

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



### **The Award**

In Trinity term of the 2017-2018 academic year, I was awarded the Pier Giorgio Frassati Travel Prize to subsidize with the expenses that I would incur in an exploratory trip to Nigeria. The purpose of the trip was to learn about the state of the aviation industry in Sub-Saharan African and determine if there are in fact opportunities for innovative individuals and organizations. The main objective was assess the feasibility of developing a new airline in Nigeria.

### **The Journey**

For this trip I flew from London to Casablanca, Morocco to Lagos Nigeria on 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 airlines 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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