

Nearly  
**Half a Billion**  
in Economic Impact



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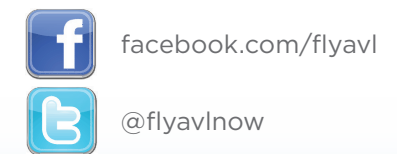
An Economic Engine in  
Western North Carolina

[flyavl.com](http://flyavl.com)

#### Did You Know?

- America's airports are largely self-sustaining and do not drain local tax dollars. Instead, **airports generate revenue** that circulates through the local economy.
- Every 50-seat round-trip flight has a real and positive impact on the community – **approximately \$43,000** (employment income, passenger spending, and taxes).<sup>1</sup>
- AVL contributes nearly **half a billion** dollars in local economic impact each year, and ranks fourth (out of nine) in economic impact among airports in North Carolina.
- **1,700 jobs** exist in Western North Carolina because we have a strong regional airport.
- Not only does the airport produce economic impact through employment and revenue generation, it also supports the **annual generation of \$11 million** in state and local taxes from tenants using the airport.
- Approximately 45% of AVL users are out-of-town visitors. And these travelers spend nearly \$200 per day in our region, and stay three to five days, on average. That's **more than \$100 million** circulated into our economy.<sup>2</sup>

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## An Economic Engine in

# Western North Carolina



**When travelers choose** to purchase tickets to fly to or from Asheville Regional Airport, they are both utilizing an essential mode of transportation while simultaneously **putting wheels in motion** that have far-reaching economic impacts in Western North Carolina. They are “buying local.”

### The Region's Economy

The economic impact produced by our region's airport is astounding, and is measured in three ways: **direct, indirect and induced**. Direct impacts result from economic activities that are produced by tenants and other business users who have a direct involvement with the airport. Indirect impacts result from economic activities that typically take place away from the airport, but are still attributable to the airport. Induced impacts reflect the multiplier effect of additional jobs, earnings and economic benefits that result as the money from direct and indirect impacts circulate in the economy.

### Buy Local, Fly Local

The “buy local” mantra is prevalent in the culture of Western North Carolina, and speaks to the area's inherent **pride and dedication** to building and preserving a strong local economy. Asheville Regional Airport is a cornerstone of the local community, contributing significantly to the region's economic strength and vitality. Travelers benefit from the airport. Businesses benefit from the airport. And most importantly, the entire region's economy benefits from the presence of a thriving commercial airport.

### AVL's Economic Impact <sup>3</sup>

Impact Type	Jobs	Economic Contribution	Payroll Per Year
Direct	750	\$107,570,000	\$22,810,000
Indirect	680	203,780,000	10,370,000
Induced	270	162,410,000	8,290,000
<b>Total Impact</b>	<b>1,700</b>	<b>\$473,760,000</b>	<b>\$41,470,000</b>

### America's Airports are Vital Economic Hubs

America's airports are a powerful economic engine, generating **10.5 million jobs and \$1.2 trillion in total economic impact**.<sup>4</sup> Second only to Wal-Mart in number of jobs generated in this country, the nation's airports also contribute **8% of the total U.S. gross domestic product**. That's huge.

### Travelers

Four airlines (Allegiant, Delta, United and US Airways) connect Western North Carolina with the nation and the world, serving business travelers and tourists whose expenditures stimulate the local economy. In 2012, AVL served more than **700,000 commercial passengers**.

### A Symbiotic Relationship

Asheville Regional Airport's stability and growth during its 51-year history has helped shape the growth of this region. And in turn, when air travelers choose to fly to or from AVL, they are making a choice that **keeps dollars circulating locally** which leads to continued growth

over time. The relationship between the airport and air travelers is symbiotic, and the real economic impacts are beneficial to all of Western North Carolina.

### Businesses

Commercial and general aviation operations provide an **efficient means for business travel**, for those who desire the convenience of a close-to-home airport, and for the travelers who need to come here from around the globe to conduct their business. In addition, many local businesses benefit from the dollars spent by travelers who fly into Western North Carolina each day.

### Sources

1. Syneva Economics, LLC, December 2011.
2. Syneva Economics, LLC, December 2011; CanMark passenger survey data, 2012.
3. The Institute for Transportation Research & Education, North Carolina State University, 2012.
4. Airports Council International - North America, 2012.

