International Airport – R 1 500.00
 - o PA to King Shaka International Airport – R 1 000.00
 - o PA to OR Tambo International Airport – R 500.00
 - o PA to Lanseria International Airport – R 500.00
- Smaller destinations should be travelled to on a weekly basis. This will introduce PA to these markets. The milk train option should be introduced to assist in making sure that more seats are sold.
- Business packages should be provided to businesses in Potchefstroom.
- Discounts to specific age groups should be introduced to assist in marketing PA and assist with making sure that PA is a preferred destination to travel to. An example of this can be a student discount or pensioners discount.
- Local government should partner with the tourism sector to provide tourism packages where PA will be used to transport tourists.

- Appoint an independent board and management team with knowledge of the air transport sector.
- A competition should be held for Potchefstroom residents to create the new logo for PA. This will involve the community and create excitement for the opening of PA.
- Renewable energy options should be looked at.
- A loyalty program can be created where passengers who fly frequently using PA will get points for each ticket bought. These points can then later be used to also purchase flights.

References

Abraham Lincoln Capital Airport. 2020. *5 Benefits Of Regional Airports* | Abraham Lincoln Capital Airport. <https://www.flyspi.com/5-benefits-of-regional-airports/> Date of access: 17 Aug. 2020.

Acukwik.com. 2020. *FAPS/Potchefstroom General Airport Information*. <https://acukwik.com/Airport-Info/FAPS> Date of access: 17 Aug. 2020.

Aviation Direct. 2020. *Conversion Table* • Aviation Direct. <https://aviationdirect.co.za/conversion-table/> Date of access: 26 Aug. 2020.

Bresnahan, S. and O'Hare, M., 2020. *Boutique Airports And Airlines: Why Smaller Is Better*. CNN. <https://edition.cnn.com/travel/article/regional-airports-airlines-boutique/index.html> Date of access: 17 Aug. 2020.

Button, K., 2010. Economic aspects of regional airport development. *Development of Regional Airports*, pp.9-25.

Bryce, T., 2020. *Portraits: The Smallest Airports In The World*. Skyrefund.com. <https://skyrefund.com/en/blog/smallest-airports-in-the-world> Date of access: 17 Aug. 2020.

Bryman, A., Bell, E., Hirschsohn, P., dos Santos, A., du Toit, J., Masenge, A., van Aardt, I. and Wagner, C., 2014. *Research Methodology Business and Management Contexts*. 1st ed. Cape Town: Oxford University Press.

defenceWeb. 2020. *Air Transport A Major Contributor To SA Economy But More Could Be Done - Defencweb*. <https://www.defencweb.co.za/aerospace/civil-aviation/air-transport-a-major-contributor-to-sa-economy-but-more-could-be-done/> Date of access: 24 Aug. 2020.

DR KENNETH KAUNDA DISTRICT MUNICIPALITY, 2020. *DISTRICT INTEGRATED TRANSPORT PLAN (2017 – 2021) DOCUMENT*. Royal HaskoningDHV (PTY) LTD, pp.74-76.

Drescher, C., 2020. *Why You Shouldn't Overlook Smaller Airports*. Condé Nast Traveler. Available at: <https://www.cntraveler.com/story/why-you-shouldnt-overlook-smaller-airports> Date of access 22 Aug. 2020.

Elikplim, E., 2020. *What Are The Largest Universities In South Africa?*. Africavarsities. <https://africavarsities.com/largest-universities-in-south-africa>. Date of access: 28 Aug. 2020.

Flighttime-calculator.com. 2020. *Flighttime-Calculator.Com – Home*. <https://flighttime-calculator.com/> Date of access: 28 Aug. 2020.

Flyairlink.com. 2020. *Airlink Aircraft* | Flyairlink. <https://www.flyairlink.com/about/aircraft> Date of access: 22 Aug. 2020.

Flyairlink.com. 2020. *Airlink Profile* | Flyairlink. <https://www.flyairlink.com/profile/airlink-profile>. Date of access: 24 Aug. 2020.

Hardesty, A., 2020. *Upstate South Carolina's Smaller Airports Pack A Big Economic Punch*. Independentmail.com.

<https://www.independentmail.com/story/news/local/2017/09/28/upstate-south-carolinas-smaller-airports-pack-big-economic-punch/676483001/>. Date of access: 22 Aug. 2020.

Lucas, P., 2020. *Mid-Sized Airports Have Their Day In The Sun | ACI World Blog*. ACI Insights. <https://blog.aci.aero/mid-sized-airports-have-their-day-in-the-sun/> Date of access: 17 Aug. 2020.

Tchouamou Njoya, E., 2020. *Air Transport And Destination Performance – A Case Study Of Three African Countries (Ethiopia, Kenya And South Africa) - Munich Personal Repec Archive*. Mpra.ub.uni-muenchen.de. <https://mpira.ub.uni-muenchen.de/id/eprint/48017> Date of access: 18 Aug. 2020.

Lehman, F., 2020. *Where To Put Toledo Express Airport? – Toledo History Box*. Toledohistorybox.com. <https://www.toledohistorybox.com/2011/07/29/toledo-express-airport-history-part1/> Date of access: 22 Aug. 2020.

Mildura Airport. 2020. *Corporate - Mildura Airport*. <https://milduraairport.com.au/corporate/> Date of access: 22 Aug. 2020.

Payscale.com. 2020. *Commercial Pilot Salary In South Africa | Payscale*. https://www.payscale.com/research/ZA/Job=Commercial_Pilot/Salary Date of access: 28 Aug. 2020.

Payscale.com. 2020. *Flight Attendant Salary In South Africa | Payscale*. https://www.payscale.com/research/ZA/Job=Flight_Attendant/Salary Date of access: 28 Aug. 2020.

