



Commercial Air Services Feasibility Study

What We Heard Report

August 2024

Communications + Economic Development

Table of Contents

Commercial Air Services Feasibility Study	0
Project Outline.....	1
Advertising Methods.....	3
Engagement Tactics	3
In-Person Consultation.....	3
Webpage Visit Statistics	5
Digital and Paper Survey	5
Part 1 – Travel Habits	6
Part 2 - General Satisfaction	10
Part 3 – About You	11
Conclusion	13

Project Outline

The Lloydminster Airport is the aerial gateway to Lloydminster and the surrounding region. In December 2023, WestJet announced that it would be permanently suspending its services between Calgary and Lloydminster, with the final flight operated on April 12, 2024. The City of Lloydminster recognizes the importance of passenger air services for business productivity and competitiveness, improving resident quality of life through intercommunity connectivity, and supporting our visitor economy. The restoration of passenger air services to Lloydminster Airport is a high priority for the City of Lloydminster.

The City is working with HM Aero Aviation Consulting and ASM Global Route Development to complete a Commercial Air Services Feasibility Study. The goal of this project is to equip the City with the materials and strategy needed to effectively pursue prospective airlines and restore air service connectivity at the Lloydminster Airport.

This project will include:

- Detailed research and analysis on the region’s travel patterns and air service needs;
- The assessment of opportunities for new air services to Lloydminster
- The preparation of detailed air service business cases for presentation to prospective airlines;
- The creation of an air service development strategy; and
- An update to the 2020 Airport Master Plan.

Continued on next page.

Advertising Methods

The Communications Department used a series of traditional and digital advertising methods to educate residents on consultation opportunities. These methods included:

- Social Media
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter (X)
- Print Media
 - The Bean
 - Morning News
 - Meridian Source
- Digital Billboards
 - City Hall/RCMP Billboard
- Website
 - City of Lloydminster
 - Your Voice Lloydminster (yourvoicelloyd.ca/CommAir)
- Newsletters
 - Your Voice
 - Ec Dev
- Additional Techniques
 - Posters

Engagement Tactics

Virtually, a Commercial Air Services Feasibility Study Survey and question-and-answer (Q&A) tool was published on the yourvoicelloyd.ca/CommAir website from April 24 to May 24. The Q&A module was not utilized during this time.

In-Person Consultation

- Lunch & Learn May 14
 - StartUp Lloydminster
 - 25 members of the public were engaged
- Open House May 14
 - Lloydminster Municipal Airport
 - 26 members of the public were engaged
- Open House May 15
 - Second Cup
 - 27 members of the public were engaged

Continued on next page.

Individuals were asked questions via information boards corresponding with the survey questions on a sliding scale from Least Important to Most Important and utilizing stickers. Please note this is a compilation of all events above. The results are as follows:

What are your priorities?

Airline Ticket Prices

Least Important	Neutral	Most Important
5	14	6

Airline Reliability

Least Important	Neutral	Most Important
0	1	33

Flight Schedules

Least Important	Neutral	Most Important
0	5	29

Airport Close to Home

Least Important	Neutral	Most Important
2	2	22

Ease of Airport Experience

Least Important	Neutral	Most Important
6	11	6

Airport Parking

Least Important	Neutral	Most Important
17	3	2

What are your priorities? Comments.

<p>Lloydminster needs an airline. Good, reliable aircraft. Many services go south. We do not want to go to Edmonton and park there. More jobs. Connecting flights. Consistent and predictable. More flights going more places. Service to Calgary at least 3x a week. Flights that work from a business stance. Accessibility. Convenience. Easy access to airports adds to your quality of life in Lloydminster and reliability in all types of weather, price and schedule</p>
--

No air service is a setback. Lloydminster needs this service, be it on one or three or seven days a week.

