

Royal Air Maroc Hub Modernization Plan

Stakeholders

Royal Air Maroc

Key Services

- Airport Planning
- Airline Market Studies
- Financial and Economical Analyses
- Financing Assistance

Project Highlights

The KED Team worked with RAM representatives for five months and conducted a full inspection of the existing airport facilities in Casablanca. In addition, the team conducted discussions with members of the World Bank, the African Development Bank, Citibank and other local commercial institutions to assess potential funding for project implementation.

Description

The KED Group worked with Royal Air Maroc (RAM), Morocco's flag airline, to assess the viability from a technical and financial perspective of three projects, namely a long-haul route study to open new routes within Africa and the Middle East; a new airport development program in Casablanca, the airline's hub and; a dismantling manufacturing facility for sale of aircraft parts. Due to recent market changes, including a newly-implemented open-skies agreement and the entrance of new low-cost carriers, RAM had launched in 2007 a campaign to expand medium and long-haul routes, which are not only more profitable, but can consolidate the airline's position in the market as the main Moroccan carrier. Among others, the airline expanded service to many destinations in West Africa and North America (through JFK and Montreal). Working with RAM, the KED team recommended a program that would allow RAM to optimize operational procedures and bring the airline to international standards of service and quality. RAM's operations had shown some areas where improvement was needed, including flight punctuality, baggage and ground handling and passenger processing. Increased pressure had been experienced by the airline as its Casablanca hub had seen continuous growth, with the number of transiting passengers increasing from 5% of total traffic in 2001 to 33% in 2008. It was vital that RAM improved these processes in order to accommodate international passengers and meet stricter international regulations such as those of TSA for flights destined to the United States.

