

DEVELOPMENT OF REGIONAL AIRPORTS

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Business case for the tourist small regional airport

Infrastructure and accessibility are often seen as keys to destination development. The type and form of transportation often influence the choice of where visitors choose to vacation (Koteler, Haider, and Rein 1993).



Airports & Tourism market developmet

- Five broad Relationships exist between tourist destinations and the airports that service them. These include;
 - airports as destinations themselves,
 - airports as service centers,
 - airports as gateways,
 - airports as economic generators, and
 - airports as direct promoters



Regional airport based on tourism potential

- Victoria Falls International Airport (VFA)- Zimbabwe
- Maun Airport- Botswana
- Pilanesburg International Airport-South Africa
- Hoedspruit Eastgate airport (HDS)



Economic Impact of an Airport

- measured by the activity, earnings, and jobs generated by the airport activity or because the airport exists.
 - Direct impacts include multiplier impacts, which include money spent at or for the airport that flows through the regional economy.
 - Indirect impacts may be generated from expenditures by airport users or from regional expenditures at local businesses as a result of airport use or travel.



Aviation infrastructure funding

- Within South African government's policy to deliver the necessary infrastructure numerous opportunities in the transport sector are now available. Airports can be established and maintained by the following jurisdictions:
 - Airport authorities, Provinces, Municipalities, Park districts, Port authorities, and Private owners.
- Various airport investment models exist in terms of; infrastructure ownership, operation and maintenance.



Way forward

- Identify potential demand for air services: The potential in this kind of infrastructure investment would depend on the feasibility for good and services
- Feasibility study to assess the;
 - Economic, social and developmental impact
 - Capital expenditure & Cost-benefit analysis,
 - Funding options available (PPP's, government owned)
 - Marketing strategies and plans

