

Airports, Aviation and Aerospace: Critical Socio-Economic Drivers for Communities

Dave Frank, Executive Director, BC Aviation Council, Dave@BCAviationCouncil.org

Walt Judas, CEO, TIABC, wjudas@tiabc.ca

Rose Klukas, Board Director, BCEDA, rose.klukas@campbellriver.ca

Rob Beynon, Founder, Operations Economics, rob@operationseconomics.com

UBCM Workshop, September 15, 2022



Today's Presentation

- Why Bother?
 - Socio-Economic Importance of Aviation to BC
 - Think Beyond Just Scheduled Passenger Services
- Tourism, Airports and Aviation
- Economic Development – Campbell River Example
- The Next Ten Years – Need to Be Proactive
- Call to Action



“Air services are arguably the most powerful socio-economic catalyst in your Community Development tool chest.”



The Importance of YVR Pre-Covid

- Facilitates \$20.2 billion in total economic output and \$10.4 billion GDP within British Columbia
- Contributes \$1.4 billion in total government revenue annually
- More than 26,500 people employed at the airport
- 126,000 people employed across B.C. as a result of airport activities in sectors like tourism, hospitality, retail, events and conferences
- Were 2000 construction workers until \$8 billion capital program cancelled due to Covid – dwarfed total Skytrain expansion
- 26,379,870 passengers pre-Covid, Top 100 in World, Back to 85%
- The Port directly contributed \$4.6 billion to Canada's Gross Domestic Product (GDP) in 2016

