Mission, Vision and Strategy 2025

Mission

“We connect people, companies and innovations in the interest of the region.”

Rotterdam The Hague Airport owes its right to exist to its contribution to the development of the region. This contribution goes way beyond facilitating aviation. Rotterdam The Hague Airport also fulfils the role as employer, trainer, innovator, business climate factor, and business partner, and is the visiting card for the region. The added value of the airport can be different for different people, but it is always in the interest of the region. Rotterdam The Hague Airport: You’re welcome!

Vision

“Rotterdam The Hague Airport is the pride of the region and provides the ultimate passenger experience.”

“We are also the linking factor by means of innovation labs in the field of entrepreneurship, sustainability and education.”

Strategy

In order to realise our vision for Rotterdam The Hague Airport, four strategic guidelines must be adhered to. These are derived from the vision, and form the pillars of the strategy 2025.

1. Realisation of the ultimate passenger experience
2. Optimisation and sustainability of business performance
3. Link with organisation of the region as a process
4. Development of Rotterdam The Hague Airport as an innovation partner

Our core values

Innovative, Personal, Hospitable, Socially responsible and Inspired

You’re welcome.