Aviation is an incredibly important part of the global economy and a key driver for national and regional business growth. The International Air Transport Association (IATA) reports that approximately 1% of global GDP – around $900 billion – will be spent on air travel in 2019 and that about a third of global trade by value - $20 billion a day – relies on air.

Business travel can have a big impact on whether or not an airline route is successful and is a key factor that is considered when deciding whether or not to operate a route. Strong and reliable business travel demand in our catchment, a region that is prospering and growing rapidly, creates a very powerful tool for us to share with airlines. Over the past year there have been a number of examples here at London Stansted which showcase this in practice.
On 8th June 2018, Emirates launched their first direct flight, between London Stansted and Dubai, on a Boeing 777-300ER with over 350 seats, providing ease of connectivity to the whole Emirates network for the East of England population. Emirates have also recently announced a second daily flight to London Stansted, launching on 1st July 2019, in a strong vote of confidence in the route and the region.

These routes are the tenth and eleventh daily Emirates flights from London to Dubai, and makes us the third London airport served, but the choice of Stansted was influenced by strong potential of the market here in the East of England, both in terms of business and leisure travel.

In particular, the strong business community and economic activity in the region has been called out by both Emirates senior leadership and our own CEO Ken O’Toole as key drivers behind the decision to launch the route. With over 25 major global corporations having headquarters in the region, as well as the hundreds of smaller businesses and a diverse range of start-ups, international trade links are vital. This has been well documented in media coverage of the route, including in mainstream national news, local media and travel industry specialist publications.

As well as the customer focus, the cargo operation has been noted as another important spoke in the Emirates SkyCargo network, for improving trade opportunities with different parts of the world. Emirates SkyCargo currently connects cargo customers to over 155 cities across 85 countries in six continents, and has been recognised for the exceptional started of its processes and service delivery for pharma transport through multiple awards.
PRIMERA AIR

Additionally to Emirates, London Stansted did have for a short while direct flights to North America, with Primera Air. Whilst unfortunately the airline suffered from wider business issues and went bust in October 2018, it was enjoying excellent performance on its transatlantic routes from Stansted.

North America, particularly the USA, has long been a key market for much of the region’s businesses, and Primera Air was able to start servicing this demand. North America remains at the forefront of our route development strategy for both the short and long term going forwards.

CORPORATE COLLABORATION TO INFLUENCE CONNECTIVITY

These exciting examples help illustrate why we are launching an ongoing refresh of all of our corporate travel data – to be able to continue providing connectivity around the world that best serves the needs of our customers. We would never share individual company information, but as part of a larger dataset we can use this to influence airlines and persuade them that London Stansted and the East of England is the best option. London Stansted has been fortunate to count on the support of many of you over the past few years, whether you have supported our planning cap extension, worked with us on the East of England China Forum, celebrated airline launches or got involved in any of our other work. We want to help you grow, and this is the best way that we can do that.