

"The airport – an economic catalyst: The impact on employment and the economy generated by the activities of the Naples International Airport"

The results of a study on the impact on employment and the economy generated by the activities of the Naples airport were presented today at the Faculty of Economics of Federico II University of Naples. The study was conducted by faculty members of the Department of Corporate Economics in collaboration with Gesac BAA.

The study, illustrated by Professors Riccardo Mercurio and Luigi Cantone, had a dual objective of determining the employment levels and income generated by the presence of the airport as well as evaluating the degree of airport importance and satisfaction among certain segments of business clients, frequent fliers and other habitual users of the airport services.

In reference to the impact on employment, the study analysed direct employment (generated by the 58 on-site businesses operating within the airport), indirect employment (suppliers for the on-site businesses) and related activities (subject to the incoming and outgoing tourist flow) and arrived at the following conclusions:

- Total employment generated in Campania is equal to 9,590 units.
- The total employment generated by the Naples Airport not only within Campania but outside of the region as well is equal to 12, 409 units.

The second part of the study was aimed at surveying the degree of importance and satisfaction with the airport infrastructure among a significant sample group made up of managers and tourist operators.

The resulting data, on a scale from 1 (low) to 5 (high), are as follows:

- The degree of importance of the airport, in terms of those processes which produce value and competitiveness among businesses, was equal to 4.67: the highest rating of all regional transportation services.
- The degree of user satisfaction was 3.13: the highest rating of all regional transportation services.

The conference was moderated by RAI journalist Luciano Scateni and speakers included the Dean of the Faculty of Economics of Federico II, Massimo Marrelli, Gesac BAA CEO Mauro Pollio, the Chairman of the *Unione degli Industriali* (Industrialists' Association) of the Province of Naples Tommaso Iavarone, the Managing Director of Sviluppo Italia Campania Paolo Giacomelli and the Campania Regional Transportation Councillor, Ennio Cascetta.