

Toronto Pearson: An Economic Enabler

Consultative Committee

April 18, 2012



For You. The World.



Toronto Pearson

International Airport | Aéroport International

A Key Driver of Prosperity and Employment for Ontario

- Toronto Pearson is a massive economic enabler that drives prosperity and supports small businesses and jobs:
 - Total volume of revenue generated is \$26.4 billion
 - Total employment income is \$6.8 billion
- The anchor organization of the largest employment area in Ontario:
 - 38,000 employees work at Toronto Pearson (direct jobs)
 - 185,000 indirect jobs supported by the airport, many of these are small businesses



A Regional Employment Enabler

Direct Employment:

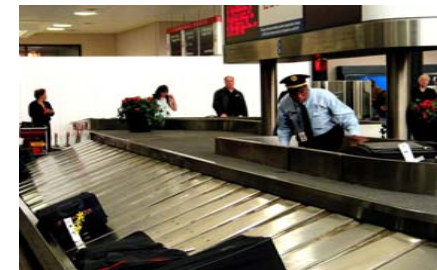
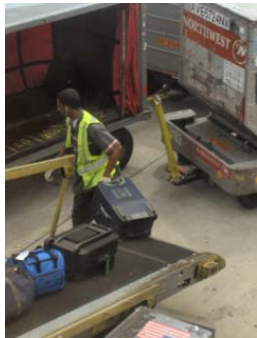
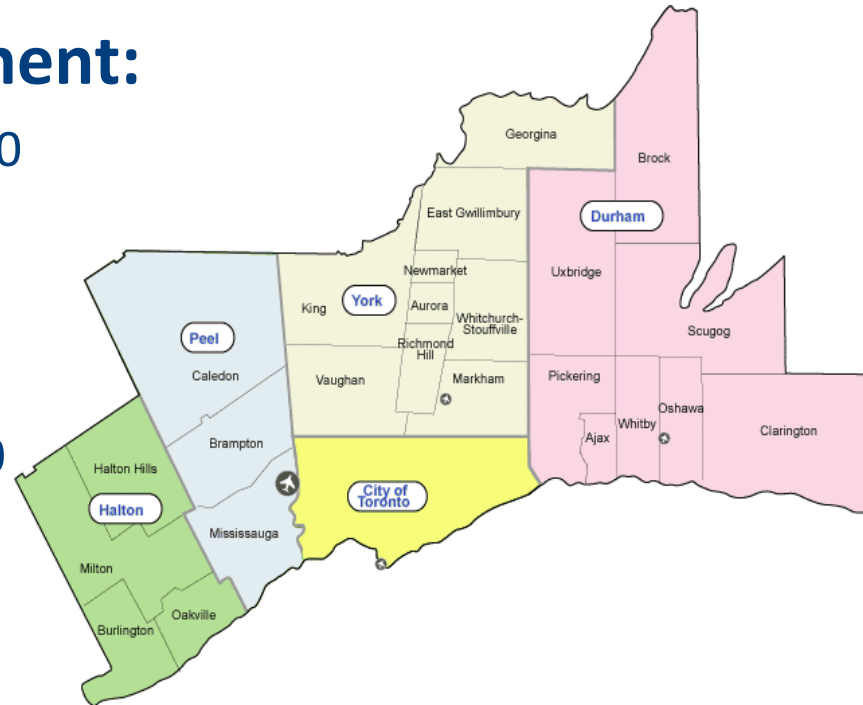
City of Toronto: 11,000

Peel Region: 11,000

York Region: 3,500

Halton Region: 3,000

Durham Region: 1,400



A Key Tourism Enabler

- Overseas arrivals, January to November 2011:
 - Ontario: +6.2%
 - Rest of Canada: -1.7%
 - Ontario market share of overseas arrivals: 39.6%
- Overseas visitor spending, 2009 to 2010: + 19%



**Visitors to Toronto
Region support
224,000 tourism jobs**

Goods and Services Purchased

- In 2011, \$555 million worth of goods and services were purchased by Toronto Pearson
 - 70% from the Greater Toronto Area, through a 'Buy Local' commitment and policy
- A key supporter of regional businesses, from diverse industry clusters:



Best Practices - London Heathrow

How can the UK connect to growth?

The government, like all of us, wants to get the UK economy growing again. Much of that growth can only come from developing trade with the new growing economies of the world. Trade needs connections. And Heathrow, the UK's only hub airport, is the only practical way in which the UK can make those connections happen. This site explains how.

