

1. Executive Summary

This report provides an analysis of Hong Kong International Airport (HKIA)'s strategic position and opportunities for growth. As one of the busiest airports globally, HKIA faces intense regional competition and capacity constraints. However, its established global network, strategic geographical location, and high-quality services present opportunities for differentiation and expansion.

The report identifies three key strategic areas for HKIA:

1. **Enhancing Aviation Development Strategies:** HKIA should target passenger demographics within the countries of the Belt & Road Initiatives (BRI), expand routes to emerging markets, and foster cooperation with other airports in the Greater Bay Area (GBA).
2. **Developing a World-Leading Airport City:** HKIA should focus on creating a positive passenger experience, offering diverse amenities, and developing high-end commercial and leisure facilities to attract more tourists and enhance the airport's competitiveness.
3. **Promoting Pet Travel Leisure Business:** HKIA can capitalize on the growing trend of passengers traveling with pets by creating specialized services and facilities, streamlining pet travel processes, and developing targeted marketing campaigns.

The report also presents a scenario analysis of the potential impacts of these strategies on passenger movement and flight volumes. The results indicate that implementing these strategies could boost passenger movement to 123 million in 2040, representing a 131% increase from 2024.

Key recommendations for HKIA include:

1. Optimizing operations and applying established strengths in the aviation sector
2. Developing specialized services and facilities, such as pet travel and high-end commercial and leisure offerings
3. Prioritizing strategic partnerships within the GBA to enhance regional connectivity
4. Investing in advanced digital solutions to improve operational efficiency and passenger satisfaction
5. Adapting to changing travel preferences by implementing flexible services and facilities

By implementing these recommendations, HKIA can maintain its position as a premier aviation hub while adapting to evolving international air travel demands and securing sustainable growth for the future.