

Outcome membership survey 2023

Sent airlines 35 Replies 19 Percentage 54%

Question	Re	1	2	3	4	5	NEG.1,2,3	POS. 4,5
1	Topics sharing airline	0	0	1	8	10	5%	95%
2	Defending interests	0	0	2	6	11	11%	89%
3	Prompt replies	0	0	0	3	16	0%	100%
4	Value for Money	0	0	2	8	9	11%	89%
5	Overall communication	0	0	1	8	10	5%	95%
6	Content Flash Updated	0	0	2	9	8	11%	89%
7	Click-through Flash Updates	0	3	4	10	2	37%	63%
8	Frequency Flash Updates	0	1	4	10	4	26%	74%
9	Website frequency	10	5	3	0	1	95%	5%
10	Do you find the right info	0	3	3	10	1	35%	65%
11	Representative externally	0	2	4	8	5	32%	68%
12	Website look 'n feel	0	1	6	8	4	37%	63%
13	Visibility social media	0	1	4	10	3	28%	72%
14	Support message conveyed	0	0	3	8	8	16%	84%
15	More than LinkedIn	6	3	6	1	3	79%	21%
16	Topics discussed in BGA	0	0	1	10	8	5%	95%
17	Program of BGA	0	0	1	11	7	5%	95%
18	Business partners @ networking	0	0	2	11	6	11%	89%
19	Added value Preferred Partners	2	2	5	7	3	47%	53%
20	Events priorities			see below			n/a	n/a
21	Suggestions for other events			see below			n/a	n/a
22	Reason for BARIN membership			see below			n/a	n/a
23	Recommend BARIN to others	0	1	0	5	12	6%	94%
24	BARIN achievements			see below			n/a	n/a
25	Supporting your business goals			see below			n/a	n/a
26	Examples from other BAR's			see below			n/a	n/a
27	What have we missed?			see below			n/a	n/a

75%

<p>Question 1</p> <p>Which topics are you missing or need more attention?</p> <p>A regular overview with current topics & status (kind of briefing document) could help we need results not only addressing topics Topic APJC is missing. I would like to receive feedback about this. More airline related legal topics could be shared Actively resolving issues with airport handling and political decisions slot / gate shortage for pax flights (wide body). with slot challenges maybe steer more towards pax flights then freighter flight slots. gate shortage / too many parking gates for wide bodies in morning Benchmark other airports/developments in Europe, NL vs EU</p>
<p>Question 2</p> <p>Is BARIN actively addressing your interests adequately?</p> <p>we need results not only addressing topics they have to stronger in representing members BARIN's voice doesn't seem to be taken seriously (enough)</p>
<p>Question 4</p> <p>Value for Money</p> <p>Frequency of the BGA is too low</p>
<p>Question 5</p> <p>Overall communication</p> <p>More structure would be helpful We appreciate the bi-monthly Flash Updates, but we miss the 1-on-1 communication sometimes.</p>
<p>Question 6</p> <p>Content Flash Updated</p>

Translate BARIN viewpoints into call to action for members				
Question 10				
Right info on website				
I never visit the website				
I would appreciate more international related information, also from other BAR's.				
do not have specific needs for information from Barin website				
focus on meeting and mail. not website				
Question 11				
Representative to external stakeholders				
Look & feel could be more professional				
Define external stakeholders and ensure content is available to them?				
Question 12				
Website look 'n feel				
Could be further modernized / more flashy				
Question 13				
Visibility on social media				
I don't realize BARIN has social media				
no strong enough influence				
1 = invisible, 5 = too much so I scored '3' as I think it is perfect.				
Question 14				
Support message conveyed				
no strong enough influence				
The tone should be more confident and illustrating impact, rather than complaining				
Question 15				
Other channels than LinkedIn				
Twitter				
twitter Facebook Instagram as there are many followers to address				
I think LinkedIn is the only suitable one for BARIN content				
Any platform where discussions on Dutch aviation are ongoing (i.e. also Twitter)				
Question 17				
Program of BGA				
I think frequency is a bit low				
Question 19				
Added value from Preferred Partners				
Haven't reached them out but will try to explore more possibilities				
Never experienced any added value from a preferred partner				
Never used them				
They are not always relevant for me				
I have not actively used their services yet				
Question 20				
Event priorities	prio 1	prio 2	prio 3	total
Summer BBQ	9	7	3	19
X-mas Dinner	5	10	5	20
Other ad-hoc event	5	2	11	18
Question 21				
Suggestions other BARIN Events				
maybe a joint event with SAOC and PASRA? annual "Airline Day"				
Organizing a convention with trade partners				
I believe the number of events is ok				
Not really a preference or priority in order in all honesty. Content related most important.				
Question 22				
Reason for BARIN Membership				
Representation in The Hague				
Seek ways from members and BARIN when things happen				
representing our interests as airlines towards the Dutch government and Schiphol				
being represented by a important and competent organization				
Representation in NL for topics where we cannot act as a single airline due to power/resources				
to solve charges increase at Schiphol and claims for services Also the decrease incapacity				

Representation in The Hague and vizavi Schiphol

The representation and voice towards the Government and Schiphol Airport Authorities
Through BARIN we get access to people and organizations we ourselves have no access to
Collective voice towards Dutch government and Schiphol Airport
Being heard and taken seriously wrt policies that affect aviation
being represented as small carrier at Schiphol
empower the BARIN to represent our interests
Sector positioning, stakeholder management, cooperation with the sector

Question 24

Describe BARIN's achievements

Good

I have to say we really appreciate BARIN help and suggestions in the past year during Schiphol mess

Satisfactory

very good achievements, you tackled each important issue for our industry

Great positioning & push-back against unjustified gov action & SPL's erratic ideas & poor quality

Results is the most important to achieve

Well done

The voice of the BARIN is louder and seems to be heard more

I had hoped that BARIN could secure a financial compensation from Schiphol for the chaos they created in S'22

Very good representation in many fields and aspects, offering a strong voice for our industry!

Very active in media and via letters to AAS & Government. Well done!

to the outside more visibility, more presence. However, the real influence on various topics with NL gvt, EU,
Schiphol still minor in perception

BARIN is doing a great job in handling the political challenges and put our airline point of views on the table
again and again.

Active in political discussion and in connecting with SPL airport. Less active in the regional airports or across
NL cooperation

Question 25

Better support of business goals

keep on fighting for our industry the same way like you did these last years- well done

to be legally stronger in representing its member

By helping me understand the political system in The Netherlands

Work together with travel industry associations, in addition to airport and government

Especially nowadays BARIN is important to have a united voice as airlines towards government/Schiphol etc.

Question 26

Examples from other BAR's

No

Unfortunately not

would think it's useful to bring that forth from you side on agenda.

Question 27

What have we missed?

Nope

No

Will share this with BEB.