

White Paper – Reshaping aviation to build new competitiveness

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04/12/2020 How airlines and airports can master business transformation and safeguard future viability.

The significant decline in passenger numbers and changes in travel behavior in the wake of the pandemic are forcing the aviation industry to undergo radical restructuring. “It is necessary for organizations to increase their flexibility in order to manage fluctuations in demand more efficiently and at the same time ensure sustainable competitiveness”, says Joachim Kirsch, Senior Partner at Porsche Consulting. A survey of over 2500 travelers shows which customer expectations will become more relevant in the future and what airlines and airports should consider when addressing customers. The white paper from Porsche discusses the strategic, operational and organizational challenges currently facing the aviation industry, and provides specific recommendations for action: Resource allocation, operational resilience and customer focus can help contribute to the overall goal of emerging from the

crisis stronger.

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