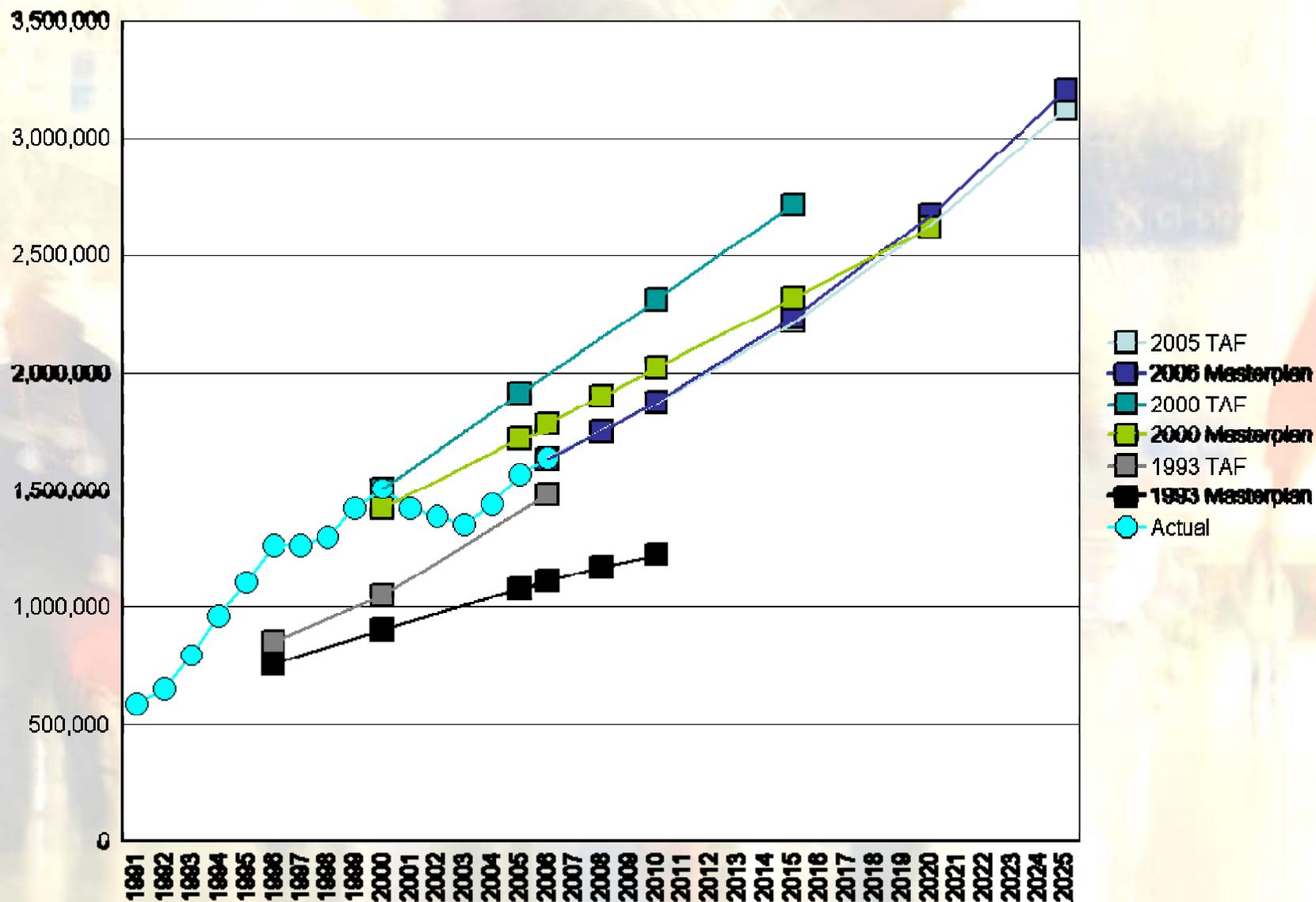




Aviation Forecasting: The Airport Sponsor's Perspective

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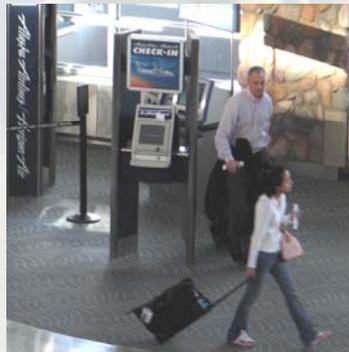
Case study: Previous and Current Master Plan Forecasting Results



Sponsor's Use of Forecasts

Forecasts are the basic metric for all airport planning.

- **Planning:** Passenger enplanement forecasts are used for determining facility requirements such as roads, parking facilities, ticket lobby, checkpoint layout, baggage system, and hold room space.
- **Development Triggers:** Airports typically benchmark major capital improvement projects to passenger enplanement forecasts.



