

Global Hub Economic Development Study

CENAC

February 13, 2013



For You. The World.



Toronto Pearson

International Airport | Aéroport International

CENAC ask and role

Requesting your feedback on:

- Study objectives and proposed approach
- Data and studies that could inform methodology
- Communications and stakeholder engagement plan
- Support roll out of study and findings

Global Hub Strategy Benefits

A global hub airport translates into:

- Stronger community investment
- Increased economic growth for Toronto, Ontario and Canada
 - Jobs, trade and improved competitiveness
- Better connections to the world for all Canadians
- Access to international markets
- Strong Canadian airlines
- Increased tourism opportunities
- Increased spending locally and business opportunities



Study Purpose

To quantify the non-aviation related economic benefits of Toronto Pearson (e.g. increased trade, foreign direct investment, tourism spending, etc.)



Quantifying the Opportunity

Key study objectives:

1. Describe and estimate the economic value of Toronto Pearson to the GTA, Ontario and Canada, beyond the traditional airport benefits
2. Develop a forward-looking airport hub comparison model that can estimate the economic value of the airport based on a range of future scenarios, including airport competition and global trends



Traditional Economic Development Studies

- Traditional Studies focus on quantifying direct, indirect and induced benefits
- Through regular analysis, quantifying the benefits in terms of aviation jobs and economic activity supported by aviation activity at Toronto Pearson is largely well known
 - Based on existing and forecasted passenger and cargo volumes

This is somewhat limited as it does not capture the true value an airport brings



Measuring the economic value of improved connectivity

Creating value through:

1. Improving the connectivity of the region and country
2. Acting as a facilitator for greater business and tourism activity, which is less understood

Quantifying the increasing value created for a community when an airport becomes a significant hub



Communications and Stakeholder Engagement Plan

	Objective*	Joint meetings	One on One briefings	Electronic dissemination
GTAA Committees (CENAC and CC)	Actively Engaged	x		x
Local, regional, and provincial economic development stakeholders	Support	x		x
Political stakeholders and all three levels of government	Awareness	x	x	x
Business Stakeholders	Actively Engaged		x	x
Community Stakeholders	Awareness		x	x
Think Tanks	Support		x	x
Internal Stakeholders	Awareness			x

- Levels of engagement objectives range from "Awareness" to "Support" to "Actively Engaged".

Current Activities & Next Steps

- Ongoing stakeholder consultation to discuss study direction
- Further modelling of economic data, refining assumptions and impacts
- Anticipated completion date: Spring 2013

Your feedback, advice and input?



Thank you



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