

Link to Video Presentation:
<https://samgoodfield.uk/cwl>



CWL

CARDIFF AIRPORT

The background of the image shows a close-up of a white, pleated garment, likely a skirt or trousers, with a brown fabric waistband visible at the top. The lighting is soft and warm, creating a high-end, minimalist aesthetic.

ABOUT

CARDIFF AIRPORT

CARDIFF AIRPORT

- Opened at its current site in April 1942 as an RAF training base
- The first commercial use of the site was in 1950, with Aer Lingus flying to Dublin.
- In 1986 a runway expansion saw BA bring their maintenance department to Cardiff, one of the biggest facilities in the world.
- In 1995 the airport was sold to private investors
- March 2013 saw the Welsh government become the only shareholder of the airport, taking it back into public ownership.



CARDIFF AIRPORT

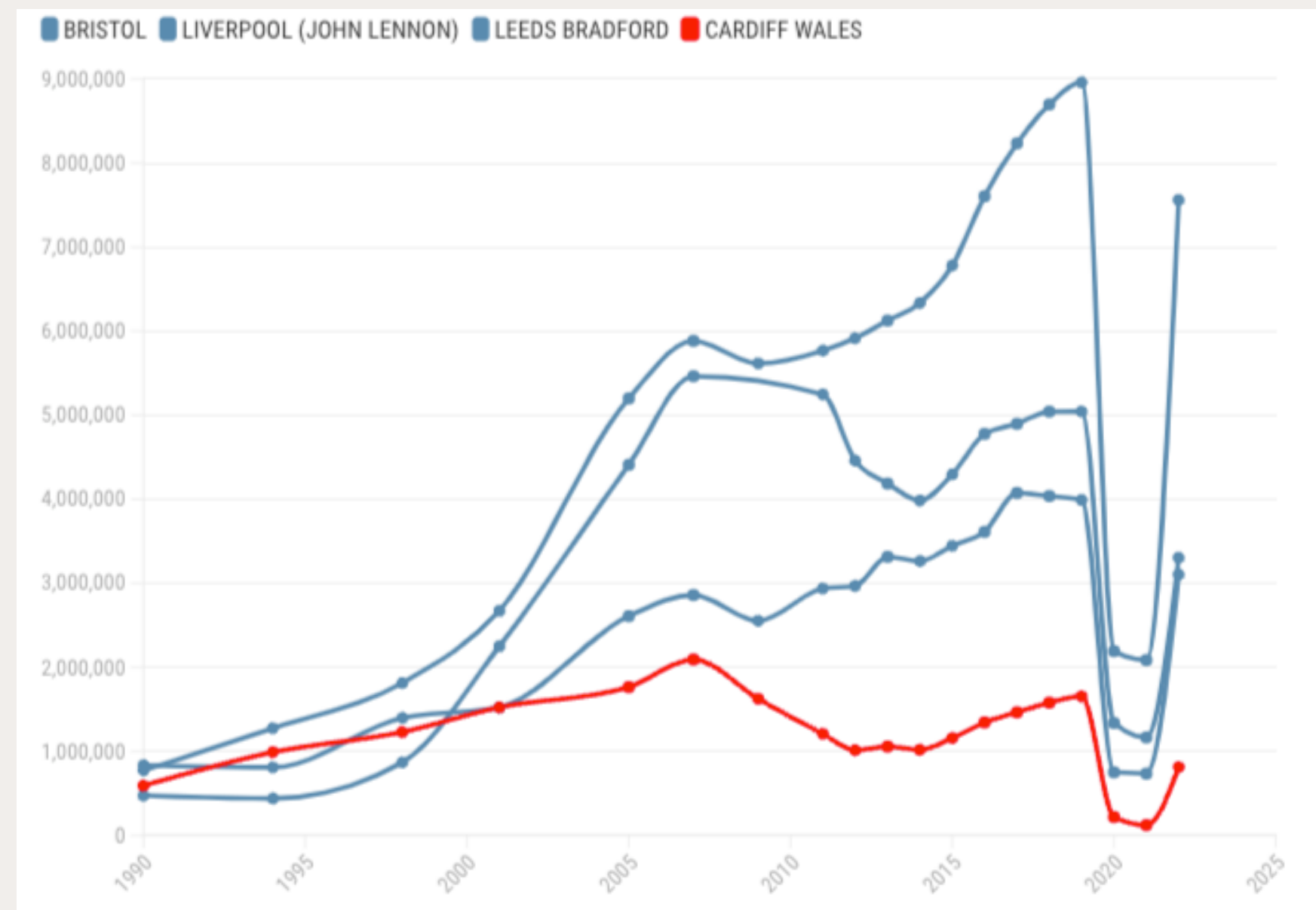
- 2014 the Airport underwent a major refurbishment project, including building a new security control room.
- Cardiff Airport was the transport hub for NATO in 2014.
- A fly on the wall documentary, published by ITV was filmed at Cardiff Airport to help promote the airport.

