

A REGIONAL AIRPORT AS A CRITICAL CITY ASSET

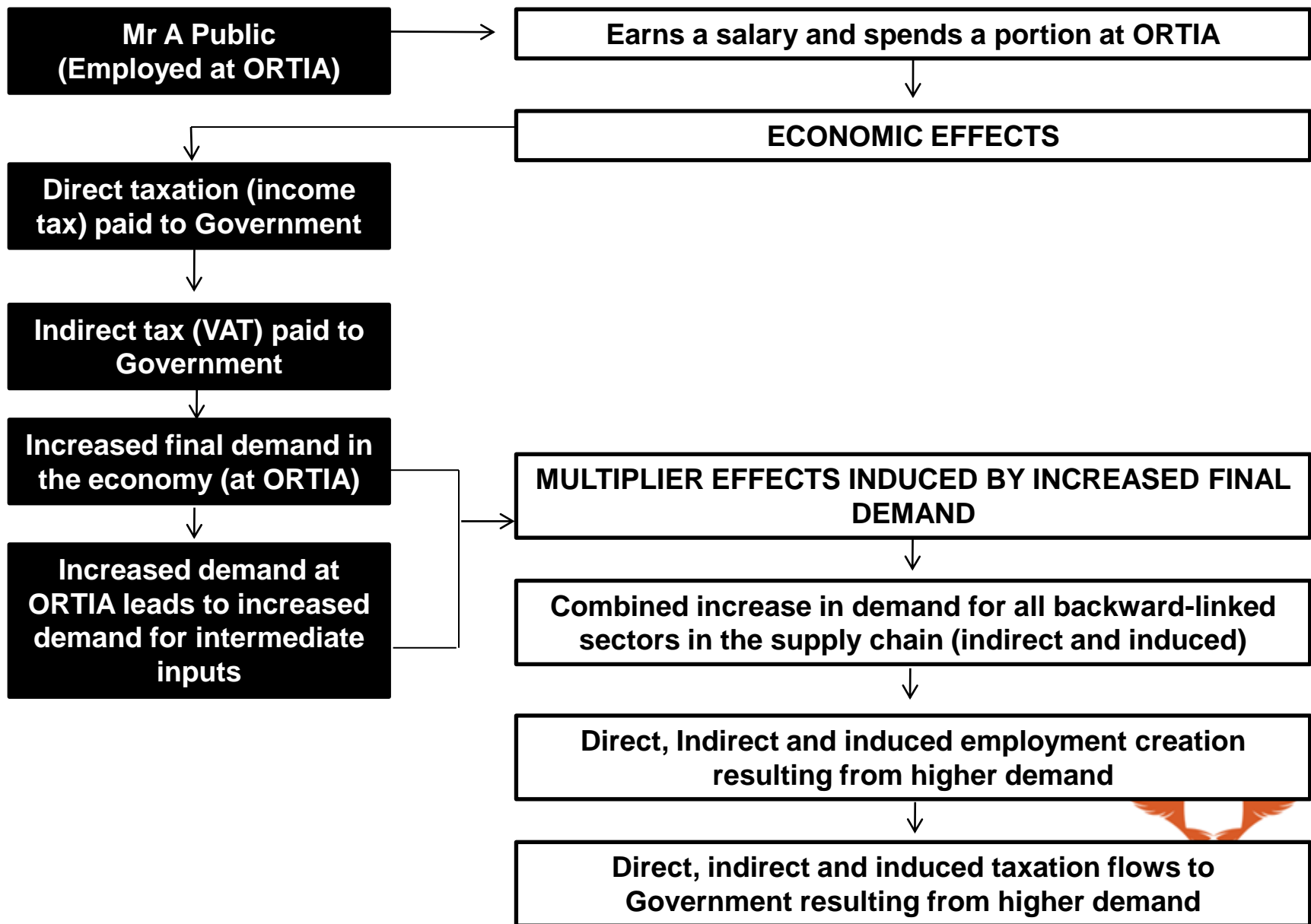
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EXAMPLE OF THE ECONOMIC MULTIPLIER EFFECT



ECONOMIC IMPACTS

- GDP & personal income effects
- Employment effects
- Tax revenue impacts

- Airports generate employment
- Airports generate wealth
- Airports are major contributors to the tax base
- Airports stimulate tourism
- Airports contribute to trade
- Airports have much wide benefits to the economy as a whole

LANSERIA QUESTIONNAIRE

PRICE ATTRIBUTES

- Price of air ticket
- Price of parking at airport
- Costs of getting to airport

SERVICE ATTRIBUTES

- Destinations serviced by the airport
- On-time arrival/departure
- Frequency of service
- Seat availability
- Departure times
- Facilities at airport
- Time taken to collect baggage

CONVENIENCE ATTRIBUTES

- Time to get to/from the airport
- Ease of parking at airport
- Ease of check-in procedures
- Ease of getting to the airport (i.e. traffic congestion, state of roads)

OTHER

- Airline brand reputation / loyalty
- Airport safety
- Parking security
- Baggage security



DETERMINANTS OF CHOICE

- On time arrival / departure
- Frequency of service
- Time to get to and from airport
- Ease of parking at the airport
- Ticket price
- Price of parking at the airport
- Cost of getting to and from the airport
- Departure times
- Ease of access to airport (roads, congestion, etc)

BENEFITS OF REGIONAL AIRPORTS

- Quicker access to a region
 - ❑ Point-to-point connections
 - ❑ Links from region to international hubs
 - ❑ Return trips in less than a day
- Relieve pressure on hubs
- Choice for low cost air lines
- Cost structures can encourage investment
- Improved access allows existing businesses to increase market share
- Employment and training opportunities
- Wealth creation
- Tax base
- Tourism
 - ❑ Boost tourism products
 - ❑ Improve attractiveness of region

THANK YOU



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