



Princess Juliana  
International Airport

# THE SXM AIRPORT

## HORIZON

NEWSLETTER | OCTOBER 2022



PJIAE N.V. and St. Maarten Tourist Bureau delegates meeting with representatives of KLM Airline

### ST. MAARTEN DELEGATION AT ROUTES WORLD: SXM...YOUR PREFERRED HUB!

A delegation from St. Maarten attended Routes World in Las Vegas in the second week of October 2022. Routes World is the premier airlift and planning event. The delegation, a collaboration between the Princess Juliana International Airport and the St. Maarten Tourism Bureau, aimed to promote the destination of St. Maarten and restore the existing airline network of St. Maarten.

Bringing together a range of airlines, airports, and tourism authorities, including some of the largest carriers from North -, Central - and Latin America, Routes World offers the opportunity to meet face-to-face with some of the most influential aviation professionals from across the globe.

The first Routes World in the Americas since 2014, this year's event saw a higher than usual participation by Caribbean islands.

The St. Maarten delegation, during the 3-day conference, met with

numerous airline network planners, including Air Canada, American Airlines, Delta, JetBlue, KLM, British Airways, JetBlue, Virgin Atlantic, Sun Country, LATAM, Avianca, Spirit Airlines, Breeze, and Flair Airlines, to discuss existing service, as well as new route opportunities.

Most of the airlines expressed that they are still in recovery mode since the pandemic, while still faced with crew shortages. The outlook, however, is positive, with increases and the possibility for new routes being explored for Winter 2023 - 2025. For the year 2022, St. Maarten visitor numbers are estimated to finish between 90-95% (recovery compared to 2019) since there are some down movements due to the crew shortages.

The St. Maarten Tourism Bureau, in its updates, stressed the important role it plays in supporting and attracting new airlifts, increasing seat capacity to the destination,

and opening new markets. Some of the key marketing strategies for the destination remain the repositioning of the destination by targeting a more discerning and higher spending tourist, diversification of the market, further extending the high season, expounding on competitive and convenient airlift services which play a critical role in further developing existing source markets and the opening of new potential markets within the region and globally.

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"We are very pleased with the meetings that were held with the airlines, as it has opened up communication with new potential ones, and also strengthened the existing ones for us to further develop our airlift to the destination and establish year-round visitors to St. Maarten" says Director of Tourism May-Ling Chun.

In addition, the delegation also met with other destination and airport representatives. "In the bigger picture our unique selling point is our product, as a hub, and the surrounding islands served by our national carrier, WINAIR" explained Brian Mingo, the Airport's CEO. "This we need to capitalize on, to attract more airlifts, yet keep it in the boutique

segment."

"Having a great airlift program will reassure a greater recovery for our future and help prepare us to reopen with excellence", concluded Mingo.



## SXM AIRPORT FRED JOB EXPO HIGHLIGHTS

The Human Resources sector of the Princess Juliana International Airport hosted an information booth at the Fred Job EXPO 2022, in Rotterdam, Netherlands on October 29, 2022. The HR team presented information on six (6) current vacancies and internships at the aviation-based organization. Fred Expo is the only recruitment expo in the Netherlands for professionals seeking a career in the Dutch Caribbean. For more information visit [www.fredexpo.com](http://www.fredexpo.com). To learn more about the vacancies access our website [www.sxmairport.com](http://www.sxmairport.com) and click careers.



(L to R) Bermyle Davis, PJIAE N.V. Human Resource Advisor with Miguela Gumbs, PJIAE N.V. Director of Human Resources at Fred Expo.



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Join the fight  
before your  
*F*ight

SXM SUPPORTS BREAST CANCER AWARENESS

A pink graphic with the SXM logo and text promoting breast cancer awareness. The word "Fight" is written in a large, white, cursive font with a pink ribbon integrated into the letter "i".

**QUIZ**

**SXM** Princess Juliana International Airport

**SXM AIRPORT QUIZ:**  
What is the tag line of the Airport Terminal Reconstruction Project?

Rebuilding the Airport of the Future.  
Answer

A white graphic with a red border. It features the SXM logo and text for an airport quiz. The word "QUIZ" is written in a large, colorful, stylized font. The question is about the tag line of the Airport Terminal Reconstruction Project.

# SPECTACULAR LANDINGS



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## SINT MAARTEN IS NO LONGER REQUIRING TRAVELERS TO COMPLETE THE ELECTRONIC HEALTH AUTHORIZATION SYSTEM (EHAS) APPLICATION

EFFECTIVE NOVEMBER 1, 2022

All travelers, including transit passengers, will no longer be required to fill out the EHAS form, prior to boarding their flight.

Travelers will no longer require testing regardless of their vaccination status to enter Sint Maarten.

Health Officials will be present to monitor passengers entering the country. Passengers experiencing flu-like symptoms may be tested before they enter or depart the country.

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## REBUILDING THE AIRPORT OF THE FUTURE

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