AFBAA LAUNCHES FIRST PHASE OF GROUNDBREAKING RESEARCH TO IMPROVE UNDERSTANDING OF BUSINESS AVIATION IN AFRICA

News / Business aviation



African Business Aviation Association announced the launch of a landmark research project that aims to advance the understanding, perception, and knowledge of the sector across the African continent. The first phase of the multi-phase initiative has already begun, with the initial results anticipated to be presented at the Aviation Africa event in Nairobi, Kenya, on 9-10 September 2026.

The research, conducted by independent behavioral economics and strategic marketing research consultancy Seefeld Group, is designed to deliver the most comprehensive, data-driven view of business aviation across the continent to date. Under the guidance of Charles Porteous, the company's President, the much-needed study aims to gather a unified dataset that will subsequently be used by the Association to better understand business aviation in Africa, provide valuable information for AfBAA members, and attract new members to the organization. The research, initiated by the current AfBAA executive, will ultimately clarify the state of the industry in

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contemporary Africa.

Dawit Lemma, Chairperson AfBAA commented: “This type of research is long overdue for our members and those seeking to operate effectively in Africa. We anticipate that the data will provide foundations for smarter investment, create platforms from which to increase advocacy, enhance safety, and enable more resilient operations and business longevity. The initiative will aggregate and analyze raw data to avoid bias and negative perception and will contest existing information that is often fragmented, nominally anecdotal, and frequently based on perception, not reality. The holistic approach will look not just at which types of aircraft are flying which routes, but also at what they are doing and how business aviation activity affects economies. This is the type of information members can use to make informed decisions about future operational activity. We’re extremely pleased to be working with Seefeld Group, which is renowned for its professionalism, business aviation heritage, and insightful analysis, and are excited that our members will have access to this invaluable, rich resource."

Charles Porteous, Seefeld Group President stated: " Africa represents one of the most dynamic yet least understood business aviation markets in the world. Seefeld Group is honoured to be selected to provide AfBAA, operators, and policymakers with credible, data-driven insight that supports better decision-making, stronger advocacy, and long-term sector growth through a deeper understanding of fleet composition, operational activity, and how business aviation is utilized across the continent."

The first phase, an iterative, data-first technical approach, will comprise fleet, economic, and maintenance analyses, as well as a comprehensive review of media perceptions of the industry. The research will encompass non-scheduled aviation activity, including business jets, turboprops, and helicopters, as well as UAVs, reflecting the broad scope of the AfBAA membership.

Data sourcing, analysis, and provision are key focuses for AfBAA as it continues to raise the visibility of business aviation in Africa, deliver even greater value to existing and new members, and engage with influential industry organizations across the globe as Lemma and his team deliver on their commitment to strengthen business aviation across Africa.

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