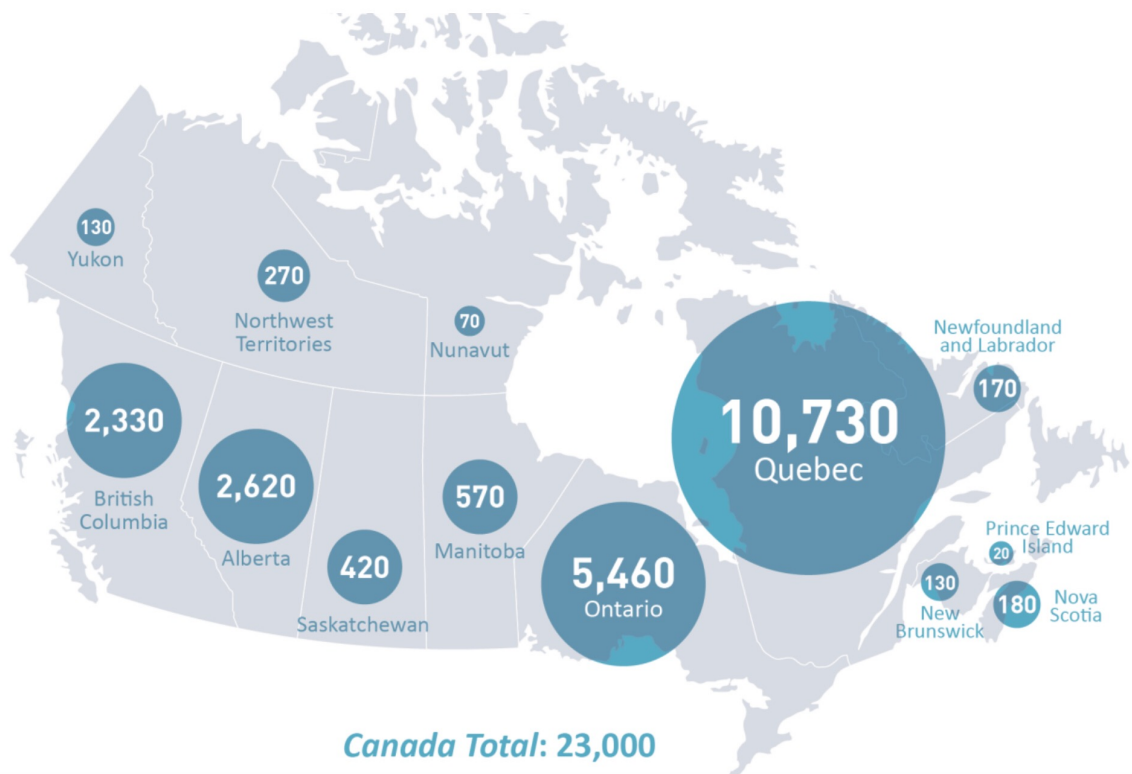


The “Non-Scheduled” Aviation Industry

- About \$1.8 Billion Economic Output, 7,200 Direct Jobs in British Columbia
- Includes:
 - Aerospace – 200+ Firms in BC, KF Aero Largest Kelowna Employer
 - General Aviation (Private pilots and aircraft)
 - Business Aviation (Corporate aircraft)
 - About 225 “Small” Air Operators (Rotary and Fixed Wing)
 - 37 Higher Education Flight Training Schools
 - Medevac, Fire Suppression and Emergency Response
- BCIT, Northern Lights College, Okanagan College...



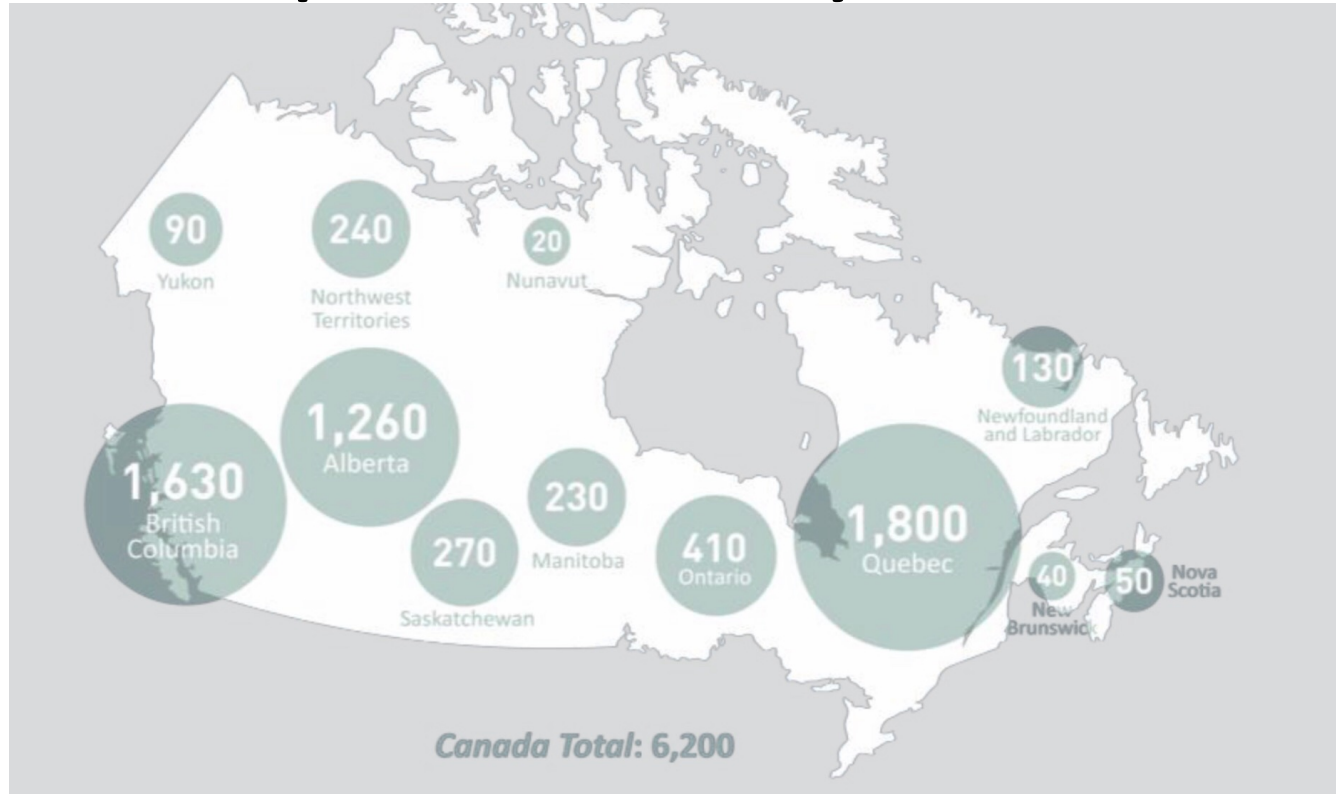
Business Aviation (Corporate Aircraft)