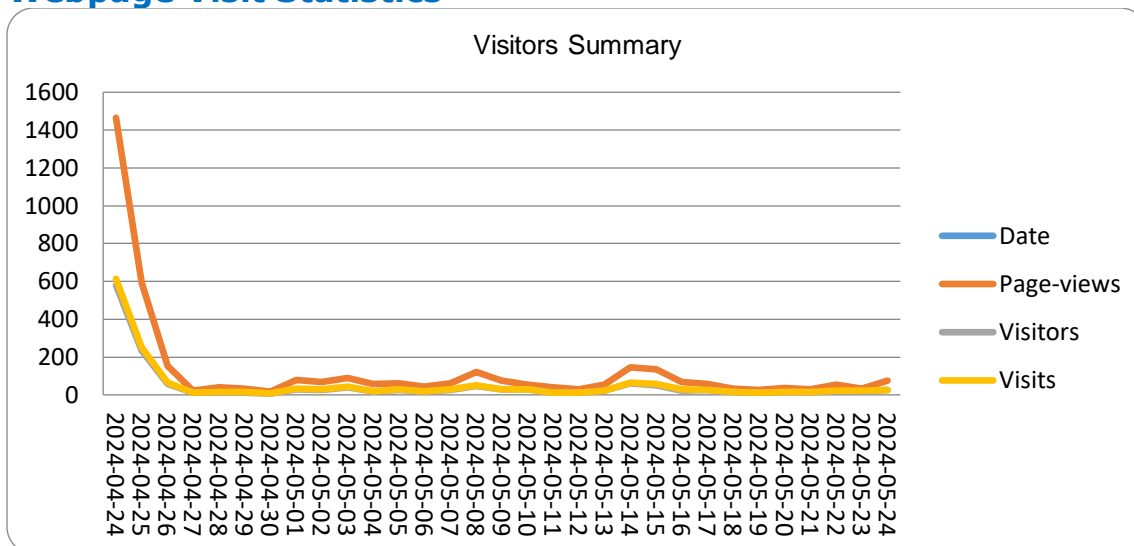
Having a flight connect Lloydminster to YYC so my time is valuable and not useful in the car. These flights are quick and efficient.

Affordable and comparable to that of gas.

I want a plane out of Lloydminster even if it means sitting in Calgary for a few hours.

Continued on next page.

Webpage Visit Statistics



Project Highlights

Total Visits to Website 1.63 k

Digital and Paper Survey

The City of Lloydminster aims to engage residents and visitors via inclusive and accessible techniques. An online survey was published on the public engagement website from April 24 to May 24, 2024, and paper surveys were available at City Hall to reach a large audience as a digital means of engagement. The survey collected feedback from 709 individuals throughout the campaign. The following data is a conclusion of these submissions:

Continued on next page.