(Lewis, 2023)



NUMBERS

- Cardiff Airport has struggled to win over passengers, with this graph suggesting its one of the least used airports.



(Lewis, 2023b)

BA HUB

- Cardiff Airport is home to one of the worlds biggest aircraft engineering depots, and acts as one of British Airways major maintenance hubs.

(Lewis, 2023b)





TRANSPORT

HOW POOR TRANSPORT MAY BE A
FACTOR IN POOR PASSENGER
NUMBERS.

TRANSPORT LINKS

- Rhoose Train Station is the closest station with a shuttle bus running every 10 minutes
- Main Line Trains don't stop at Rhoose, passengers would need to change at Cardiff Central.
- There are minimal bus links to the airport
- Primary Research suggests 70% agree that transport links are an issue for Cardiff Airport.

(Cardiff International Airport, n.d.)



LOCATION

- Many have speculated Cardiff Airport is in the wrong location, BMI Boss implies that it would be a bad business decision to invest in CWL.
- Poor weather is frequent in the area, making it hard for smaller aircraft to land
- Its rural location allows for minimal disruption to residents

(SkY News, n.d.)

(Owen, 2023)

(CardiffAirportMaesAwyrCaerdydd, n.d.)



RELAUNCH

NEW BRAND, NEW OWNERS AND
NEW APPROACH.

PUBLIC OWNERSHIP

- In 2013 the Welsh Government became the airports only shareholder, bringing the airport back into public ownership.
- 2014 Saw a large scale redevelopment of the airport, including a new brand, new parking system introduced and state of the art control room.
- In 2014 an event was organised to promote tourism in Wales, and hosted in the Airport Terminal Building.

(Cardiff International Airport, n.d.)
(CardiffAirportMaesAwyrCaerdydd, n.d.)



REFURBISHMENT

- New State of the Art control room
- Modern Car-parking System
- Rebrand of the airport
- State of the art conveyer system
- Large focus on promoting the airport

(CardiffAirportMaesAwyrCaerdydd, n.d.)



NATO

- Cardiff Airport was put into lockdown in 2014 for the worldwide 2014 NATO summit.
- Cardiff Airport was used as the primary airport for leaders from around the world to attend the NATO summit.

(Cardiff International Airport, n.d.)
(CardiffAirportMaesAwyrCaerdydd, n.d.)

FOCUS

- The new owners came with a new priority, creating a friendly airport that has great customer service.
- Ryan Air launch flights from Cardiff in 2014