Rana, S., 2020. *Challenges And Opportunities For Small And Emerging Airports In The 21St Century*. Aci-asiapac.aero. http://www.aci-asiapac.aero/services/main/20/upload/service/20/self/YE201711_BOM.pdf Date of access: 22 Aug. 2020.

Randairport.co.za. 2020. *Fees & Pricing*. <https://www.randairport.co.za/information/fees> Date of access: 26 Aug. 2020.

Sashares.co.za. 2020. *US Dollar To Rand (ZAR) Live Exchange Rate, ? Graphs And Daily Fluctuations*. <https://www.sashares.co.za/rand-dollar-exchange-rate/#gs.dwnzoq> Date of access: 26 Aug. 2020.

Slabbert, E., 2002. *KEY SUCCESS FACTORS OF TOURIST MARKET SEGMENTATION*. Magister Artium. North West University.

Sparks, K., 2020. *5 Of The Cheapest Turboprops To Operate - Blog*. <https://wepushtin.com/>. <https://blog.wepushtin.com/blog/5-cheapest-turboprops-operate/> [Accessed 25 August 2020].

TravelGround. 2020. *Potchefstroom Airport*.
<https://www.travelground.com/attractions/potchefstroom-airport> Date of access: 17 Aug. 2020.

Worldometers.info. 2020. *Coronavirus Update (Live): 24,928,895 Cases And 841,692 Deaths From COVID-19 Virus Pandemic – Worldometer*.
<https://www.worldometers.info/coronavirus/> Date of access: 28 Aug. 2020.

Air Transport Questionnaire

*Required

1. Gender *

Mark only one oval.

- ☐ Male
- ☐ Female

2. Race *

Mark only one oval.

- ☐ Asian
- ☐ Black
- ☐ Coloured
- ☐ White
- ☐ Other: _____

3. What is your age group? *

Mark only one oval.

- ☐ 18 - 24 years
- ☐ 25 - 34 years
- ☐ 35 - 44 years
- ☐ 45 - 54 years
- ☐ 55 - 70 years
- ☐ Above 70

4. What is your highest educational qualification? *

Mark only one oval.

- ☐ No formal education
- ☐ Did not completed grade 12
- ☐ Grade 12
- ☐ Certificate, Diploma, Bachelors Degree
- ☐ Postgraduate Diploma or Honours Degree
- ☐ Master Degree or Doctoral Degree

5. Employment status

Mark only one oval.

- ☐ Employed
- ☐ Self-employed
- ☐ Unemployed

6. Which of the following categories best describe your present occupation?

Mark only one oval.

- ☐ Professional (Lawyer, teacher, medical doctor, etc.)
- ☐ Managerial position
- ☐ Administrative
- ☐ Civil service worker (police service etc.)
- ☐ Non-profit worker (house-wife, student, pensioner, etc.)
- ☐ Not applicable

7. Would you like to travel by air transport *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

8. Would you like to travel to and from Potchefstroom Airport? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

9. What destinations would you prefer traveling to from Potchefstroom Airport? (May choose more than one) *

Tick all that apply.

- ☐ Lanseria Airport
- ☐ OR Tambo International Airport | Johannesburg Airport
- ☐ King Shaka International Airport | Durban Airport
- ☐ Cape Town International Airport
- ☐ Kimberley International Airport
- ☐ George Airport
- ☐ Port Elizabeth International Airport
- ☐ Bram Fischer International Airport | Bloemfontein Airport
- ☐ Upington International Airport
- ☐ Mafikeng International Airport

Other: ☐ _____

10. What is the maximum time that you are willing to spend on the processing stages before a flight? (Boarding, baggage, security checkpoint etc.) *

Mark only one oval.

- ☐ No waiting time
- ☐ 15 - 30 minutes
- ☐ 30 - 60 minutes
- ☐ 1 hour +

11. What are the preferred times that you would like to depart? (May choose more than one) *

Tick all that apply.

- ☐ 06h00 - 10h00
- ☐ 10h01 - 14h00
- ☐ 14h01 - 18h00
- ☐ 18h01 - 22h00
- ☐ 22h01 - 05h59

12. Which days of the week would you prefer to fly (May choose more than one option) *

Tick all that apply.

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

13. What is the maximum amount you would spend on a ticket to or from King Shaka International Airport (Durban) *

Mark only one oval.

- ☐ R 1 - R500
- ☐ R 501 - R 1 000
- ☐ R 1 001 - R 1 500
- ☐ R 1 501 - R 2 000
- ☐ R 2 001 - R 2 500
- ☐ R 2 501 - R 3 000

14. What is the maximum amount you would spend on a ticket to or from OR Thambo International Airport (JHB) *

Mark only one oval.

- ☐ R 1 - R500
- ☐ R 501 - R 1 000
- ☐ R 1 001 - R 1 500
- ☐ R 1 501 - R 2 000
- ☐ R 2 001 - R 2 500
- ☐ R 2 501 - R 3 000

15. What is the maximum amount you would spend on a ticket to or from Cape Town International Airport

Mark only one oval.

- ☐ R1 - R500
- ☐ R 501 - R 1 000
- ☐ R 1 001 - R 1 500
- ☐ R 1 501 - R 2 000
- ☐ R 2 001 - R 2 500
- ☐ R 2 501 - R 3 000

16. How often do you fly? *

Mark only one oval.

- ☐ Once a week or more
- ☐ 2.-3 times a month
- ☐ Once a month
- ☐ A few times a year
- ☐ Once a year or less
- ☐ Never

17. Do you prefer to flying to using other means of transport? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

18. Would you prefer that family fly to Potchefstroom Airport to visit? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

This content is neither created nor endorsed by Google.

Google Forms