



ECONOMIC IMPACT OF

Valdosta Regional Airport





Georgia Airports Mean Business

Georgia's airport system of 104 publicly-owned, public-use airports – nine commercial service airports and 95 general aviation airports – are essential to the state's transportation and economic infrastructure, supporting its diversified industries including technology, manufacturing, distribution, tourism, and agriculture. These businesses utilize Georgia's airports to transport employees, customers, vendors and goods, which spur economic development. Airport businesses support on-site and local jobs by providing aviation-related goods and services to aircraft and passengers. Additionally, on-airport capital improvements promote economic activity in the

community through increased construction jobs and the purchase of goods and services. Georgia's business and leisure visitors, who regularly arrive on commercial airlines and general aviation aircraft, stimulate local economies by spending money for lodging, food, other transportation, shopping, recreation, and entertainment.

Georgia's airports, by means of on and off-site businesses, visitors, and aviation-related organizations, contribute significantly to the state's economy, supporting 471,175 jobs, \$17.7 billion in payroll, and \$62.6 billion in statewide economic impact.

Statewide Economic Impact Study

The Georgia Department of Transportation commissioned this Federal Aviation Administration (FAA)-funded study to quantify the economic contribution of the state's airport system using an FAA-approved methodology of survey data and modeling estimates. The economic impacts are categorized by on-airport, visitor, and multiplier impacts to measure the total jobs, payroll, and total economic output of each of the 104 airports in this study.

visitors. The multiplier effect of these direct impacts was calculated using Georgia-specific regional multipliers. For example, if an airport employee purchases groceries, those dollars may support a grocer's payroll, the grocer may spend money on child care, and so on, until those payroll dollars originating from airport activity leave the community and state. The spending and re-spending generates additional economic activity in the region.

The economic benefits calculated for each of the airports was based on comprehensive survey data provided by airport managers, airport tenants, non-aviation businesses who utilize the airport, and airport

The total economic impact of \$62.6 billion is the sum of all direct airport and visitor impacts combining with the multiplier effects and presented in terms of jobs, payroll, and total economic output.

Statewide Economic Impact



	Hartsfield-Jackson Atlanta International	Other Commercial Service Airports	General Aviation Airports	Statewide Totals
Jobs	434,434	26,451	10,290	471,175
Payroll	\$16.3 billion	\$1.1 billion	\$354.4 million	\$17.8 billion
Economic Output	\$58.2 billion	\$3.2 billion	\$1.2 billion	\$62.6 billion

Note: Hartsfield-Jackson Atlanta International Airport data is from 2009 Economic Impact Study. All other data is based on CY2010.

Benefits of Valdosta Regional Airport

Valdosta is located in south Georgia along Interstate 75. Valdosta is the 12th largest city in Georgia with a 2010 population of over 137,000 people in the Valdosta Metropolitan Statistical Area and serves as the county seat of Lowndes County. It is within convenient driving distance of Atlanta, Orlando, and beaches on the Atlantic Ocean and Gulf of Mexico. Valdosta is the prominent commercial and manufacturing center in south Georgia. The largest employer in the region is Moody Air Force Base. Other top employers are Valdosta State University, South Georgia Medical Center, Convergys, and Yellow Roadway Express.

Valdosta Regional Airport, located just three miles south of Valdosta's city center, is owned and operated by Valdosta-Lowndes County Airport Authority. It has three runways: Runway 17/35, at 8,002 feet is third longest runway at a public-use airport in Georgia behind Hartsfield-Jackson Atlanta International and Savannah-Hilton Head International; Runway 04/22 is 5,598 feet long and Runway 13/31 is 3,636 feet long. The airport is equipped with a precision instrument landing system, air traffic control tower, aircraft rescue and firefighting station, and can accommodate nearly all commercial, military, or general aviation aircraft.

Valdosta Flying Service serves as the fixed base operator and provides local and visiting pilots with fuel, a pilot lounge, flight planning resources, crew car, aircraft rental, and flight training. Other businesses located on the airport include Champion Aircraft, an aircraft maintenance shop; Oasis Aviation School, an aircraft maintenance training facility; and Owens Aircraft and Skyway Ventures, flight charter services.

