

Cruise and Southampton Airport

In recent years Southampton Airport has seen an increase in the number of cruise passengers from cities such as Edinburgh, Glasgow, Newcastle, Leeds, Manchester, Aberdeen, Belfast, Dublin, Amsterdam, Brussels, Jersey, Guernsey, Paris, Frankfurt, Hannover and Dusseldorf.

Some passengers fly in on the morning of their cruise, whilst others fly in the night before and stay in local hotels.

When passengers arrive, Southampton Airport has maps of Southampton available so that people can see where they are going and where the shops and restaurants are.

When people are departing they leave the cruise ships early in the morning and some of them come straight to the airport for their flight home. If they have a long wait until their flight we offer them our left luggage facilities so that they can go and see some of the region. Our airport ambassadors (customer service team) are equipped with IPads so that they can help them find something interesting to do in the region if they have a few hours to spare.

Others choose to stay at the airport and they use the cafes and WH Smith to buy books and magazines.

We do not have accurate figures for cruise passengers using Southampton Airport, but it is believed to be between 5 - 10 percent of passengers (total passengers using Southampton Airport currently is 1.8 million per year).

The airport is also used for special charters linked to the cruise industry (eg charters for travel agents visiting ship inaugurations, ships crew s etc). Some passengers also arrive by private jet or helicopter.

The airport has been actively engaged with the Port, cruise operators, Business Southampton Cruise Partnership and SCC for many years to ensure that cruise passengers have a great first impression of this beautiful region, and hopefully they may return for a longer stay in the future.

The airport is actively trying to establish air links to Barcelona to link Southampton which is northern Europe's cruise capital with Barcelona, the cruise capital for southern Europe.

That is where I will be on 31st March, so please send my apologies for not being able to attend the meeting.

Jan Halliday
Director of Marketing and Communications