



# Schiphol

economic engine



## AirportCity

Amsterdam Airport Schiphol is a shining example of an AirportCity: a leading and efficient airport offering its visitors and locally operating businesses all the services they require on a 24/7 basis.

In 2013 Schiphol was Europe's fourth largest airport in terms of passenger volumes, and third in terms of cargo. The activities at Schiphol are an important engine that drives the Dutch economy and generates employment. The Amsterdam region offers an attractive business climate for internationally oriented companies and institutions.

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[www.schiphol.nl](http://www.schiphol.nl)

[www.youtube.com/schiphol](http://www.youtube.com/schiphol)

## Schiphol: economic engine

The Netherlands enjoys a strong focus on international trade and is often referred to as a true 'trading nation'. In 2013, the country ranks third on the world index of countries with efficient trade, states the World Economic Forum.

Amsterdam Airport Schiphol plays a key role in the Netherlands' international success. A well-equipped international airport with modern facilities, Schiphol serves 99 airlines, which together flew a total of 52.6 million passengers and more than 1.5 million tonnes of cargo to their destinations via Schiphol in 2013. Our operational management is strongly dependent on our home carrier KLM and its SkyTeam partners, which account for approximately 70% of all air traffic to and from Schiphol. From Amsterdam Airport Schiphol, passengers and cargo can fly to 323 direct daily or weekly destinations worldwide.

Thanks to its network of connections, Schiphol is one of Europe's four most important airports. Given the small size of the domestic market in the Netherlands, this is a unique achievement.



# Schiphol: economic engine

## Driver of the Dutch economy

The airport has always contributed significantly to the Dutch economy. By creating jobs, for example: at Schiphol, 65,000 people work for some 500 companies. The total number of jobs generated by Amsterdam Airport Schiphol amounts to 290,000. Altogether, this represents a total added monetary value of around 26 billion, or approximately 3.3% of the Gross Domestic Product (Boston Consulting Group and McKinsey, 2011). In many domains, the Netherlands ranks among the ten most competitive countries in the world, a factor to which the Schiphol Mainport and its excellent connections contribute significantly.



## Mainport

Mainport Schiphol has evolved from the synergy between Amsterdam Airport Schiphol, the high-quality network served by KLM, its partners and other airlines, and the attractive Amsterdam metropolitan region. More than simply an airport with a worldwide network of connections, the Mainport serves as a hub of businesses and activities that all reinforce each other. Together, they create an international and multimodal crossroads where flows of people, goods, information, innovation, knowledge and culture all converge. Not far from Schiphol is another such international crossroads at the Port of Rotterdam.

Schiphol connects the Netherlands with the world's most important cities and regions, serving Schiphol Group's main ambition of maintaining and strengthening the competitive position of the airport. The quality of the Mainport is determined by the network of destinations, the flight frequencies serving these destinations, and the competitiveness of the airport and the region.

Crucial to this network of destinations is the European and intercontinental network of Air France-KLM and partners. Schiphol facilitates this network, placing a key focus on destinations that provide added value to the Mainport and the Dutch economy.

As such, the airport acts as the linking pin between, on the one hand, a strong intercontinental network of connections with the world's major economic centres and emerging markets and, on the other, an extensive intra-European network. The European network is important for Origin/Destination traffic and it feeds Air France-KLM's extensive transfer network.

### The Netherlands

#### Worldwide ranking

- 1st on the list of 'Low unemployment' within the EU
- 2nd on the list of 'Leading the field in broadband' worldwide
- 3rd freight airport of the world
- 4th on the list of 'highest income in EU'
- 5th on the list of 'Effective governments'
- 6th Largest exporter of goods
- 7th on the list of 'Attractive for inward foreign investments'
- 8th on the list of 'Most competitive economies'
- 9th Largest foreign investor in the world
- 10th on the list of 'Attractive places to live in'

The Netherlands **ranks high** in Europe in 'best business location to establish a company' and is worldwide one of the 'best countries to do business in'

#### Reasons:

- Stable and effective political system
- Excellent macro-economic environment
- Efficient financial sector
- Flexible labor market
- Internationally oriented economy
- Competitive tax environment
- Dutch economy is relatively robust

Source: Holland Compared by AgentschapNL



# Schiphol: economic engine

## Transport network

The Dutch business community comprises a number of strong sectors, traditionally encompassing trade, the chemical industry, service provision and logistics. These activities are predominantly internationally oriented and therefore highly dependent on air transport services. A strong intercontinental and intra-European aviation network offering a choice of airlines and a large and varied number of destinations and frequencies – and even more so, an extensive network of direct intercontinental destinations – is a prerequisite for these activities.



One of Schiphol's greatest strengths is its extensive transport network.

As a Mainport, Schiphol owes its existence and success to a wide network of connections with the rest of the world, anchored in a strong collaborative relationship between home carrier KLM, the government and the airport.

In 2013, 52.6 million passengers travelled, to, from and via Schiphol to 323 destinations in 98 countries, with over 40% transferring to another flight at Schiphol.

### European Logistics Centres

The Netherlands	51%
Belgium	18%
Germany	11%
France	8%
Great Britain	8%
Other countries	4%

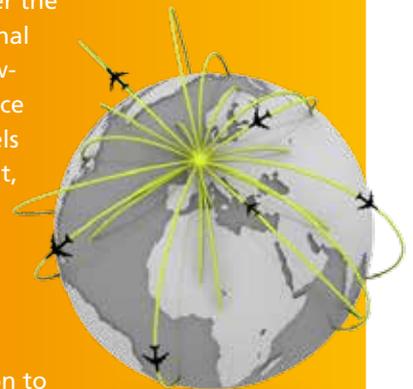
Source: HIDC

## Regional airports

Schiphol Group also comprises a range of regional airports: Eindhoven Airport, Rotterdam The Hague Airport, and Lelystad Airport. Eindhoven Airport and Rotterdam The Hague Airport offer networks for regional business traffic and cater to the non-business (leisure) segment. In the future, Eindhoven Airport and Lelystad Airport will come to play a key role in achieving selective growth. This form of expansion is aimed at servicing an increasing number of non-Mainport related destinations (such as holiday destinations) from regional airports.

