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Exploitation of off-peak airport spaces

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Deliverable 7.2

Produced in 2017 as part of the SPARA 2020 Project

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Key

Space location	Inside (I)	Outside (O)	Both (IO)
Space availability	Long term (LT)	Short term (ST)	Part time (PT)
Ability to monetise	Charge event organiser (CO)	Charge event user (CU)	Free of charge (FOC)

Use type	Sub type	Use description	Space location			Space availability			Ability to monetise		
Cultural	Music	Playing to static audiences e.g. at check in queue	I			No specific requirement			CO		FOC
		Set up in fixed position in the airport	I			ST	PT	CO		FOC	
		Stage outside the airport e.g. in a car park		O		ST	PT	CO	CU	FOC	
		Music festival		O		ST	PT	CO	CU	FOC	
	Performing arts	e.g. local school demonstrating Scottish or Irish dancing	I	O		ST	PT			FOC	
	Literature	e.g. Book launch and reading	I			ST	PT	CO		FOC	
	Exhibitions	Works of art ¹	I	O		LT	ST		CO		FOC
		Photography	I			LT	ST		CO		FOC
		Video / on-screen	I			LT	ST	PT	CO		FOC
	Business	Eating	Use of café/restaurant/bar for private functions outside of normal operating hours	I					PT	CO	CU
Meeting spaces		Short term let of rooms that are either unused or only occupied certain days or times	I				ST	PT		CU	
Wedding venue		Use space for wedding ceremony and reception ²	I	O			ST	PT	CO		
Pop-up cinema		Reasonably large space with seating needed to show movie ³ either on a big TV screen or projected	I	O			ST	PT	CO	CU	
Displays	Aviation	Air shows ⁴		O			ST	PT	CO	CU	
		Aviation festivals (static displays)		O			ST	PT	CO	CU	
Sporting	Fun runs	e.g. 5km, 10km, etc.		O			ST	PT	CO	CU	FOC
	Sky dives	One-off events e.g. charity tandem jumps		O			ST	PT	CO		
		Longer term use of space by parachute club to offer training and jump facilities			IO	LT		PT	CO		

Comments on column headings

Space location: it is assumed that in most airports the inside space will need to be landside due to the security issues faced with using airside space. Outside space is most likely to be landside but in some instances (e.g. air shows and sky dives) some use of airside space will be necessary.

Space availability: long term means that a particular airport space is unused for a lengthy period, probably greater than several days, while short term applies to a space that is not in use for a short period but is unavailable after that. Part time refers to a space that is in regular use but has periods during the day where it is available for alternative uses (this periodic availability could be either short term or long term).

Ability to monetise: The airport has three options available, charge the event organiser for use of the space (the charge could be based on the numbers attending); charge people who attend the event; or make no charge and rely on increased footfall at the airport to lead to increased incidental spend. It may be impractical for the airport to charge individual users unless the airport itself is the organiser of the event.

Notes on exploitation of off peak airport spaces

The worksheet is based in large part on the research undertaken by Bloice, Baxter and Gray (2017) for SPARA task 7.1 at airports in Scotland, Ireland and Sweden. As a result the types of off peak space use selected are potentially suitable for airports of the size studied.

The literature on this topic is sparse, and almost without exception examines the situation at airports that are larger and busier than those in SPARA, some of them among the largest airports in the world, such as London Heathrow and Singapore Changi. The types of non aviation activities described in the literature is often inappropriate for smaller airports either because of size (e.g. 500 seat nightclub, Adey 2007) or a requirement for permanent or very long term space availability (e.g. swimming pool, Amadeus 2012, Elliott and Radford 2015, Adey 2007).

However, a number of uses mentioned in the literature could be offered as an enhancement to the base worksheet and are listed below.

Use description	Source
Personal grooming services	Amadeus (2012)
Pop-up retail environments	Amadeus (2012)
Spa treatments	Amadeus (2012)
Children's play areas	Amadeus (2012)
Consumer goods exhibitions	Amadeus (2012)
Simulator rides	Amadeus (2012)
Language classes	Amadeus (2012)
Day/overnight surgery (e.g. dentistry, minor plastic surgery, etc.)	Amadeus (2012)
Live theatre	Amadeus (2012)
Short courses (e.g. acting, singing, improve comedy)	Amadeus (2012)
Banking and financial services (possibly involving a visit from mobile banking facilities)	Amadeus (2012)
Health and wellbeing services (rapid health checks)	Amadeus (2012)
Short seminars (leisure and business)	Amadeus (2012)
Beauty salons and hairdressers	Lloyd (2003)
Amusement arcades	Lloyd (2003)
Postal and financial services	Lloyd (2003)
Children's entertainment	Lloyd (2003)
Airports as theatres for events (e.g. political rallies)	Adey (2007)
Aviation enthusiast use of facilities (e.g. plane spotting)	Adey (2007)
Reflection room	San Francisco International Airport (n.d.)
Self guided tours	San Francisco International Airport (n.d.)
Yoga room	San Francisco International Airport (n.d.)
National/regional events exhibits	Losekoot (2015)
Nail bar	Losekoot (2015)
National/regional images and symbols	Losekoot (2015)

References

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- Losekoot, E. (2015). *Factors influencing the airport customer experience: a case study of Auckland International Airport's customers*. PhD Thesis. Auckland University of Technology.
- Lloyd, J. (2003). Airport technology, travel, and consumption. *Space and Culture*. 6(2), pp. 93-109.
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Footnotes

- ¹ Most art work will need to be located inside but some, such as sculptures, could be located outside
- ² Note that a licence for ceremonies to be performed may be required, if permitted
- ³ A licence for public performance is likely to be required
- ⁴ An aviation authority licence will be required

