

Your airport.
Your future.



**AÉROPORT DE
SAINT JOHN
AIRPORT**





Strategic Objective:
To develop a long-term plan for growth by
facilitating improved air service and
improving visibility of the Airport.

Strategic Plan Methodology



InterVISTAS Consulting Group and Stantec updated the existing Strategic Plan using a stakeholder-focused process.

Market and Industry Update

- Global, Regional and Saint John Market Update
- Regulatory and Policy Environment Update
- Competitive Market Update
- Review and Update of Airport Growth Potential



One-on-One Stakeholder Consultations

- With Airport Officials and Community Leaders



Strategic Analysis Update

- SWOT Analysis Review and Update
- Vision and Targets Review and Update
- Update of Key Strategic Issues



Board Workshop

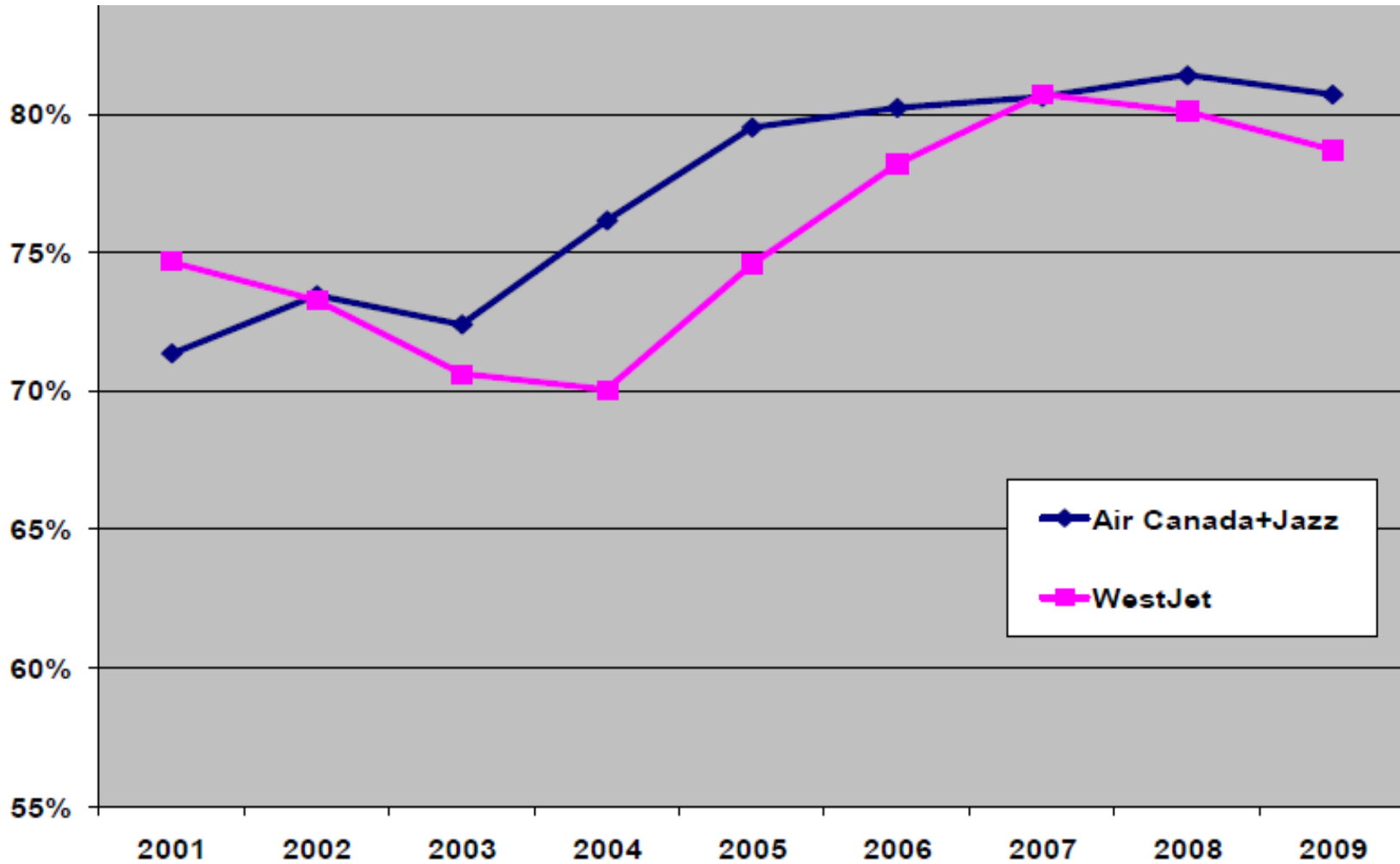
- Goals Development
- Objectives Development