Direct Jobs
Source: CBAA



Helicopter Activity – Often Forgotten



Direct Jobs
Source: HAC



Critical Social Role in Emergency Response

- 124 Air Ambulance Airports in British Columbia
- Fire Suppression – Helicopter and Fixed-Wing
- Only Infrastructure Left Standing After the Heavy Rains
 - Roads, Bridges, Railroads, Pipelines Wiped Out
 - Only Airports “Unaffected”
 - Regional and national air bridge formed
- Flexible, Responsive in Crisis

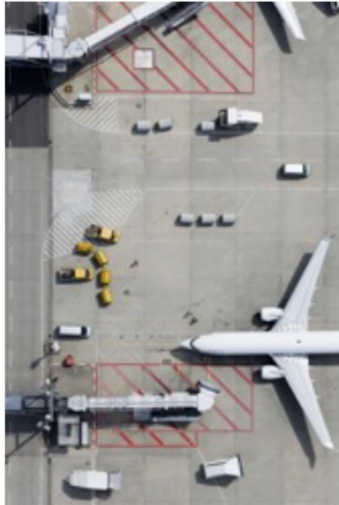


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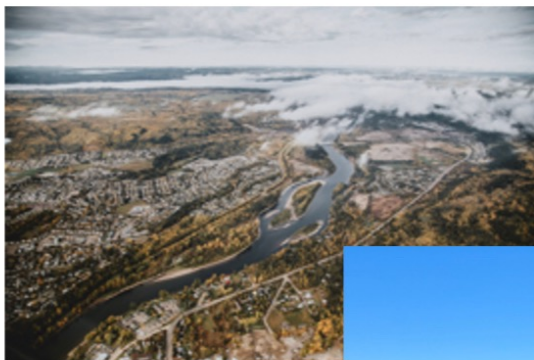
TOURISM RELIES ON THE MOVEMENT OF PEOPLE

- ▶ Airports, airplanes
- ▶ Buses, taxis
- ▶ Private vehicles, car rentals
- ▶ Trains
- ▶ Cruise ships, ferries
- ▶ Public transit



DESTINATION MANAGEMENT/MARKETING ORGANIZATION MANDATE

- ▶ Generating Demand
- ▶ Destination Promotion
- ▶ Sales & Marketing
- ▶ Destination Development
- ▶ Visitor Services
- ▶ Government & Community Relations
- ▶ Membership & Partnerships



TOURISM KELOWNA & YLW

- ▶ Gateway to fastest growing region in Canada
- ▶ Aviation Campus plans
- ▶ Targeting more international visitors
- ▶ 50% of visitors arrive by air



TOURISM KELOWNA & YLW

- ▶ Tourism Kelowna serves on 3 YLW committees:
 - ▶ Operations
 - ▶ Community Advisory
 - ▶ Flight Services



TOURISM KELOWNA & YLW

- ▶ Promote direct flights
- ▶ Sales
- ▶ Ad campaigns
- ▶ Route development



TOURISM KELOWNA & YLW



TOURISM KELOWNA & YLW



DESTINATION VANCOUVER & YVR

- ▶ Hub airport
- ▶ 26.4 million pax in 2019; 7.1 million in 2021
- ▶ Goal to become one of the world's greenest airports
- ▶ Hub@YVR to test & trial new technology

The logo for Destination Vancouver features the word "DESTINATION" in a bold, black, sans-serif font, with a stylized blue triangle above the letter "O". Below it, the word "VANCOUVER" is written in a similar font, with the letter "V" in blue and the rest in black.

