



Report on Warton Keppel International Airport
for Georgian Bluffs

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1. Project Background and Goals

Georgian Bluffs is situated in southwestern Ontario, and is within the Grey Bruce region which has a regional population of over 162,000. The region is experiencing strong economic growth in tourism, agriculture and nuclear energy. Georgian Bluffs is comprised of a collection of charming communities which display natural beauty, rural lifestyles, and local meaningful landmarks. One of these landmarks is the Wiarton Keppel International Airport, an important part of the overall infrastructure for the Bruce Peninsula. To support this infrastructure, the Economic Development Office at Grey County wanted to assess local interest in running commercial flights between the Wiarton Airport and the Toronto airports.

The overall goal of this project was to develop an understanding of local interest in commercial flights between the Wiarton Airport and the Pearson International Airport. Specific objectives were to:

- Assess residents' current frequency of travel
- Gauge community interest in using the Wiarton Airport as a departure point
- Gather data on how much residents would be willing to pay to fly from Wiarton
- Seek input on other services that could encourage use of the Wiarton Airport

1.1 Research Design

This project was conducted using an online survey, via SurveyMonkey's online platform. The survey was open from February 1st-20th, 2018, and was distributed by government officials in Georgian Bluffs. Additionally, Georgian students conducted in-person recruitment at two events in Wiarton, on February 2nd and 19th.

1.2 Research Limitations

Survey completion was voluntary, and individuals who did not respond may have differed from respondents in some systematic way. However, we are confident our findings present a meaningful snapshot of interest in the Wiarton Airport.

As the survey was primarily distributed online, Georgian Bluffs community members without regular internet access could have been excluded.

2. Respondent Profiles

A total of 2351 individuals responded to the survey. However, average responses to each question are closer to 1700, as some participants chose not to answer various questions. The majority (60%) of respondents were female, and about a third (36%) were male (see Figure 1). The majority (88%) of respondents were over the age of 30 (see Figure 2). There was also a relatively even distribution across annual household income groups (see Figure 3).

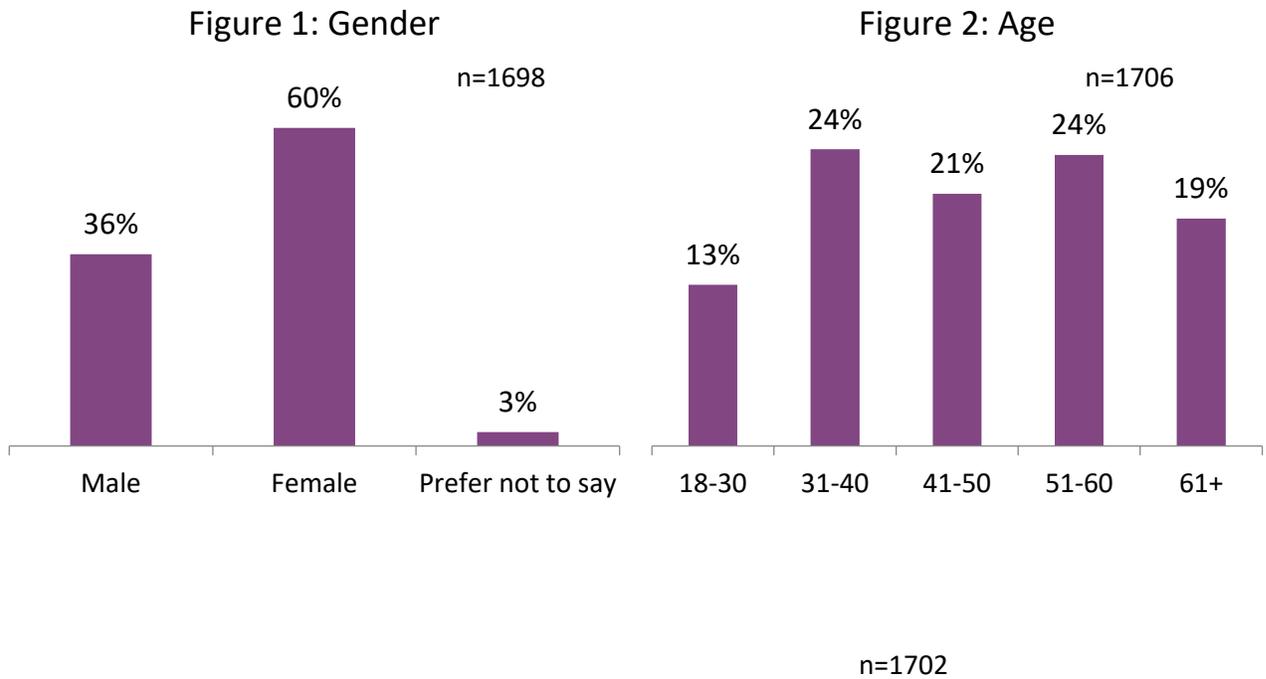
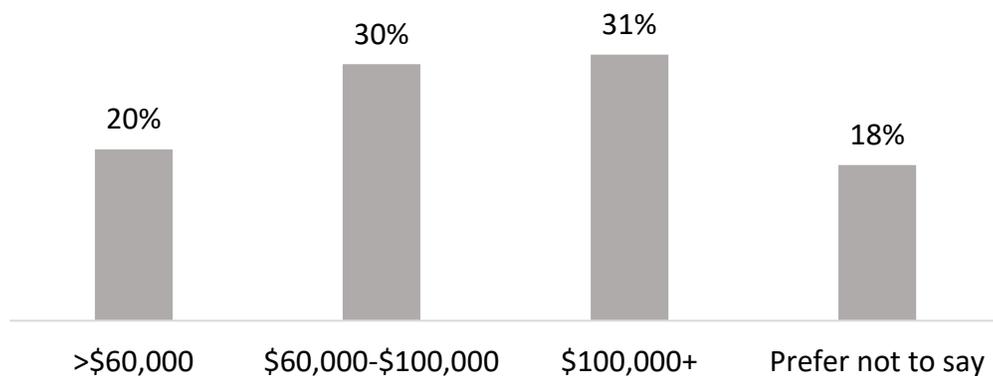