The lay of the land

The Airline industry is
changing



Canadian Carriers: The Load Factors Comparison



Our Capacity Challenge

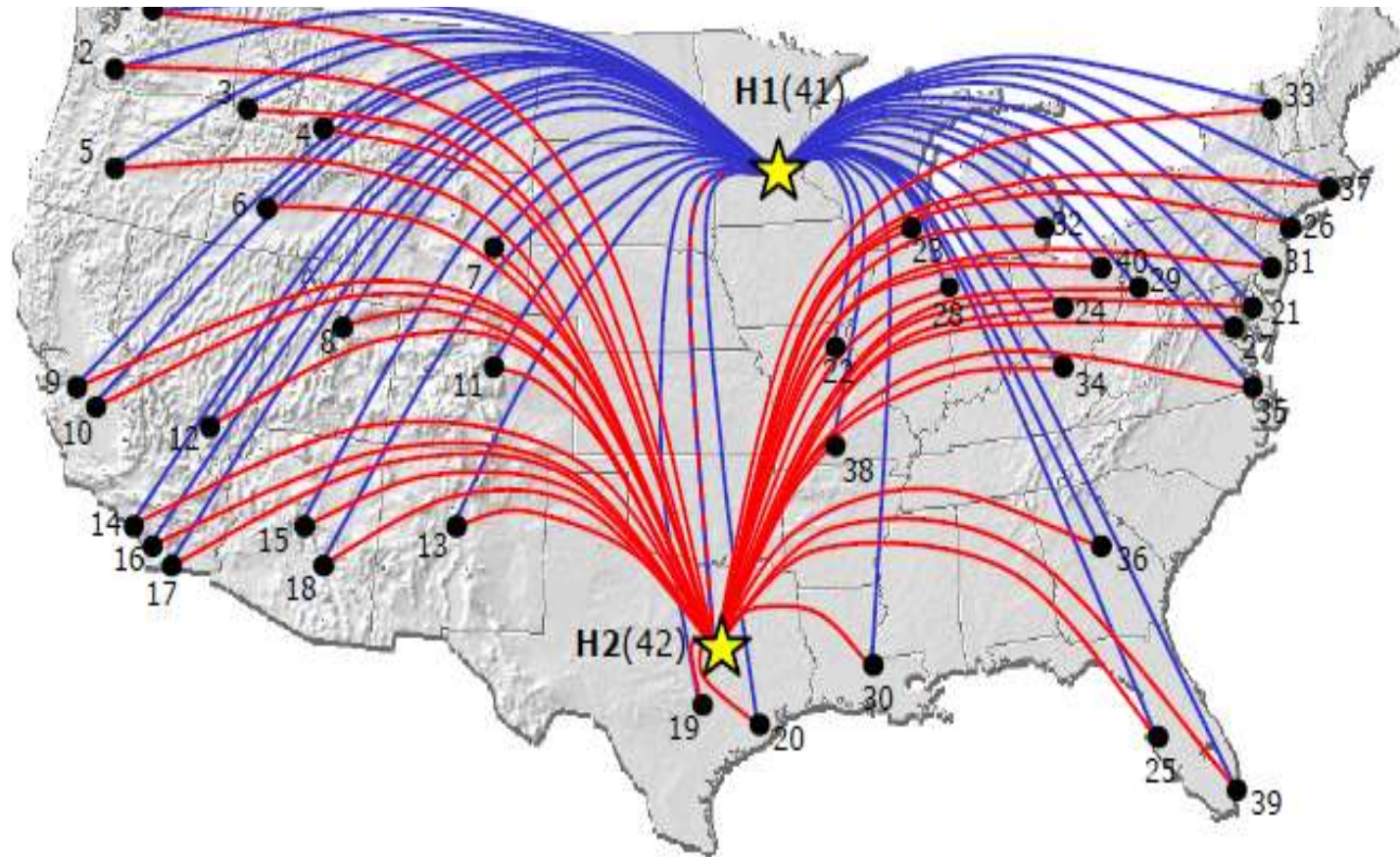


Annual Seat Requirement, per Plane Type

(2 directions, 1 flight/day, 80% load)