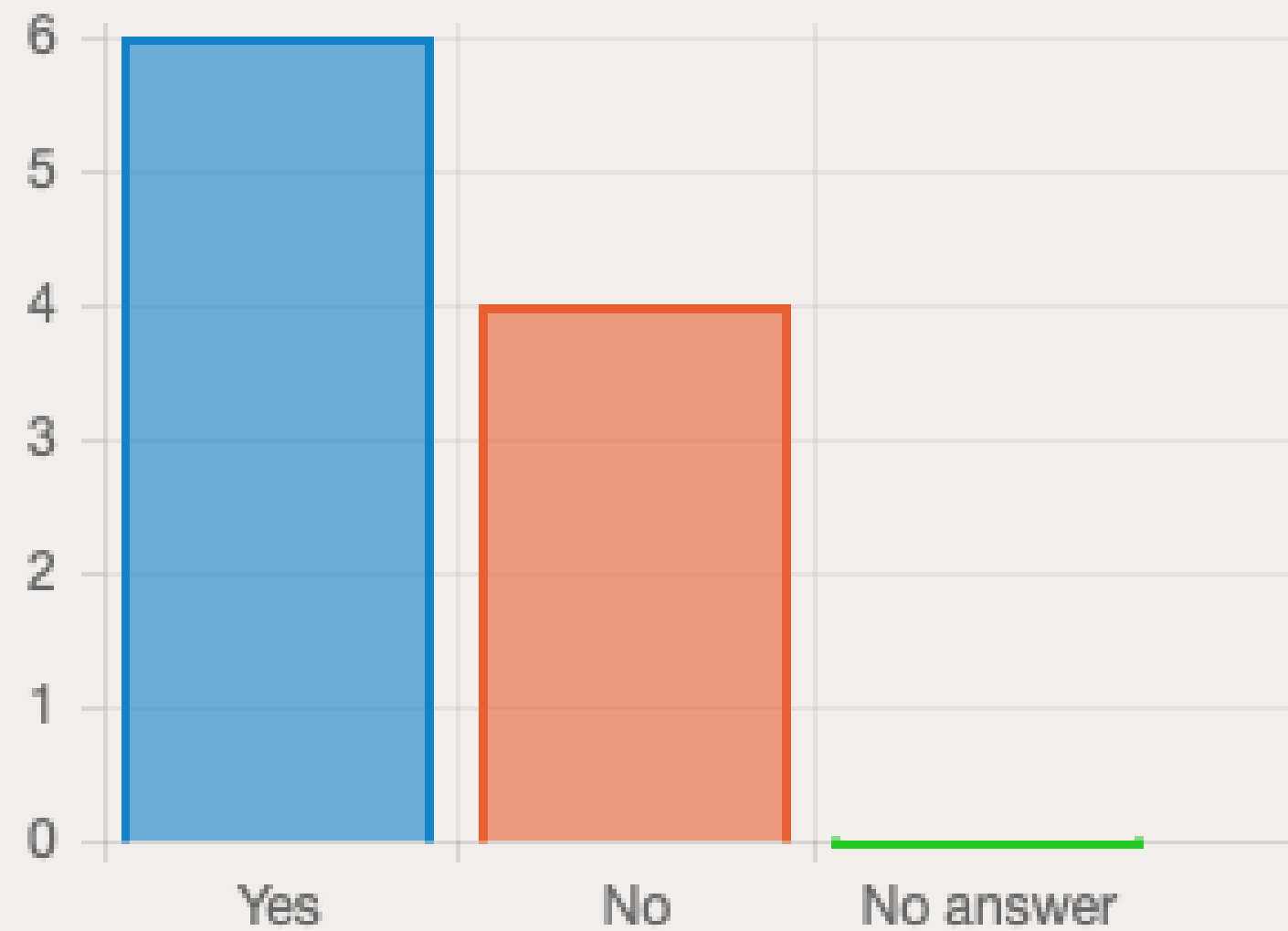
(Cardiff International Airport, n.d.)
(CardiffAirportMaesAwyrCaerdydd, n.d.)