DESTINATION
VANCOUVER

The logo for the Vancouver Airport Authority (YVR) consists of three colored squares (dark blue, light blue, and green) to the left of the letters "YVR" in a bold, white, sans-serif font. To the right of the letters, the words "VANCOUVER AIRPORT AUTHORITY" are written in a smaller, blue, sans-serif font. Below the logo, the tagline "Beyond, Every Day." is written in a bold, blue, sans-serif font.

YVR VANCOUVER
AIRPORT
AUTHORITY

Beyond, Every Day.

DESTINATION VANCOUVER & YVR

- ▶ Route Development
(markets that align)
- ▶ YVR market analysis
- ▶ Route relaunch (e.g. Asia)
- ▶ Stop-over program?



TOURISM PRINCE GEORGE & YXS

- ▶ Average of 500k passengers prior to COVID
- ▶ Mostly essential and workplace travel
- ▶ Nearly halfway through a master plan



TOURISM PRINCE GEORGE & YXS

- ▶ Joint familiarization trips
- ▶ Event partners
- ▶ Meeting incentives



TOURISM PRINCE GEORGE & YXS

- ▶ Route Development
- ▶ Joint Marketing



TOURISM PRINCE GEORGE & YXS

- ▶ Welcome & Ambassador Programs



OPPORTUNITIES

- ▶ Partnerships with First Nations



2023 BC Tourism & Hospitality Conference - Prince George



- ▶ March 1-3
- ▶ Target 500+ delegates
- ▶ Partnership opportunities available
- ▶ info@bctourismandhospitalityconference.com



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BCEDA

BC Economic Development Association

Economic Case Study: Campbell River (YBL)

- Importance of Airports to Small Communities Underestimated
- Need Economic Development, Tourism and Airports Working Together
- Smaller Airport Often Report to a Corner of the CAO's Desk
- Our Approach in Campbell River
- No Matter what Approach is Taken, Key for High Value Economic Development is to Focus Through Your Airport.