Figure 3: Annual household income



3. Frequency of Travel

To gauge potential interest in regular flights between the Warton international airport and the Toronto airports, we asked residents about their current frequency of travel. The majority of respondents (77%) indicated that they travel to Toronto for business at least once per year, and 96% indicated that they travel to Toronto for leisure at least once per year. Tables 1&2 provide greater detail on the number of trips taken.

Table 1

Destination	Number of Annual Business Trips				Number of Respondents
	0	1-3	4-6	7+	
Toronto	23%	27%	21%	28%	1636
Montreal	79%	18%	2%	1%	994
Ottawa	69%	24%	5%	1%	1033
New York	88%	10%	1%	0%	943
Florida	76%	22%	2%	1%	1025
Other	50%	27%	12%	10%	866

Table 2

Destination	Number of Annual Leisure Trips				Number of Respondents
	0	1-3	4-6	7+	
Toronto	4%	33%	34%	30%	1803
Montreal	68%	30%	1%	1%	1008
Ottawa	54%	40%	5%	1%	1072
New York	76%	23%	1%	0%	945
Florida	48%	48%	3%	1%	1130
Other	23%	49%	16%	12%	1049

Additionally, respondents indicated how likely they would be to fly from the Warton International Airport to one of the destinations they visit. Three quarters (76%) of respondents aged 18-30 indicated that they were extremely or very likely to use the Warton International Airport, while only 57% of those aged 61+ indicated the same (see Table 3).