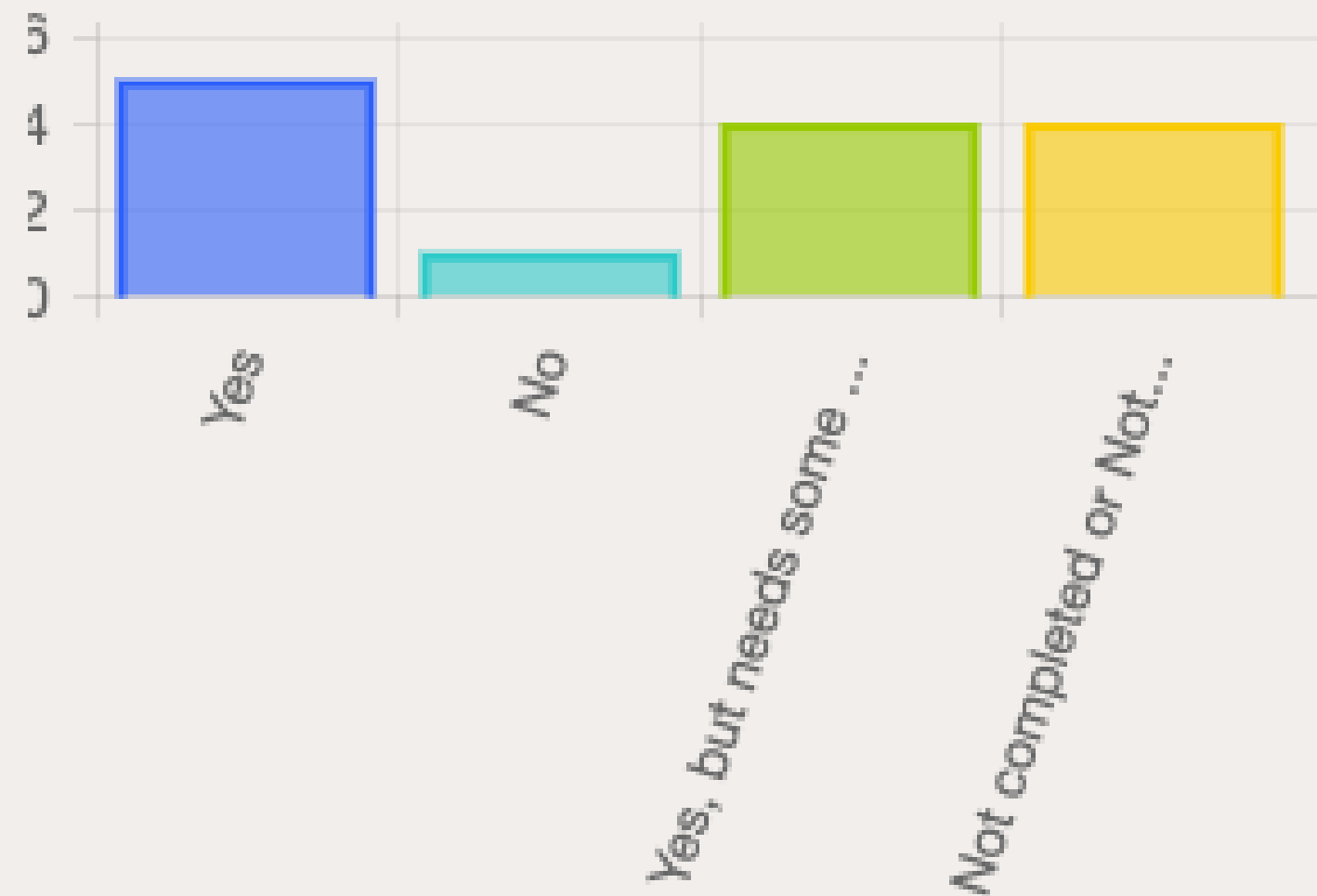


WHAT DO THE
PUBLIC THINK?

