



(L to R) – Director of Operations Division PJIAE N.V, Emile Levons, TPI Facilitator, Dr. Natasha Gittens, CEO PJIAE N.V., Brian Mingo, and Security Manager PJIAE N.V., Elsidro St. Jago during the opening of the Academy of Managerial Leadership Effectiveness for Change Management.

## PJIAE N.V. SUPPORTS EMPLOYEE DEVELOPMENT AND ORGANIZATIONAL EFFECTIVENESS BY FACILITATING “ACADEMY OF MANAGERIAL LEADERSHIP EFFECTIVENESS FOR CHANGE MANAGEMENT”

The Airport’s Operation division leaders of the Princess Juliana International Airport Operating Company (PJIAE N.V.) engaged in a successful “Academy of Managerial Leadership Effectiveness for Change Management” to gain insight into leadership accountability and related areas of expertise.

The syllabus structure also incor-

porated leadership integrity standards, principles of effective communication, and the steps to building a synergistic division. Facilitating the training for the aviation-based organization was the Training Professionals International (TPI) firm at the Ocean Point of Sonesta Maho Resort. The two-day training began on Tuesday, September 6, 2022.

style, management approach, and team development.”

According to the Director of the Operations Division of PJIAE N.V., Emile Levons, their goal is to promote and support employee development and organizational effectiveness by providing high-quality educational training programs.



TPI Facilitator, Dr. Natasha Gittens addresses the staff of the Operations Division of the PJIAE N.V. during the leadership training.

TPI Facilitator, Dr. Natasha Gittens: “The Academy consists of five (5) key sections that will directly impact the advancement of the security division comprehensively. It has equipped the employees of PJIAE N.V. with new practices, methodologies, and processes that will enhance their leadership

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PJIAE N.V. team during the kick-off meeting with the retail and food and beverage partners and IXI-Design.

## PJIAE'S NEW DEPARTURE HALL WILL BECOME BENCHMARK FOR CARIBBEAN HUBS WITH AUTHENTIC STORES AND GREAT FOOD CHOICES

On September 7, 2022, Princess Juliana International Airport Operating Company (PJIAE N.V.) hosted the kick-off meeting with the retail and food and beverage partners and IXI-Design, who is the in-house architect responsible for the concession design strategy and implementation. The ambitious plan is developed by the PJIAE team based upon extensive research, and input from all partners and stakeholders. The goal of this new plan is to contribute to a new passenger story, with authentic, interesting, and entertaining concession choices, representing the richness and diversity of St. Maarten.

There will be 24 units/stores in the new departure hall and the retail floor space will be expanded from 2000m<sup>2</sup> to 2500m<sup>2</sup>, sufficient for the anticipated growth in tourism for the coming decade. The objective of the new retail and food and beverage design concepts is to incorporate a strong cultural repre-

sentation that meets and exceeds the needs of PJIAE's passengers and by doing so, to increase the overall performance of all concessionaires and PJIAE N.V.

One of the biggest changes for the new departure hall is the increase in floor space for food and beverages. This decision was driven by an extensive passenger survey and the latest traveler trends and insights whereby passengers indicated the desire for a wide variety of food choices and options.

Emile van der Weerd, Executive Consultant of PJIAE N.V. comments: "What excites me is to further build on PJIAE's success together with the team and our partners, exploring new ways to improve the overall performance and the passenger experience. Adding an entirely new Food and Beverage platform is only logical, Sint Maarten is the culinary capital of the Caribbean, holding the world record of melting-pot

restaurants per square kilometer."

Maggie Gumbs, Jr. Non-Aeronautical Manager responds: "The insights in purchase behavior and our aviation research helped PJIAE N.V. to develop and further enhance the concession mix in the departure hall. Together with Chandra Offringa, our Marketing Manager, "we will guide and assist the concessionaires with their product offering in line with the passenger wants, needs, and desires."

John Baker, an architect from IXI Design responds: "It has been a real pleasure for me to be working with the team of PJIAE. My team and I are looking forward to working closely with all concessionaires to come to a unique design for the new departure hall. I am convinced travelers will love the new set-up and looking forward to seeing the plan coming to life."





Sea rescue training with the PJIAE N.V. Rescue & Firefighters and St. Maarten Coast Guard in the Simpson Bay Lagoon, St. Maarten.