Delta Connection carrier Atlantic Southeast Airlines provides four daily flights from Valdosta to Atlanta. This commercial service provides passengers one-stop connecting flights

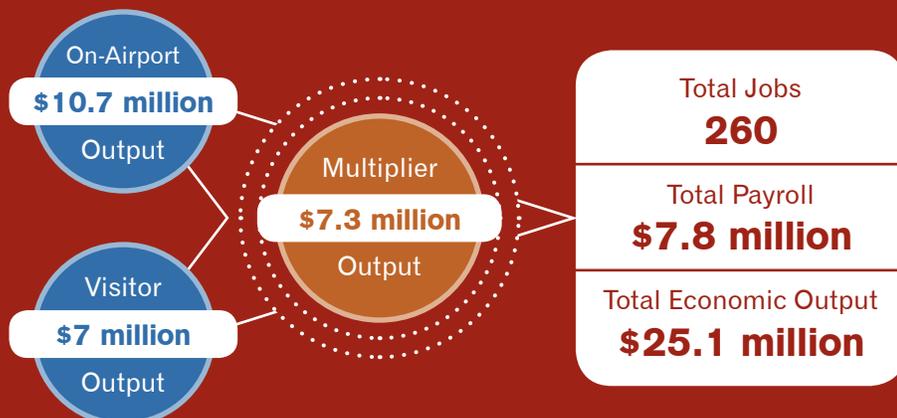
to over 230 destinations in the U.S. and around the world. Avis and Hertz provide rental cars in the commercial aviation terminal.

Many area businesses rely on the airport to transport staff, customers, goods, and materials into and out of the region, including Adventure Transportation Services, Langdale Industries, and Georgia Air South. Doctors and medical supplies are flown in and out of the region from the airport, military and law enforcement use the airport for training and search and rescue operations, and local real estate companies use the airport occasionally to perform aerial photography and real estate tours. Valdosta State University's sports teams utilize the airport to travel to games and events. The largest employer in the region is Moody Air Force Base, home of the 23rd Wing fighter and rescue groups. The base supports nearly 5,500 military and civilian personnel and provides an annual economic impact of nearly \$450 million. Valdosta Regional is important to the units at Moody AFB, as it serves tactical training exercises and as a training drop zone for pararescuemen.

The airport hosts a unique annual event called "Free, Cheap, and Easy." This event markets the airport as an ideal spot to stop and re-fuel enroute to Sun n' Fun, a large aviation event that takes place in Lakeland, Florida each Spring. The airport provides food and discounted fuel to pilots heading down to Florida. "Free, Cheap, and Easy" attracts more than 500 additional visitors to the airport during this week.

Airports connect Georgia's citizens and businesses to the rest of the state, our nation, and the global economy. Valdosta Regional Airport plays a vital role in supporting the region with 260 jobs with an annual payroll of \$7,781,900, and \$25,061,800 in economic output for the local and regional economies.

Economic Impact of Valdosta Regional Airport



Jobs measures the number of full-time equivalent jobs where a part-time employee counts as half a full-time employee.

Payroll measures the total annual wages and benefits paid to all workers whose salaries are directly attributable to airport activity.

Economic Output measures the value of goods and services related to the airport.

Georgia Airports

- Georgia is served by 104 publicly-owned, public-use airports:
 - Nine commercial service airports, including Hartsfield-Jackson Atlanta International, and
 - 95 general aviation airports.
- Airports in Georgia (excluding Hartsfield-Jackson Atlanta International) support:
 - 1.2 million annual boarded passengers.
 - 720,000 commercial service visitors.
 - 1.1 million general aviation visitors.
 - More than 500 on-airport businesses.
- Hartsfield-Jackson Atlanta International Airport:
 - Supports more than 46 million annual boarded passengers; that's nearly 12,700 daily boarded passengers.
 - Provides nonstop service to 156 U.S. cities and more than 80 international destinations in 52 countries.
 - Supports nearly 60 passenger and cargo airlines.
 - Is the busiest passenger and operations airport in the world.

Note: Calendar Year 2010 data.

For more information contact:

Georgia Department of Transportation
Aviation Programs
600 West Peachtree Street, NW
Atlanta, Georgia 30308

404-631-1000
<http://www.dot.ga.gov>



Prepared by:

**CDM
Smith**

www.cdmsmith.com

Cover photo courtesy of
Georgia Business Aviation
Association (GBAA)