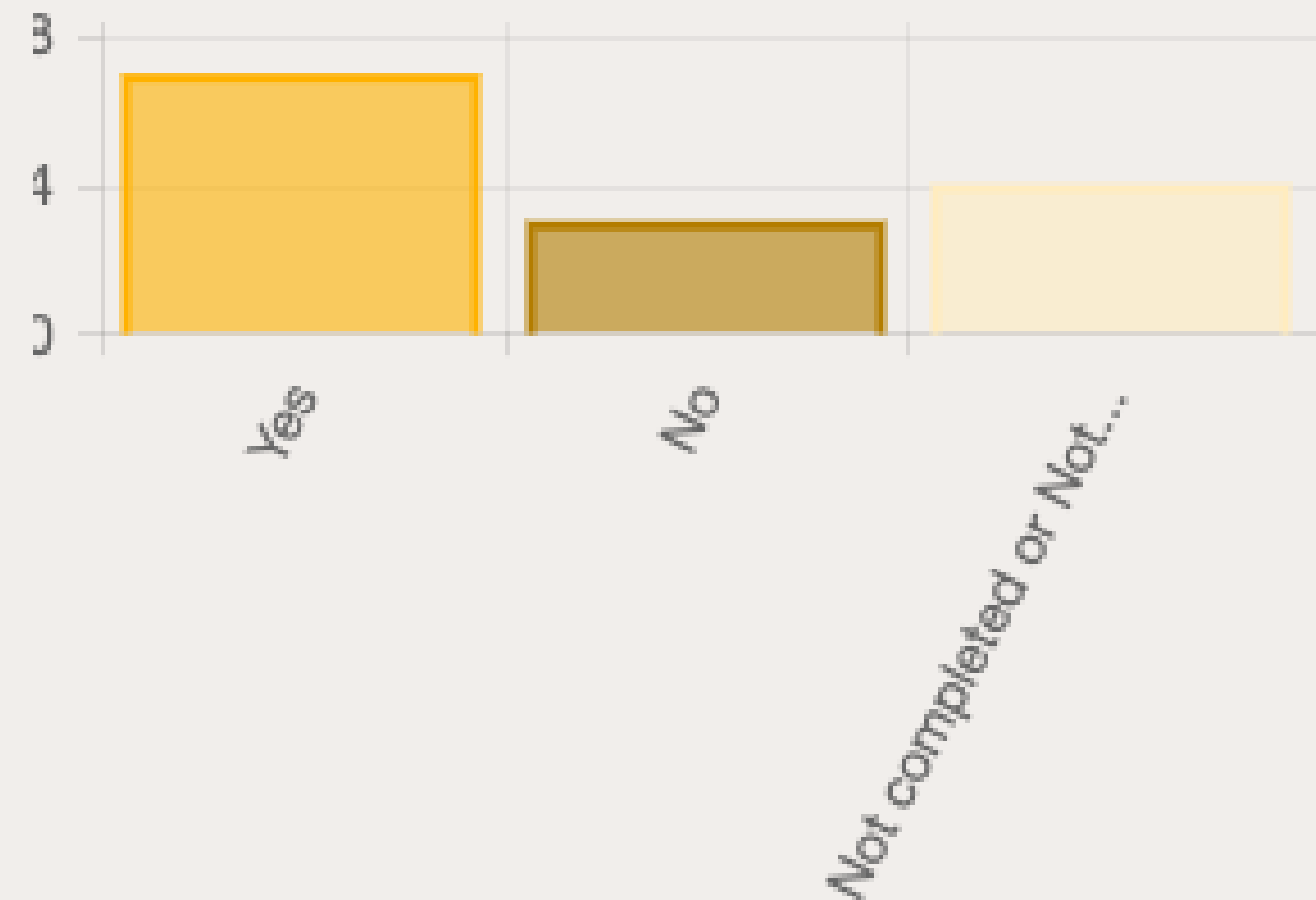
HAVE YOU PREVIOUSLY USED CARDIFF AIRPORT TO FLY FROM?