Terminal Entrée de
Entrance l'aéroport



City of
Campbell
River

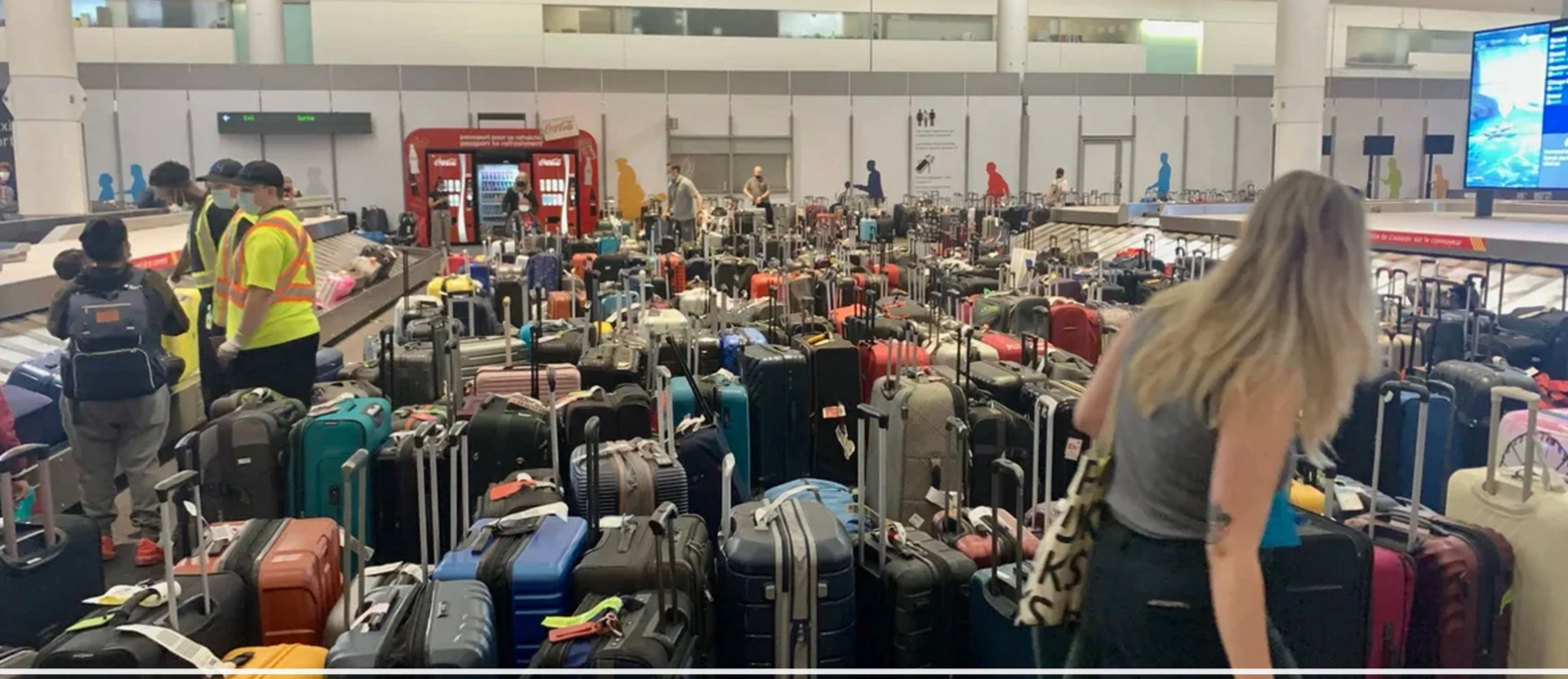
WELCOMES YOU



Airports – the next decade

15 September 2022



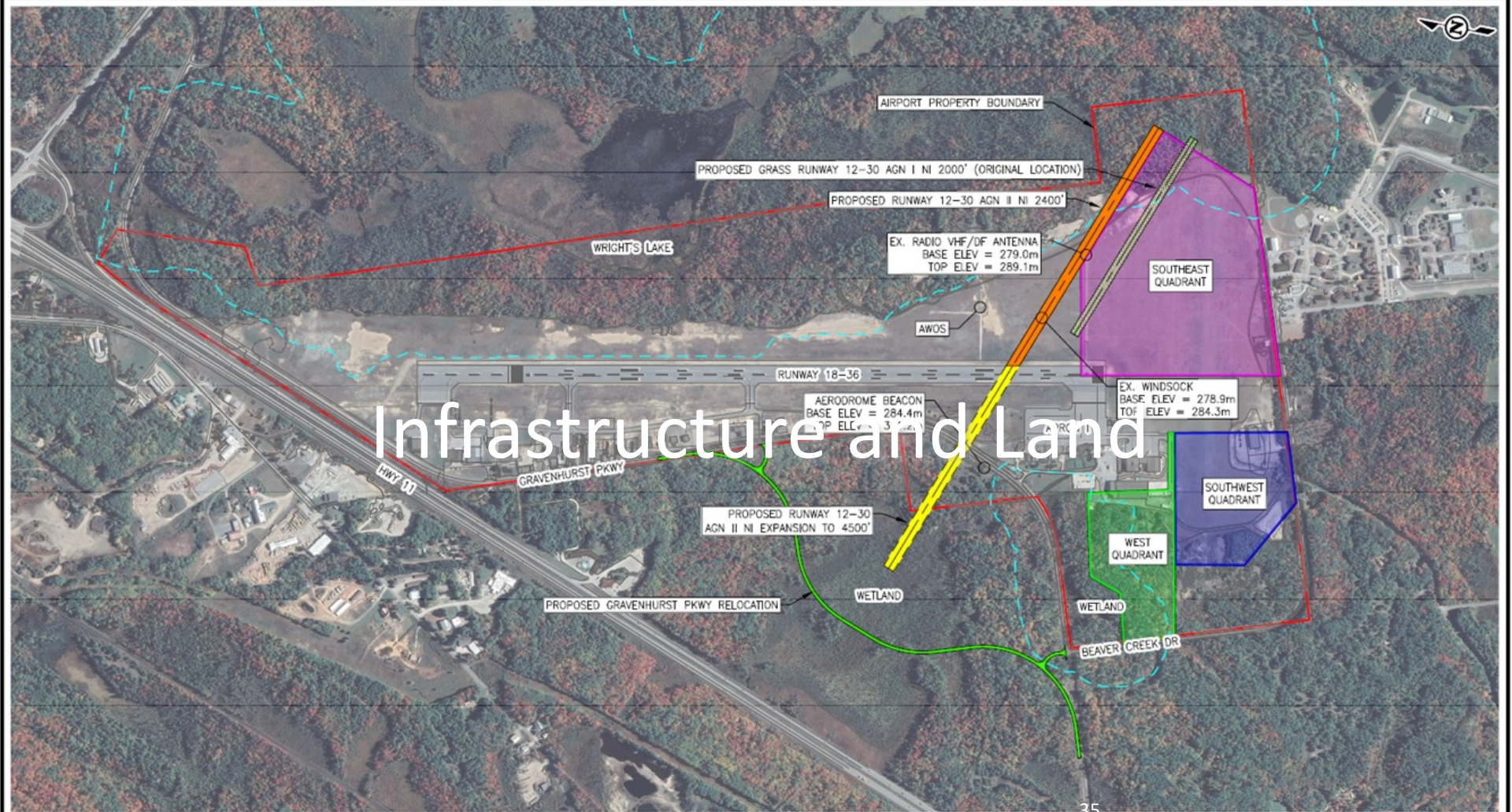


The shift is bigger than we think



People

Infrastructure and Land





Thank You!

Operationseconomics.com



Socio-Economic Development + Tourism + Airports + Aviation Industry

- Airports Are Your Gateway to High-Value Tourism, Products, People...
- Community Development Should Plan Through Their Airport
 - Like a focussing lens
- Need An Economic Development/Tourism/Airport/Aviation Industry Team
 - A coordinated, synergistic approach is required
 - Can be “formalized” as a board, advisory committee...
- Don't Be Blinded By Scheduled Services
 - Study for Golden open eyes
- When a Community Has Quality Air Services/Internet, It Has the Two Key Infrastructures for this Century



Call to Action!

- Federal Gov't Must Expand Funding/Eligibility of Airports Capital Assistance Program (ACAP)
 - Only applies to airports with under 1 million scheduled passengers
 - 100 plus BC communities are excluded
 - Air ambulance, emergency response, fire suppression, tourism development, remote and indigenous communities, economic development, spatial justice – all these Federal “priorities” are not reflected by ACAP
 - Our critical airport infrastructure is crumbling
- Support Increased Funding of and Apply for BC Air Access Program (BCAAP) (airport capital assistance)
- Get the Golden Airport Studies by HM Aero for Non-Scheduled Industry Thinking
- Join BCAC – Strong Airport Committee (\$500/yr, save tens thousands consulting fee)
- Recognize How Powerful an Infrastructure Airports, Aviation and Aerospace Are
- Pull Airport-Tourism-Economic Development Team Tighter Together
- Aviation MUST be Treated as a Critical Socio-Economic Infrastructure, not a Cash Cow for the Federal Government



Position Your Community Through Airports, Aviation and Aerospace

Dave Frank, Executive Director

Dave@BCAviationCouncil.org



THANK YOU