## PRINCESS JULIANA INTERNATIONAL AIRPORT AND COAST GUARD JOIN FORCES IN SEA RESCUE TRAINING FOR AIRPORT'S RESCUE AND FIREFIGHTERS

Throughout the month of August, the Rescue and Firefighters of Princess Juliana International Airport were trained by the Dutch Caribbean Coast Guards for the first time. The purpose of the in-depth training was to improve knowledge of rescue at sea in the event of a rescue operation or aircraft accident.

The Rescue and Fire Fighting Department of PJIAE N.V. initiated and developed the training in close cooperation with the Coast Guard. The team got trained in rescue operations at sea, which also

involved a simulation of an aircraft incident. The training also included maneuvering and operating a vessel in difficult circumstances. In the future, new trainings will be developed and both PJIAE N.V. and the Dutch Caribbean Coast Guard will combine trainings to make this cooperation a success.

Gerald Baptiste of the Rescue and Firefighters Department comments: 'We are very happy with the established cooperation between the Coast Guard and PJIAE N.V. We made a good start and I'm looking forward to developing a strong

working relationship to ensure our rescue capabilities.'

"The Dutch Caribbean Coast Guard will always support efforts to ensure the safety of life at sea and this initiative of the PJIAE N.V. fits the bill. We remain your safety and security partner within the maritime domain," summarized Captain, R. J. Levenstone, Head of the St. Maarten Support Station of the Dutch Caribbean Coast Guard.





### SXM AIRPORT QUIZ:

How many passengers did the PJIAE N.V. cater to in 2016, and where did they originate from?

Answer: In 2016, PJIAE N.V. catered to 1.8 million passengers annually originating primarily from the Americas, Europe, and the Caribbean.



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# AIR SERVICE DEVELOPMENT STUDY CONDUCTED FOR ST.MAARTEN / ST.MARTIN

The Ministry of Tourism, Economic Affairs, Transport and Telecommunication (TEATT) and the Princess Juliana International Airport Operating Company N.V. (PJIAE) are engaging in an Air Service Development study for St.Maarten/St.Martin. The study, which has taken place over the last 2 weeks, is to understand how to maintain and better the recovery of air services to Princess Juliana International Airport (PJIA) and St. Maarten/St. Martin.

Acting Minister of TEATT, the Honorable Omar Ottley, correctly highlighted that Air Service Development is a community effort, not just an airport effort; and it is in this framework that a Whitepaper will be produced to highlight key opportunities to both enhance and build new routes of strategic interest. Thus, by all working together, the chance of success is much higher.

This philosophy was carried through during the last weeks, and, interviews/discussions have taken place with hotels, rental/real-estate properties, events companies, Destination Management Companies, the Chamber of Commerce & Industry, Agencies, Tourism Boards, Port St. Maarten, and Government institutions. All discussions have been noted, and the Whitepaper will bring such insights to the fold, and assist in grounding the ideas and suggestions.

Preliminary results were that St.Maarten/St.Martin has great potential. Room inventory and service quality needs to be tackled on both sides of the island to grow gracefully acquiring the best economical path. Airlines have also talked about strong loads, and, high yields (average fares), which, is

matched from hotels who believe the forthcoming winter season is very strong, and recovery is well under way. Summer 2023 is with planning now, and the paper will address how both airlines and hotels can see a new vision to bring the summer period to stronger levels. In essence to flatten the seasonality curve, and this may hold well with new market sources from Europe and South America accordingly.

For the first half of 2022 (January to July), St. Maarten served a total of nearly 725,000 passenger movements. Around 10% went through to St. Barths, highlighting how important SXM is, as a hub to support traffic; and again, strengthening the synergies of combining both islands. How to work this better was also a key question to the stakeholders and the Whitepaper will address such accordingly. During this first six months, American Airlines has been the highest driver of passengers to PJIA, with over 85,000. This was followed by Jet Blue and Delta respectively. And cities Miami and New York continue to be the key drivers. Interestingly, Paris is now the third largest airport pair, and, such strength needs to be understood, and the paper addresses such with the stakeholders to see how such seats can support the islands tourism development strategy.

St.Maarten/St. Martin has a great offering and the vision for improving Philipsburg, Marigot and Grand Case in service districts with boutique hotels, restaurants, shopping, and promenades will add even more content to the island's product, and duly noted. This is further backed-up with the great potential that St. Maarten has with its own national carrier, Winair, something



Acting Minister of TEATT, the Honorable Omar Ottley

which must be further developed and nurtured to offer an even greater experience for the travelers to get more out of their visit to St. Maarten.