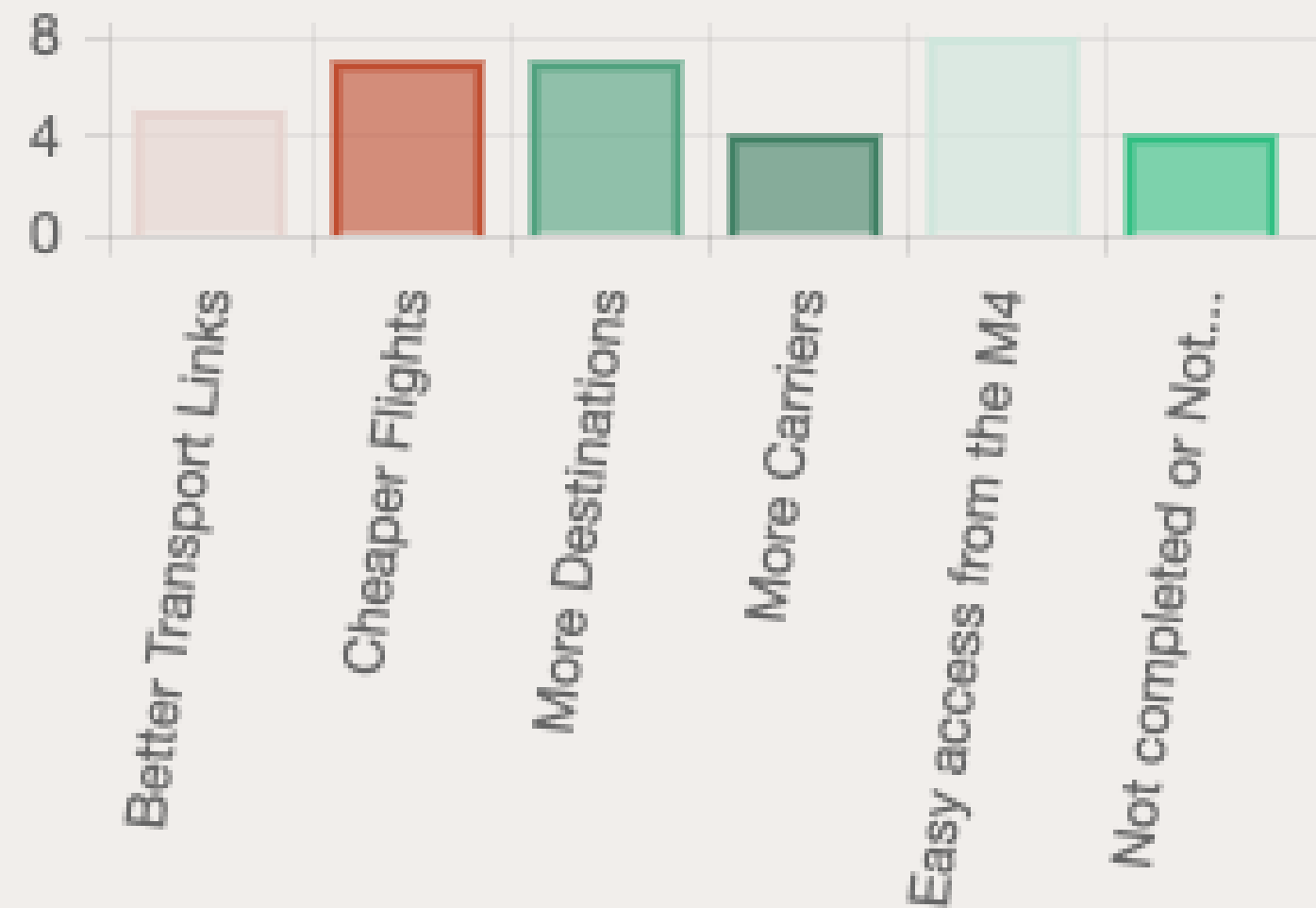
DO YOU THINK CWL IS A VIABLE AIRPORT?



DO YOU THINK THE LACK OF TRANSPORT LINKS IS AN ISSUE FOR CARDIFF AIRPORT?



WHAT WOULD MAKE YOU MORE LIKELY TO CHOOSE CARDIFF AIRPORT OVER OTHER AIRPORTS IN THE AREA?





CONCLUSION

CONCLUSION

- Cardiff Airport seems a viable airport, but requires some infrastructure changes to make it easier to get too.
- Public Ownership seems to be a good thing, as it could be a good source of income for the Welsh Government
- Seems a good location for flights that require additional security, such as world leaders.
- Long runway, allowing Cardiff to be a location suited to all aircraft
- Focus on Customer Service



Reference list

Cardiff International Airport (n.d.). Media centre. [online] www.cardiff-airport.com. Available at: <https://www.cardiff-airport.com/media/#:~:text=Construction%20work%20on%20the%20existing> [Accessed 8 Mar. 2023].

CardiffAirportMaesAwyrCaerdydd (n.d.). Cardiff Airport - YouTube. [online] www.youtube.com. Available at: <https://www.youtube.com/@CardiffAirportMaesAwyrCaerdydd> [Accessed 11 Mar. 2023].

Lewis, F. (2023a). The airport that is finding it hard to take off. [online] WalesOnline. Available at: <https://www.walesonline.co.uk/news/wales-news/a-bottomless-pit-taxpayers-cash-25972492> [Accessed 8 Mar. 2023].

Lewis, F. (2023b). The airport that is finding it hard to take off. [online] WalesOnline. Available at: <https://www.walesonline.co.uk/news/wales-news/a-bottomless-pit-taxpayers-cash-25972492>.

Owen, C. (2023). Former airline boss says Cardiff Airport is in the wrong place. [online] WalesOnline. Available at: <https://www.walesonline.co.uk/news/wales-news/former-airline-boss-says-cardiff-25985217> [Accessed 11 Mar. 2023].

SkY News (n.d.). Cardiff Airport Could Be 'Nationalised'. [online] Sky News. Available at: <https://news.sky.com/story/cardiff-airport-could-be-nationalised-10460414> [Accessed 11 Mar. 2023].