136 seat 737-700	79,424
70 seat regional jet	40,880
50 seat regional jet	29,200
50 seat DASH-8	29,200
37 seat DASH-8	21,608
19 seat Beechcraft	11,096

Hub and Spoke Networks: How They Work



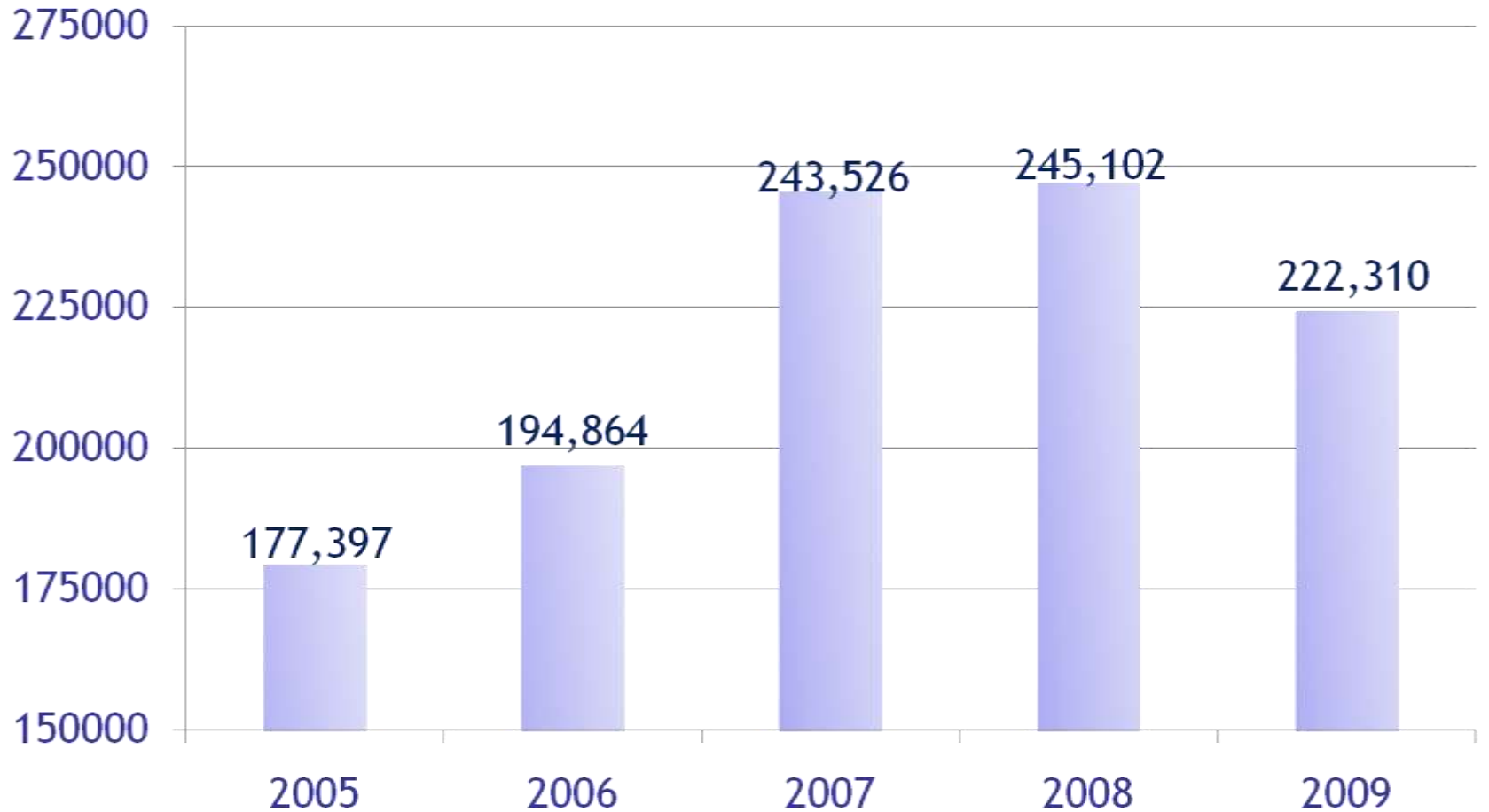
