

CASE STUDY - APRIL 2018

# TAG FARNBOROUGH AIRPORT



## Longstanding relationship yields growth

### THE CHALLENGE

TAG Farnborough Airport had used a traditional fuel supplier for a long period of time but a period of unprecedented growth for the renowned FBO called for a new approach. Farnborough required a full package service, which not only offered a flexible fuel supply, but also delivered the marketing support necessary to support the FBO's growth within a fast-paced marketplace. Both of these elements fell within the airports overall aim of increasing the efficiency of its facilities to ensure its business aviation customers experienced the most streamlined and cost-competitive service possible. The UK-based airport is the only purpose-built facility that is entirely dedicated to business aviation and is prominent for the high standards it delivers in terms of both facilities and customer service. A key gateway to London, TAG Farnborough Airport is also widely known as the biennial host to one of the world's leading airshows, Farnborough International.

### FINDING A SOLUTION

World Fuel Services had already been working with TAG Farnborough Airport for more than 15 years, providing a range of services including credit and payment solutions. When the opportunity became available to extend the service into a full fuels and solutions package, World Fuel Services was quick to respond.

Following its global growth, due to the acquisition of Exxon Mobil's aviation business, World Fuel Services was successfully able to demonstrate its world class expertise and capability to take on the demanding provision for an FBO, which operates seven days a week and was building on a year that saw 7% growth on 2016.

World Fuel Services' vice president Mark Amor, commented: "We have always had a relationship with TAG Aviation, but in the past, had been regarded as a payments and marketing partner; bringing customers, helping drive traffic and promotion, and some marketing.

"When we bought the Exxon Mobil business, it was a real game changer for us. It not only transformed our physical capability, but positioned us as a leading supplier of fuel and services solutions directly to airports and FBOs."

In its work with TAG Farnborough Airport, World Fuel Services is demonstrating its commitment to designing and delivering bespoke and flexible services. The business' aim is to encourage more efficiency in the industry, not just in the price of fuel but in the way on the ground services are provided.

Roger Walker, Director Airport Operations at TAG Farnborough Airport, commented: "We were pleased to welcome World Fuel Services to TAG Farnborough Airport and they have provided excellent service to our customers."