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- **Funding:** Passenger enplanement forecasts are used to project funding levels. Funding directly related to passenger enplanement include PFC, AIP grants, CFC fees. Funding indirectly related to passenger enplanement include landing fees, parking revenue, Rental Car revenues, and concessions.
- **M&O Costs:** Airports use passenger enplanement forecasts to plan and budget maintenance and operations costs and determine staffing levels.



Sponsor's Use of Forecasts

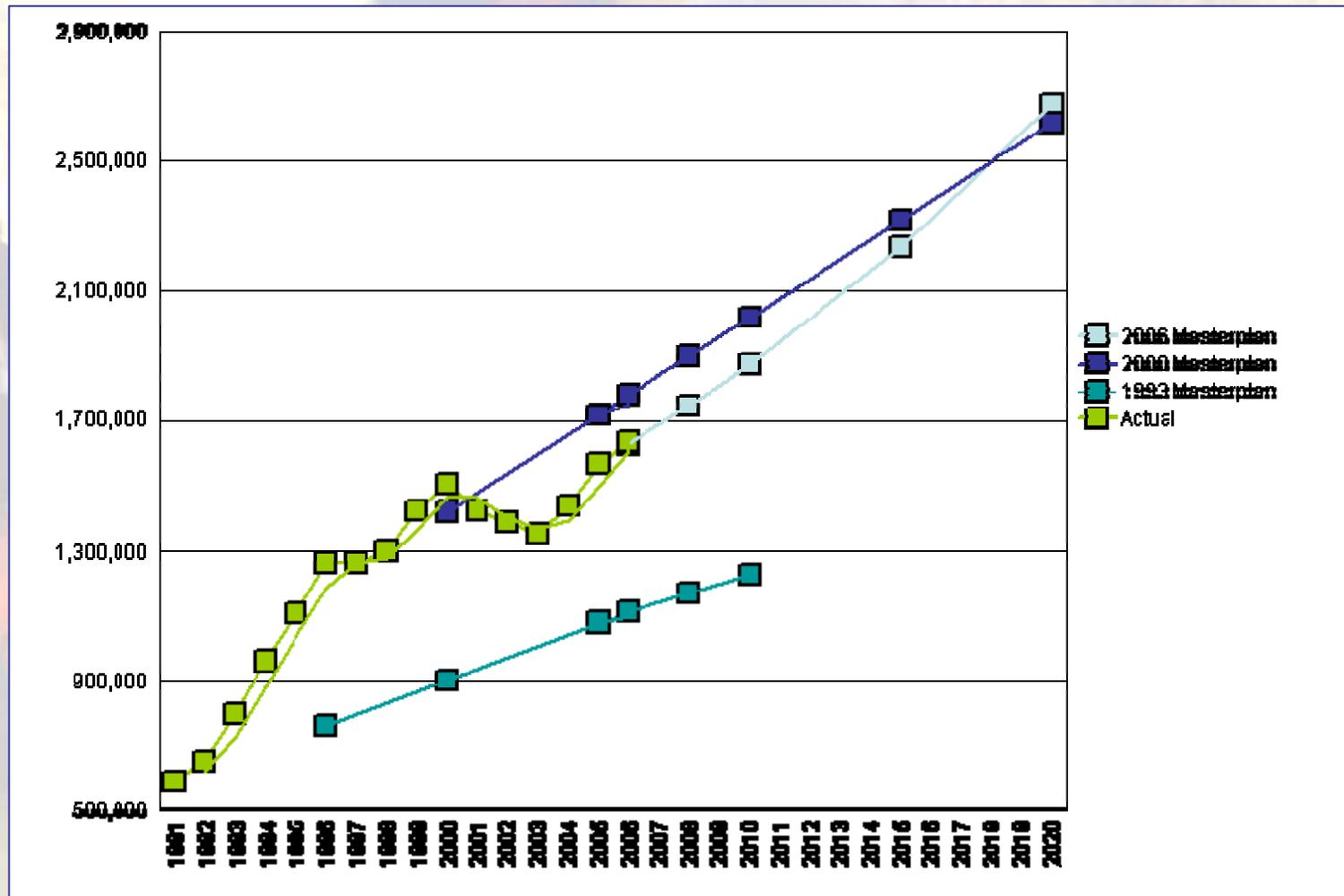
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- **Marketing:** Airports and Airlines use passenger enplanement forecasts for planning and marketing new or changed service levels.
- **Customer Service Index:** Passenger levels directly affect customer service (long lines, delays, crowded facilities).



Recommendations

- FAA approves passenger enplanement forecasts as part of a formal master plan update, (approx. every 4-5 years). They should be considered a long term baseline forecast.



Recommendations

- Forecasts need to be customized to local demographics, economy, and airport conditions.
- Long term forecasts are impacted by short term events such as: Disasters, industry trends, fuel prices, the economy, airline bankruptcy, new carrier, “Southwest Effect”.
- Frequent updating of forecasts is needed to update them to current conditions.

Recommendations

- Need to educate airport boards, councils, chamber of commerce, and public of the relation between long term forecasts and short term events. Typically they focus on the short term events.



Thank You