## International value creation

In order to further strengthen Mainport Schiphol and its network of destinations, Schiphol Group seeks out collaborations with key international airports, most notably the SkyTeam hubs of John F. Kennedy International in New York and Paris Charles de Gaulle. Collaboration and cross-participation with Aéroports de Paris has helped build a strong platform for the further development of the hub system and the AirportCity concept. Over the course of our international activities, we share knowledge and gain experience with new business models and processes. As a result, our international activities help to further strengthen the Mainport. Our international participations make a considerable contribution to Schiphol Group's results.



## Driver of the regional economy

The Netherlands has an open economy with a small sales market and ranks among the world's leading players in the fields of innovation and knowledge, the creative industry, international business services and trade and logistics, and is a prime head office location. Schiphol serves as the Netherlands' main gateway for international trade and as an engine for other types of economic activity. Companies within a wide radius of Schiphol use its services. Indeed, for some companies the link with Schiphol is so strong that they would be unable to survive without the airport.



## Schiphol: economic engine

Amsterdam's prominent ranking on the index of economically significant cities can partly be attributed to the extensive network of destinations and frequencies that connects the Netherlands with all other major cities and centres in the world.

Amsterdam and the surrounding region offer an attractive business location for multinational companies that depend on excellent international connections. Of all the European head offices in the Amsterdam metropolitan region, more than 80% have indicated that the key reason for establishing their business here is the presence of Amsterdam Airport Schiphol.

According to Amsterdam Inbusiness, the Amsterdam metropolitan region is home to 2,000 international companies, including leading Dutch and international names such as Philips, Akzo Nobel, Arcades, Microsoft, Yamaha and Boeing, which collectively account for more than 150,000 jobs. This is more than 15% of all direct employment in the region.

The largest employer at Schiphol is KLM.

In The Netherlands KLM provides jobs for about 30,000 people. Most people who work at Schiphol, including aviation staff, do not hold a nine-to-five job but work in continuous shifts. If you could actually name a birthplace for the 24-hour economy, it would probably be Schiphol. Moreover, employment at the airport is highly differentiated.

The aviation industry employs more low-skilled workers in comparison to other sectors. These employees work in baggage and cargo handling, cleaning and catering. Schiphol is a key employment generator in particular for this category of workers.



## Transfer

To compensate for the lack of an extensive home market enjoyed by other major European airports, such as London Heathrow and Paris Charles de Gaulle, Schiphol's wide network is mainly attributable to the many passengers that use Schiphol as a transfer point en route to their final destination.



Over 40% of all passengers at Schiphol transfer from one flight to another. A transfer percentage as high as this is typical for a hub airport in a 'hub-and-spoke system'. Schiphol acts as the hub for one of the largest aviation networks in Europe while its spokes are formed by the countless destinations extending to all corners of the globe. A hub of Schiphol's proportions can cater to large waves of arriving and departing flights that create a far more intricate network of destinations than could be achieved in a network composed solely of direct connections. Without transfer traffic, the airport's network of destinations and frequencies would be much smaller. The airport needs transfer traffic in order to maintain its network of destinations and frequencies.



# Schiphol: economic engine

## Air cargo

Air cargo is inseparably linked with passenger transport because a large share of the network of connections is only profitable through combined passenger and cargo services. This has made Amsterdam Airport Schiphol an interesting marketplace for logistics activities and, because it can be easily reached from all corners of the globe, it has become a highly sought-after location for establishing European head offices and distribution centres. Additionally, the proximity of many local businesses to Schiphol has enabled them to develop into international players. A key feature of air cargo is that it is used for goods that need to be transported swiftly from one location to another. The goods are often perishable, such as vegetables and flowers, or have a short life-cycle, such as the latest fashion, state-of-the-art electronics and pharmaceuticals. Air transport is also used when time is of the essence, for instance in transporting medicines and organs, urgent deliveries of parts, and for



emergency aid when disasters occur around the world. The high economic value of goods carried by air makes them indispensable to the Dutch economy. Schiphol is the third-largest cargo airport in Europe.

## For business or leisure?

Consumers in the Netherlands spend an average of over 38 billion euros on leisure and tourism every year. This sector employs a workforce of almost 415,000 people. Sixty-four percent of Schiphol's passengers are travelling for non-business reasons, such as to go on holiday or visit family and friends. 'Tourism by air' is a growing industry. The recently re-opened Rijksmuseum and Stedelijk Museum in Amsterdam are tourist magnets. Over 40% of all visitors to the Netherlands from abroad arrived at Schiphol.

**Cargo market share**  
Top 10 European airports (in %)



**Passenger market share**  
Top 10 European airports (in %)



**Reason for travelling**  
(in %)



## Key figures for 2013

- 52.6 million passengers
- 1,531,089 tonnes of cargo
- 425,565 air transport movements, of which 15,623 or 3.7% full-freighter flights
- 323 scheduled flight destinations, of which 19 destinations exclusively for cargo, in 98 countries, with 99 airlines

500 companies within the airport grounds, with 65,000 employees

- 3<sup>rd</sup> in Europe in terms of cargo volumes
- 4<sup>th</sup> in Europe in terms of passenger volumes
- 4<sup>th</sup> in Europe in terms of total air transport movements