There is much to be done, however, St. Maarten/St. Martin is well on its way, and we need to be reminded that many island airports and their communities are fishing/driving for that same seasonal traveler that spends over 500 dollars per day and stays on average between 5 to 7 days. For St. Maarten/St. Martin this is a chance to do it right, and, to do it with vigour that ensures the best results, hence, the purpose of this study and, the development of a Strategic Whitepaper is managed in collaboration with both the Ministry of TEATT and the French Tourism Authority.

St. Maarten (on both sides) is working hard, and we can see such in the recovery numbers. The paper will highlight a series of actions, that, may seem to be ideas which were already tried in the past, but the art is to reshuffle such, and have the opportunity to 'cherry-pick' those that can be actioned

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Acting Minister Ottley is pleased with the growth in visitors and expenditures from the United States, the traditional Market, as well as gateways in Europe.

“St. Maarten will also do the neces-

sary legwork and include regional tourism. The data shows that the Caribbean visitor expenditure is the highest and to help St. Maarten recover completely, a more targeted approach will be taken. We have common cultural characteristics, so it’s just a natural thing to do to help

our small accommodations, which are the backbone of our industry.”

The paper will be released in the beginning of Q4 of this year and will be shared with all the stakeholders.



**SJM** Princess Juliana International Airport

# THE KEY TO SAFETY IS TEAMWORK!

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L-R: Johanna de Windt of Halley Aviation, Ben van der Klift, CEO PJAIE N.V., Mark Breen , CFO Arajet, Nacim Yala, Spokesperson Arajet, Honorable Acting Minister of TEATT, Omar Ottley, Jasper Dore and Priscilla Halley of Halley Aviation

## PRINCESS JULIANA INTERNATIONAL AIRPORT WELCOMES ARAJET TO ST. MAARTEN

On Tuesday September 27, 2022, Princess Juliana International Airport (PJAIE N.V.) officially welcomed Arajet Airlines to St. Maarten with a symbolic inaugural ceremony. Arajet will have two (2) weekly flights between St. Maarten (SXM) and Santo Domingo (SDQ), offering non-stop services from St. Maarten to the Dominican Republic. On Tuesdays and Saturdays, the airline will be using a Boeing 737 MAX-8 with a seat capacity of 185. This venture serves as a part of Arajet's growing network out of the Dominican Republic.

Ben van der Klift, CFO of Princess Juliana International Airport comments: "Today, I'm very pleased and honored to welcome Arajet to our airport and the island of St. Maarten. Arajet is an important addition for our hub function to increase St. Maarten's connectivity in the Caribbean. In addition, the entire island will benefit from this route development. There will be more tourists coming to our island and the people of St. Maarten have even more choices when they want to fly to Santo Domingo."

Victor Pachego Mendez, CEO for Arajet reacted, "We are excited to

start operations to Princess Juliana International Airport. St. Maarten is one of the top destinations in the Caribbean, and the launch of direct, low-fare flights from the Dominican Republic will attract more tourists, increase connectivity, and offer our guests the opportunity to experience our warm and distinctive Dominican customer service, flying in an environmentally friendly fleet of a new and modern 737 MAX-8."

Acting Minister of Tourism, Economic Affairs, Transportation & Telecommunications (TEATT) Omar Ottley said, "The Dominican Republic and St. Maarten share in a long history of trade relationships and the family ties that bind us, has favored both countries for many years. The Dominican Republic has a vast number of travel enthusiasts whose visit will further enhance our economic model as we continue to grow.

Arajets decision to include St. Maarten as a preferred destination as it expands its airlifts throughout the Caribbean is a true indication of its trust in our Country's service cultural standard. We welcome Arajet and its staff and thank the

Airline's management team for placing its confidence in our island. We look forward to a mutually beneficial relationship with the hopes to see increased airlifts over time," concluded Ottley.

Photo Caption: (L to R) Johanna de Windt of Halley Aviation, Ben van der Klift, CEO PJAIE N.V., Mark Breen , CFO Arajet, Nacim Yala, Spokesperson Arajet, Honorable Acting Minister of TEATT, Omar Ottley, Jasper Dore and Priscilla Halley of Halley Aviation



CFO Arajet, Nacim Yala, and Honorable Acting Minister of TEATT, Omar Ottley,



# SPECTACULAR LANDINGS



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