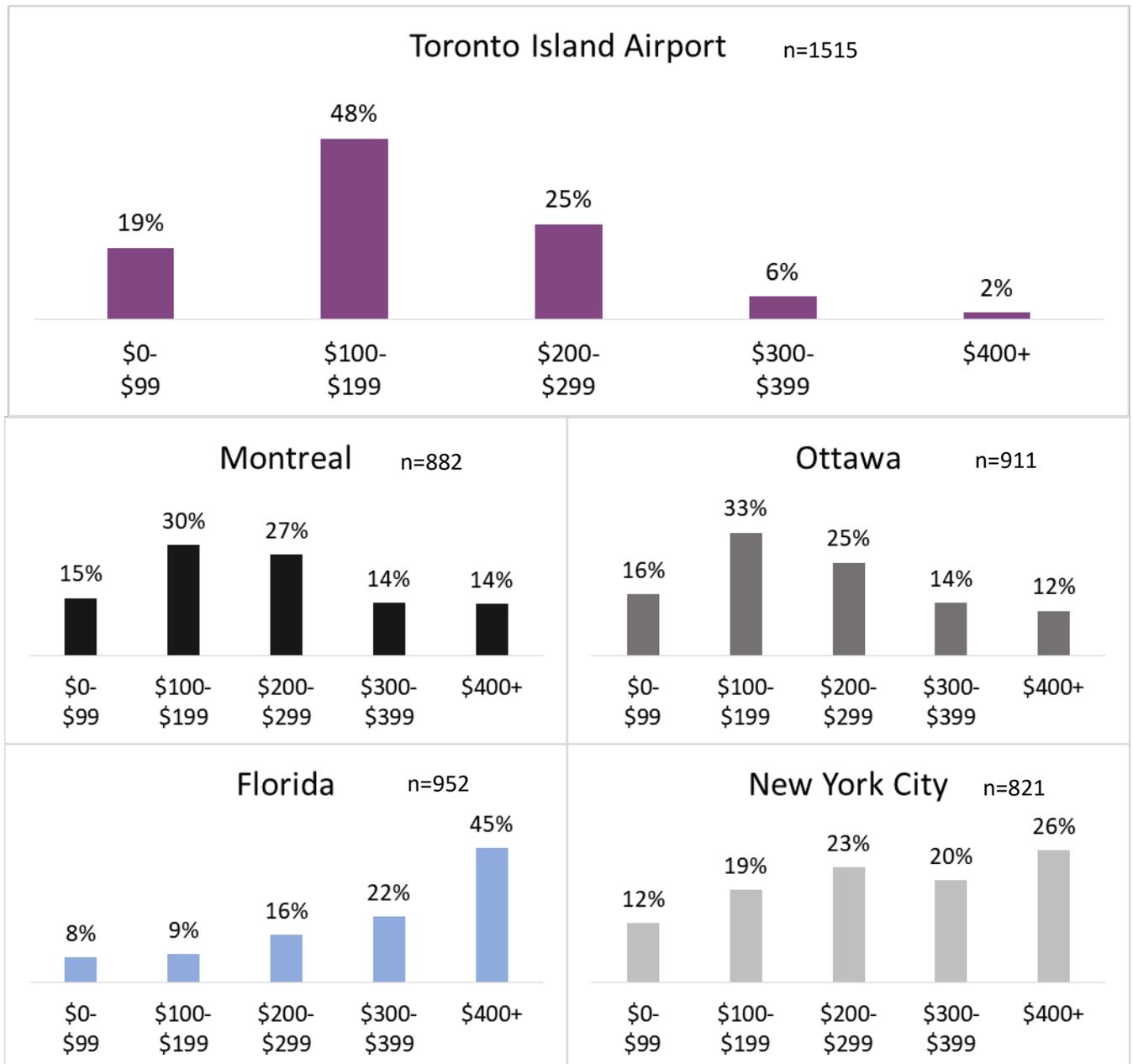
Table 3

Age Group	Likelihood of flying from the Warton International Airport			Number of Respondents
	Extremely or very likely	Somewhat likely	Not very or not at all likely	
18-30	76%	21%	3%	222
31-40	65%	28%	6%	403
41-50	66%	24%	10%	337
51-60	64%	25%	11%	395
61+	57%	23%	20%	302

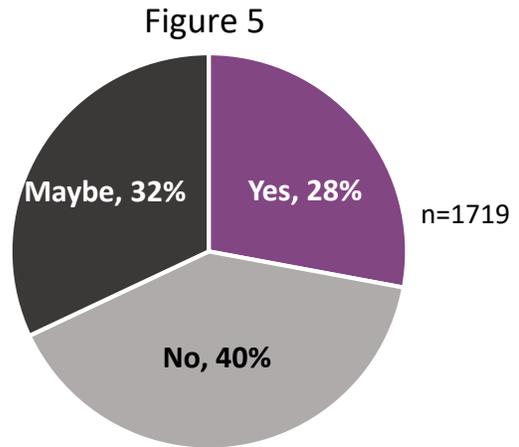
4. Flight Pricing

Respondents indicated how much they would be willing to pay for flights between the Wiarnton International Airport and a few common destinations, as shown below. Half of respondents (48%) indicated they would be willing to pay \$100-\$199 for a return flight to Toronto from the Wiarnton International Airport (see Figure 4).

Figure 4: How much would you be willing to pay for a return flight to the following destinations?



More specifically, respondents indicated whether or not they would be willing to pay \$200 for a one-way ticket from Warton International Airport to Toronto if there was free parking at the airport. More than half (60%) of respondents indicated they would or may be willing to do so (see Figure 5).



5. Other Services

Participants were asked to suggest other services that would encourage them to use the Warton International Airport. Figure 6 illustrates categories of responses in a word cloud.

Figure 6: Other Services



6. Summary

- Almost all respondents travel to Toronto at least once per year, for either business or leisure
- Two-thirds of respondents indicated they were extremely or very likely to fly from the Warton International Airport to one of the destinations they visit
- Half of respondents (48%) indicated they would be willing to pay \$100-\$199 for a return flight to Toronto from the Warton International Airport
- Other services that may encourage use of the Warton International Airport included an on-site restaurant, ground transportation such as shuttles or taxis, and appropriate pricing for the flights. Among comments, some respondents indicated they would prefer to fly to Toronto Pearson, rather than Toronto Island Airport