Here at home



- Competitive regionally
- Positive growth
- Room to grow



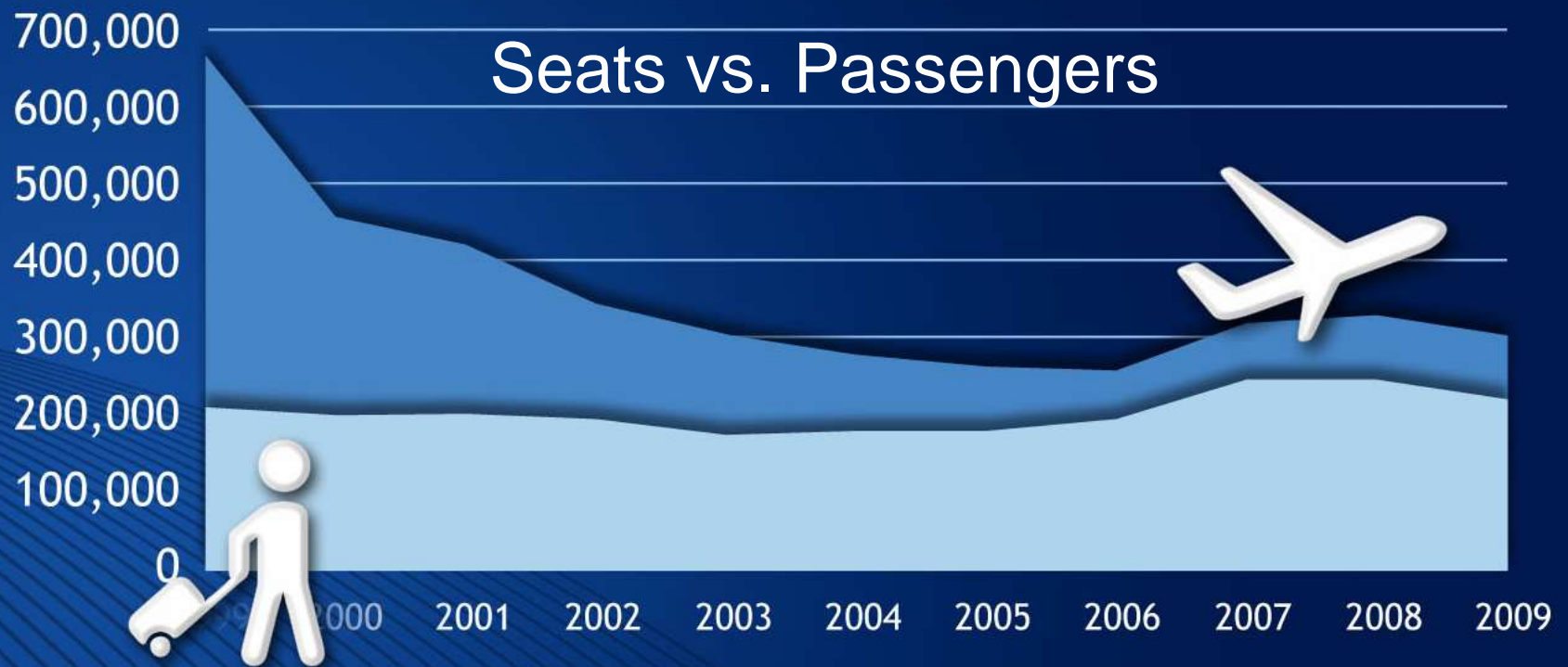
5 Year Passenger Trends



5 Year average = 216,640



Seats vs. Passengers



Saint John:

What Can We Leverage?