The connections Heathrow misses out on roll over to discover routes served by other European hub airports

■ Growth economies
■ Emerging markets
■ Destinations without frequent service to Heathrow but with frequent service to other European hub
■ Destinations with no weekly service to Heathrow but with weekly service to other European hub



A focus on the economy
Towards a sustainable Heathrow

Heathrow Making every journey better

how much **growth we are forfeiting every year** by not optimising our hub potential to growth markets.

The UK is currently losing £1.2bn each year by not having a clear and sustainable aviation policy or optimising its hub potential.

Can we afford to continue to miss out?



Economic benefits of Heathrow
At the heart of the UK economy

BAA Heathrow

- [Heathrow Academy](#)
- > Heathrow Academy - retail
- > Heathrow Academy - aviation and logistics
- > Heathrow Academy - construction

Meet the Buyers

Sustainability case study

Heathrow Meet the Buyers was established in 1997. This annual event helps small to medium-sized businesses meet and win business from large organisations operating at or close to Heathrow. This includes Heathrow's owners, Heathrow Airport Ltd, other airport companies and public bodies such as local authorities, universities and hospitals.

Eligibility criteria



Connecting for growth: the role of Britain's hub airport in economic recovery

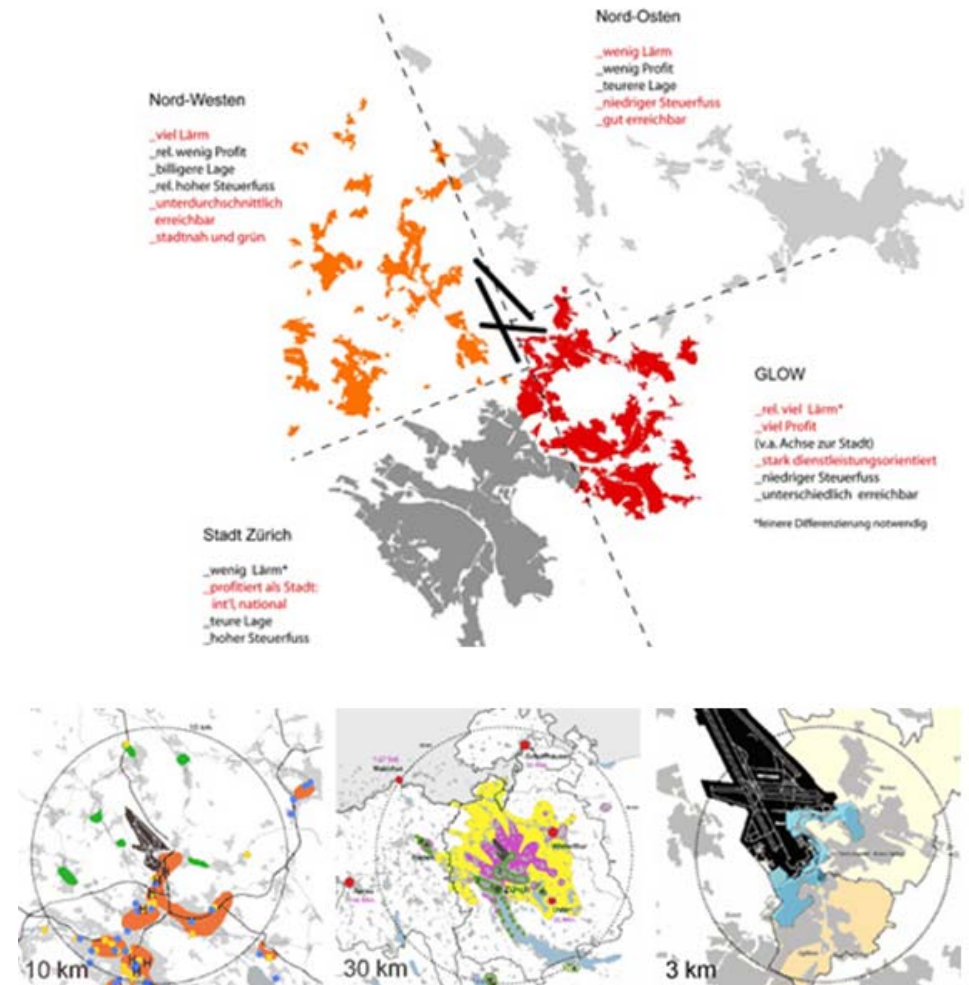
A REPORT PREPARED FOR HEATHROW

September 2011

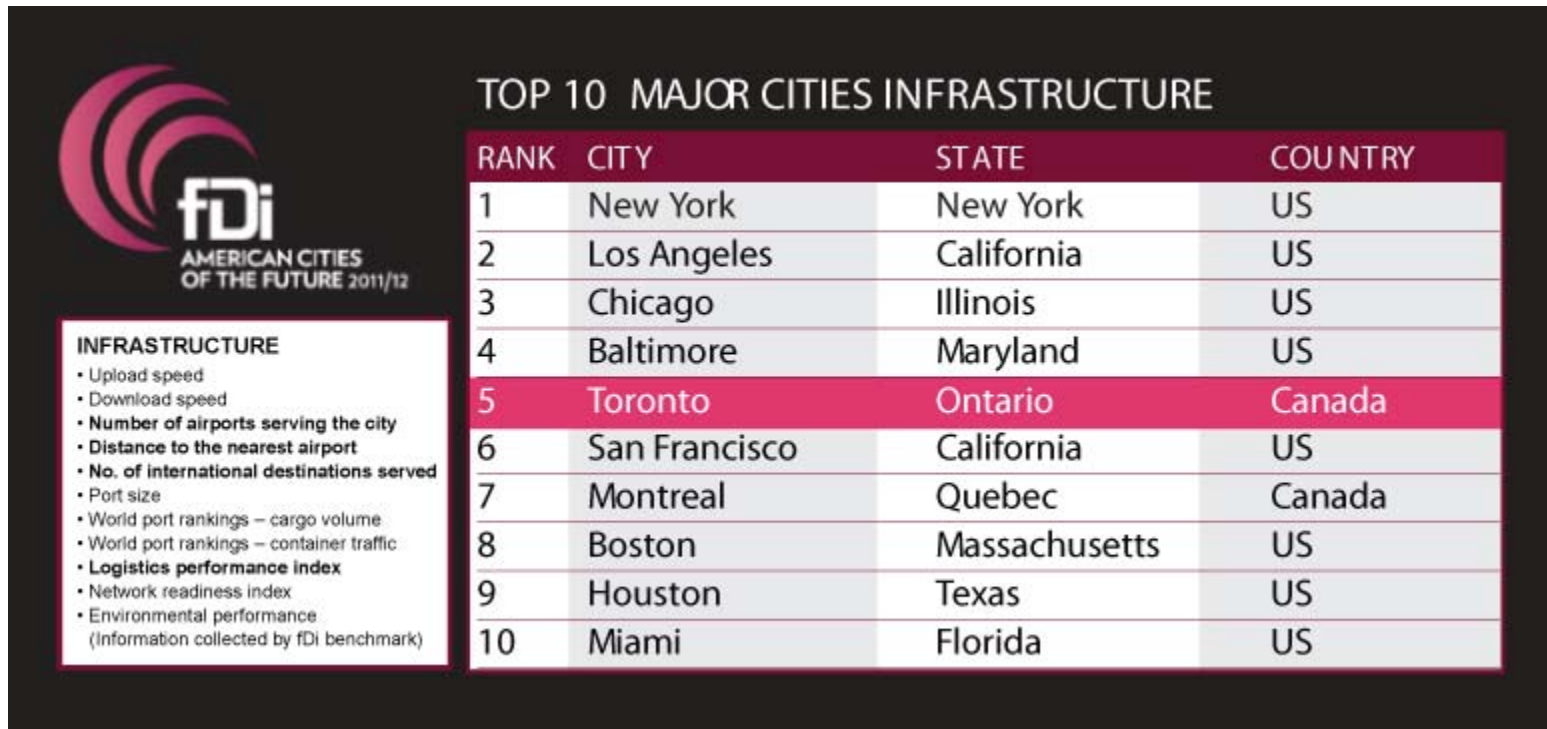
Best Practices - Zürich Airport

Alongside economic analysis and statistics:

- Regional attractiveness of the areas surrounding the airport
- High dynamics, increasing dependency
- Spatial differentiation of benefits
- The influence of regional planning
- Correlation between spatial distribution and economic effects



Airports: Key Drivers to Business Location Decisions



- Site selectors and businesses demand a global hub airport as a key component in the decision on where to locate
- Airports will continue to connect business

Source: Foreign Direct Investment – 2011 / 2012 Ranking of cities across the Americas

Quantifying the Missed Opportunity

- Identifying the delta between 'doing nothing' and pursuit of the Global Hub Strategy as well as the benefits to adjacent communities, Ontario and Canada
- Developing a business case to support the development of an economic analysis and model