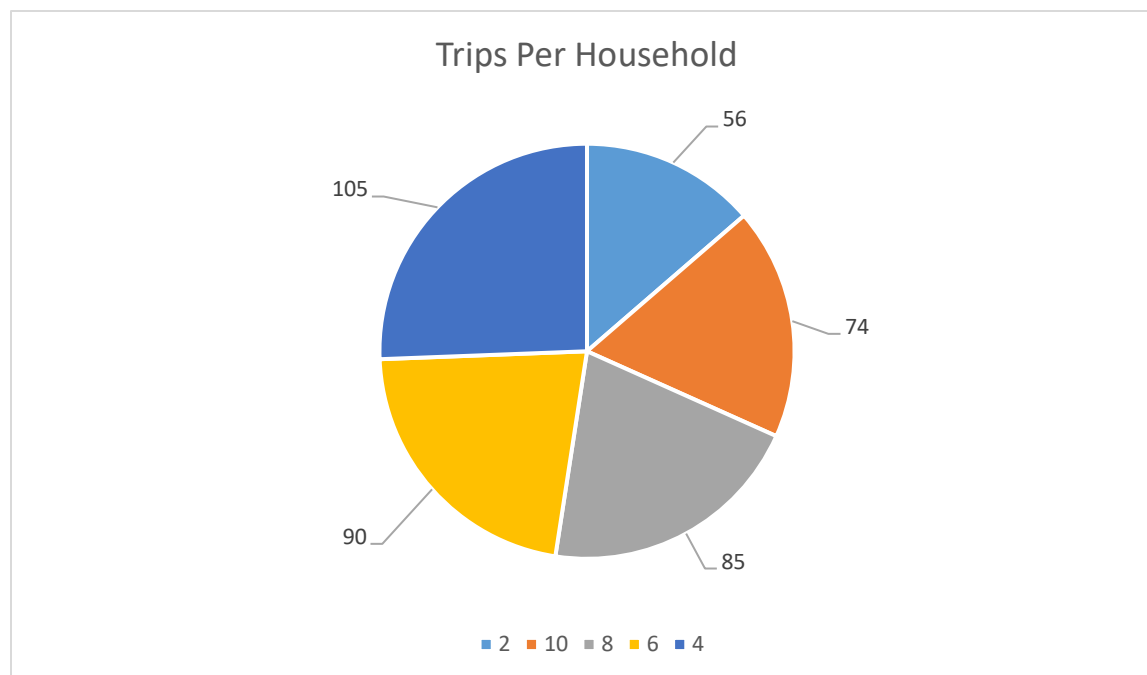
Part 1 – Travel Habits

1) In a typical year, how many trips by air does your household, business, or organization take? Please consider all trips taken by all persons in your household, business, or organization.

For example:

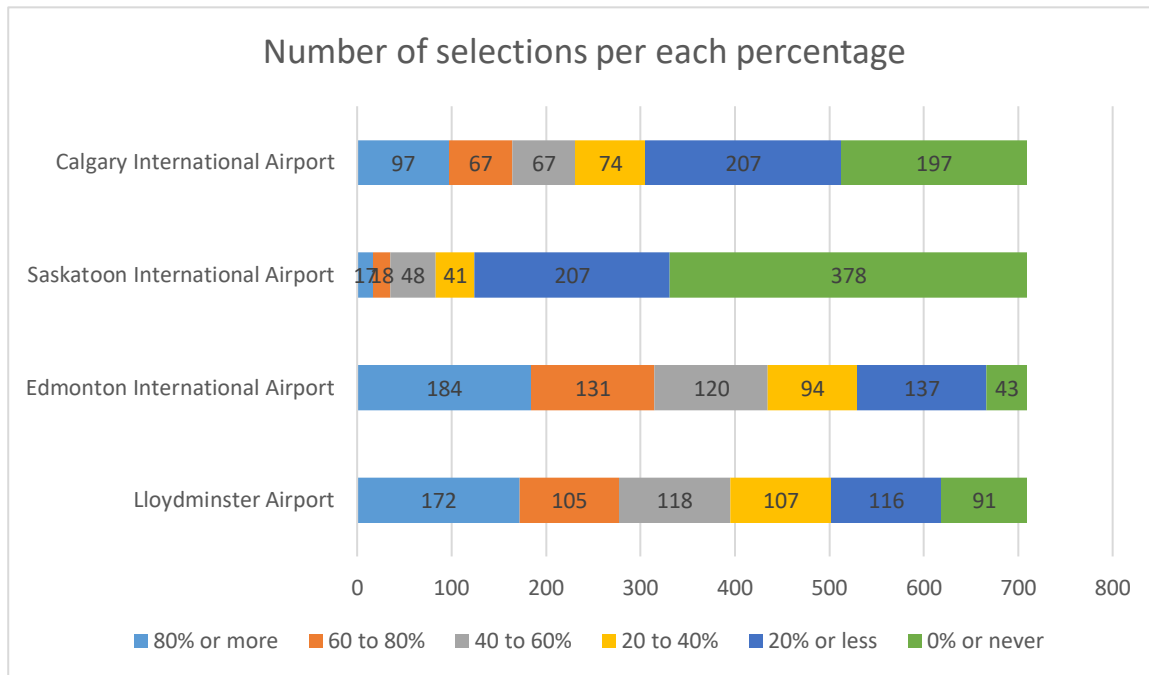
- A family of 4 persons that each take 1 trip per year would result in 4 total trips.
- A business with 5 employees that each take 10 trips per year would result in 50 total trips.

