

# SWOT analysis

## Strengths

- Resilient network of destinations
- Strong hub position of Schiphol in Europe
- Excellent hub facilities, i.e. one-terminal concept
- Sustainability at our premises
- Economic strength of the Randstad region and attractiveness of airport city

## Opportunities

- Digitalisation, artificial intelligence, automation and big data
- International activities and partnerships
- Sustainable aviation and innovation initiatives
- Train travel synergies, e.g. train station below terminal

## Weaknesses

- Capacity shortage during peak hours: terminal, stands, border control, customs, LVNL and railway station
- Operational and sourcing model
- Current state and future reliability of assets
- Declining airport customer experience assessment and Airport Service Quality ranking
- Perceived negative cost/service quality balance by airlines
- Labour conditions in the baggage halls and on the platforms
- Very limited financial buffers as a consequence of COVID-19 losses

## Threats

- Challenging geopolitical and macroeconomic climate
- Terrorism and cyberthreats
- Worsening labour market and ageing workforce
- Pressure on cargo volumes from slot allocation system
- European Entry-Exit System legislation
- Influence of social and political debate on number of permissible air traffic movements