

Air Service Development, Traffic Forecasting and Airport Marketing Project Experience

Ottawa Air Service Demand Study

A comprehensive picture of air service demand was developed for the Ottawa airport, including the travel demand to destinations from the Ottawa area, the average airfares and distribution of fares, the current routing and carriers used by destination and the seasonal variation. Information from the Sabre ticket database, passenger intercept survey and E/D passengers by carrier and sector an Ottawa airport were used. Potential new routes and possible carriers to serve those routes were identified.



Lima Traffic Forecasts

Thirty year traffic forecasts for Lima, Peru were prepared, including movements, passengers and cargo. Nominal schedules were prepared for two forecast years and peak hour runway movement and passengers were forecast as the basis for airport development planning.

Chicago-Singapore Airline Route Analysis and Presentation

Jacobs Consultancy prepared a marketing package targeted to bringing Singapore Airlines to Chicago. The presentation included an assessment of passenger and cargo traffic, foreign trade flows and community of interest statistics. It showed that a Chicago-Singapore route could be economically viable and would fill an important air service gap. The materials presented were consistent with U.S. rules on divulging international traffic data to foreign affairs.



Jamaica Route Development Study

A marketing strategy was developed to promote the Norman Manley International Airport (NMIA) in Kingston, Jamaica, to new and incumbent carriers, for both passenger and cargo services. The study included market research using ticket and fare data, an examination of economic, tourism and airline/air service trends in the region, and a review of bilateral agreements governing passenger and cargo air services. Specific new airline routes and strategies for making NMIA attractive to passenger and freight carriers were identified. Presentations were prepared outlining the business case for airlines to serve the identified target routes.



*Airports Authority of
Jamaica*

Richmond Air Service Strategy

This project was part of coordinated effort by the Richmond Chamber of Commerce to improve transportation access for their region. The objectives of study including an analysis of the current market and competitive position of Richmond, and the potential impact on Richmond of continuing changes in the commercial aviation sector. In this project Jacobs Consultancy assessed potential air service opportunities, and identified constraints for future growth and air service development. The report outlined a strategy for the community to pursue and obtain the air service improvements identified in the analysis.



St. Petersburg - Clearwater Fare Analysis

The St. Petersburg - Clearwater International Airport competes with Tampa International Airport for scheduled and charter traffic. This project considered air service and fare differentials between the two airports. This analysis was part of a broader strategy to both retain existing services and attract new carriers.



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New Orleans International Airport Air Service Development Plan

Jacobs Consultancy prepared a comprehensive air service marketing and development program for the New Orleans International Airport. The project involved: an assessment of existing demand; identification of under-served or unused domestic and international routes; prioritization of these routes for development (passenger and cargo); identification of air carriers for such routes; preparation of forecasts based on these findings; and assistance to the New Orleans Aviation Board in preparing airline-specific presentations. The impact of the identified services on local businesses and the New Orleans economy was quantified.



Tom Bradley International Terminal Activity Forecasts

Nominal schedules were developed for the Tom Bradley International Terminal at the Los Angeles International Airport for 5 and 10 year planning horizons. These schedules were used as the basis to forecast passengers and aircraft activity as well as gate requirements. Airport operational forecasts included: annual operations; peak month; peak month/average day; variations by day of the week; peak hour; and fleet mix. An analysis of airline industry equipment trends was completed to determine which aircraft would likely serve the various international markets in the future.



Cargo Development at Halifax International Airport

The overall purpose of the study was to provide a comprehensive and complete report on the cargo opportunities and potential for Halifax International Airport. The key objectives included an evaluation of the feasibility of building and operating a common use cargo facility at the Airport and a review and assessment of competing airports and other modes of transport. The study provided the Airport with a sound economic base upon which a strategic marketing plan could be promoted and an appropriate common use cargo facility developed. The airport was successful in attracting two new services and a twice-weekly air cargo service to Europe.



Commonwealth of Independent States (CIS) Integrated Aviation Investment Strategy

The assignment was undertaken for the European Bank of Reconstruction and Development. Jacobs Consultancy provided air service, forecasting, financial, and airport operating analysis for a multi-disciplinary team which developed an integrated aviation investment plan for the CIS. The scope included air traffic control, airports, and airlines.



Uganda Air Services Study

This study was prepared for the International Civil Aviation Organization (ICAO) to provide the basis for the development of a Civil Aviation Master Plan for Uganda. The study included an assessment of the economic impact of aviation in the national economy, and forecasts of passenger, movement and cargo activity at Entebbe Airport and several upcountry facilities. The study was prepared following extensive interviews and consultations with the Civil Aviation Authority of Uganda and the airlines, tour companies and freight forwarders serving Uganda. The report provided a number of recommendations for increasing the level of international aviation activity.



Reno Tahoe International Airport Air Services

Jacobs Consultancy identified prospects for scheduled and charter air services between Reno and Western Canada. The study included a detailed analysis of Canada-Reno passenger flows, a comparison of market penetration by Reno and Las Vegas, and a discussion of business and tourism air service requirements. The study demonstrated that these services would be feasible under the Canada-United States bilateral agreement.



Canada - Caribbean Air Cargo Development

This study evaluated the ability of air cargo to promote bi-directional trade and stimulate economic development both in Canada and in selected Caribbean nations. It included a comprehensive assessment of airline schedules and air cargo capacities to selected destinations. A detailed data base of Canada-Caribbean foreign trade statistics was compiled in order to determine which products offered the best air cargo opportunities. Canada-Caribbean trade was also discussed in relation to EC, Japanese and American commodity flows and air cargo usage. A series of focused interviews with carriers, shippers and government agencies provided additional insights on airborne trade opportunities.



Vancouver Air Cargo Marketing Plan

Jacobs Consultancy prepared a Marketing Plan for Air Cargo at Vancouver International Airport with the objective of increasing the volume of cargo moved through the airport. Work included an assessment of physical infrastructure for cargo handling, and documentation of existing and historic levels of activity at Vancouver and U.S. west coast airports. The study estimated the importance of cargo to Vancouver and U.S. airports and forecasted the future directions and volumes for the industry cargo. Recommendations were made pertaining to infrastructure improvements, management information systems and strategies to develop Vancouver as a Pacific Rim Cargo gateway and transshipment (Sea-Air) point. The study recommendations contributed to a 300% increase in container traffic within two years.