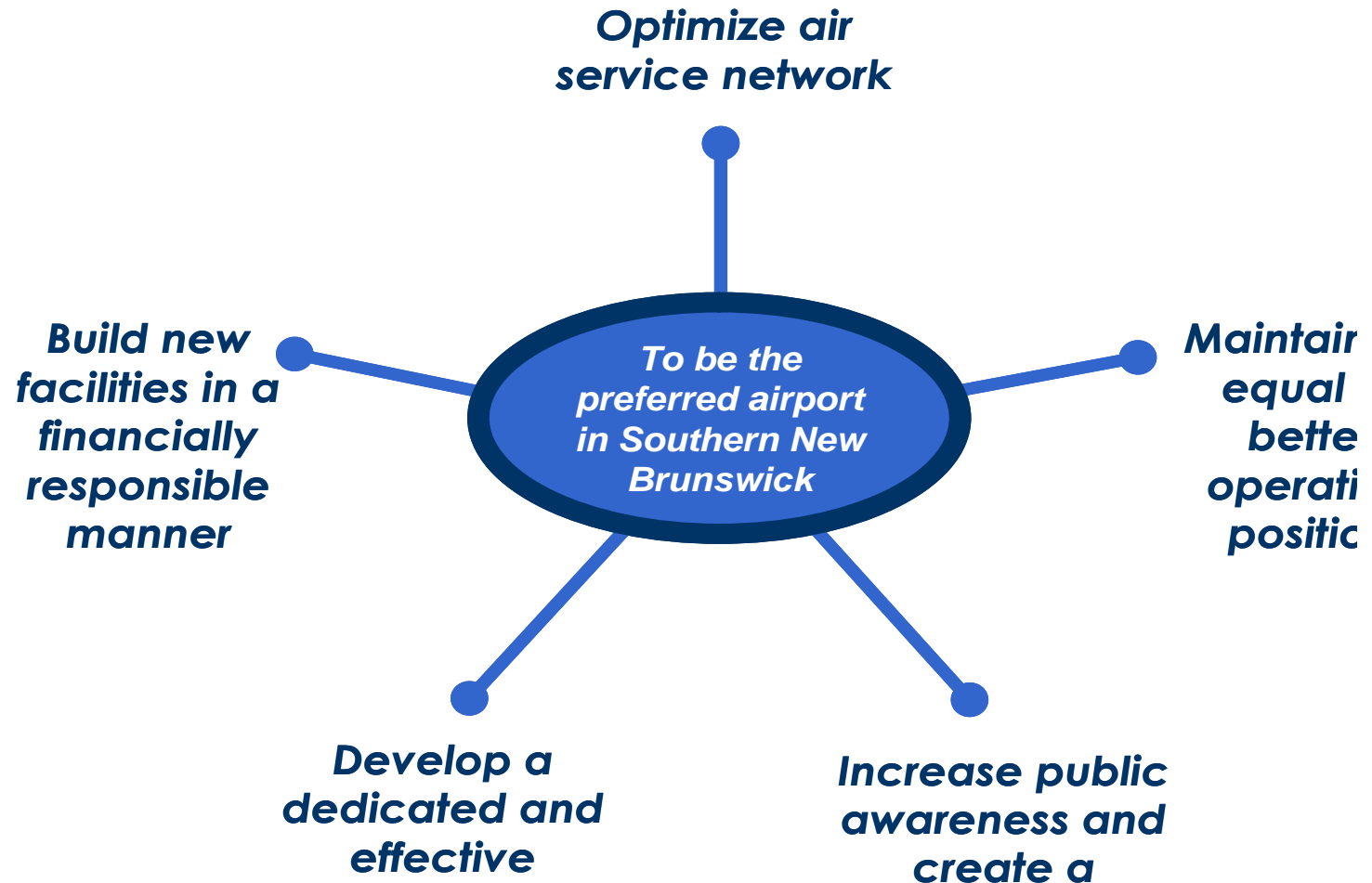


Opportunities



- Home to major corporations
- Energy Hub
- Proximity to Port of Saint John and Other Major Transportation Infrastructure
- Proximity to US Border
- Land availability

Goals





The path ahead

4 Pillars for growth

Our 4 Pillars for Growth



**Broaden
Air
Service**

**Diversify
Our
Revenue
Stream**

**Drive
Community
Ownership**

**Enhance
Facilities
&
Infra-
structure**

Pillar 1: Broaden Air Service



- Establish transborder service within one year
- Mobilize the community to attract airlines
- Pursue partnership opportunities with other airports

Top Priority



Saint John

Main St., USA

Launch a
unique service

Pillar 2: Diversify our Revenue Stream



- Land development plan
- Airport-based revenue generation opportunities
- Expanded customer offerings

Pillar 3

Drive community ownership



- Create a “brand” that represents the regional market
- Develop a marketing campaign and communication effort to potential customers in the broader catchment area
- Improve our customer share and grow passenger traffic by drawing from proximate markets
- Complement the DMO, municipal, and provincial efforts to generate synergies

Pillar 4 Enhance facilities and infrastructure





Pillar 4:

Enhance Facilities & Infrastructure

- Align capital expenditures to growth plans
- Use facilities and infrastructure as a marketing tool
- Ensure Airport provides a “sense of place” and enhances the customer experience
- Partner with government and business to invest in infrastructure



Boarding Pass

NAME OF PASSENGER: YOU

SEAT PREFERENCE:

FRONT SEAT BACK SEAT

FROM: STATUS QUO

TO: ??????

BOARDING TIME: NOW

Don't let the
flight leave
without you