**Purpose of Trip: To Explore Opportunities in the Sub-Saharan African Aviation Industry**

The journey began from London to Casablanca, Morocco to Lagos Nigeria on an airline called Royal Air Maroc. I’d never flown with the airline before, but I decided to do so this time because it is one of the largest carriers in Africa and I was interested in seeing the airline’s hub in Casablanca. I’ve travelled with more airlines than most and travelling with Royal Air Maroc was one of the more pleasant travel experiences I’ve had in economized travel. Neither the airline nor the airport was truly exceptional but some things that were consistent were the quality of customer service, the consistently simplified offerings and the effective use of relatively limited resources.
The Stay in Nigeria

I spent my time in Nigeria between Lagos; the most populated city in Nigeria and Ibadan, the third most populated city in Nigeria. I visited the local airports and had enlightening conversations with representatives from several airlines and national agencies about the state of affairs in the economy and more specifically the aviation industry.

I didn’t learn what I expected to from my trip to Nigeria, but I did learn a lot. It became clear that there are a lot of opportunities for value creation in the Sub-Saharan African aviation industry. Even amongst some newly developed and developing airlines, there didn’t seem to be a lot of people or organizations effectively creating value.

Conclusion

The travel grant helped facilitate a trip from which and during which I learned a lot of valuable lessons. It was an invaluable experience and I am grateful for the prize and the opportunity made available by the scholarship.

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