Using the below chart, it was indicated by 105 people that they took 4 trips per year, 90 people indicated they took 6 trips per year, 85 people indicated they took 8 trips per year, 74 indicated they took 10 trips per year, and 56 people indicated they took 2 trips per year.



Continued on next page.

2) Approximately what percentage of your household, business, or organization's trips by air use the following airports?

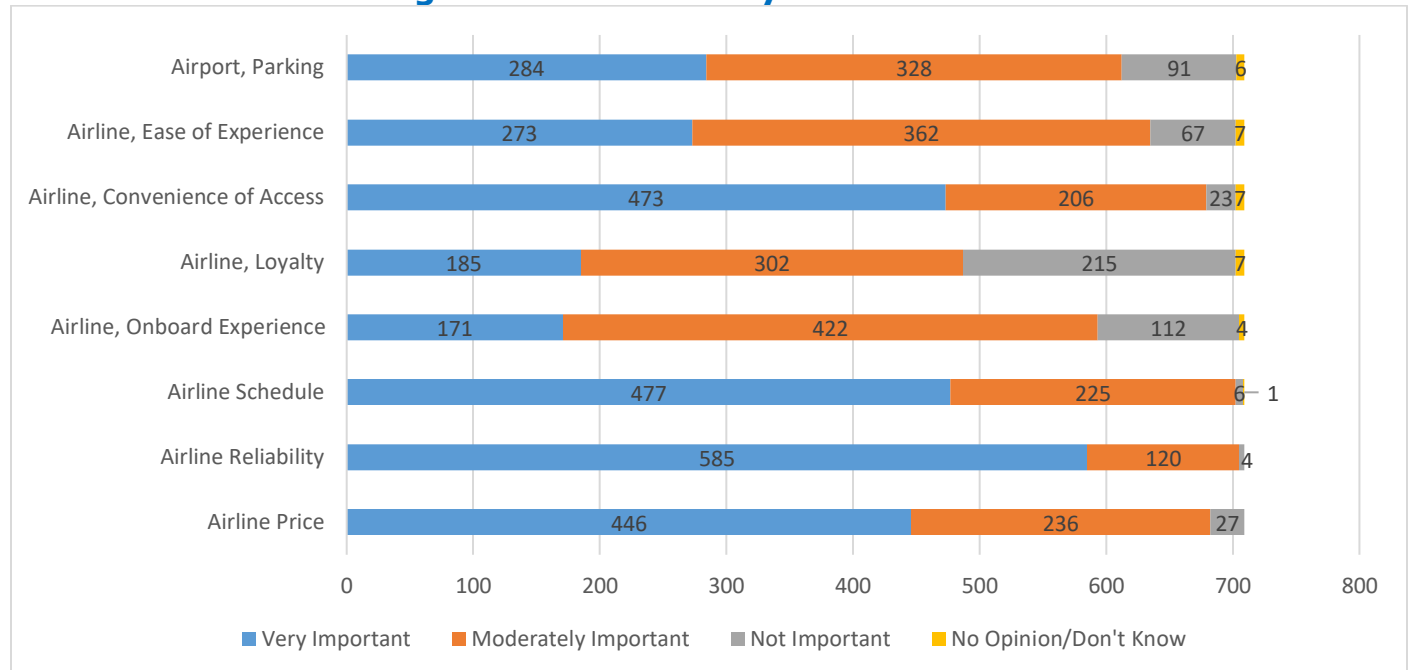


Continued on next page.

3) What is the top destination that requires your household, business, or organization to travel by air? Please specify the destination name. (i.e., Vancouver, BC; Toronto, ON; Las Vegas,

Part 2 - General Satisfaction

4) In choosing an airline and airport for your travel needs, how do each of the following factors influence your decision?



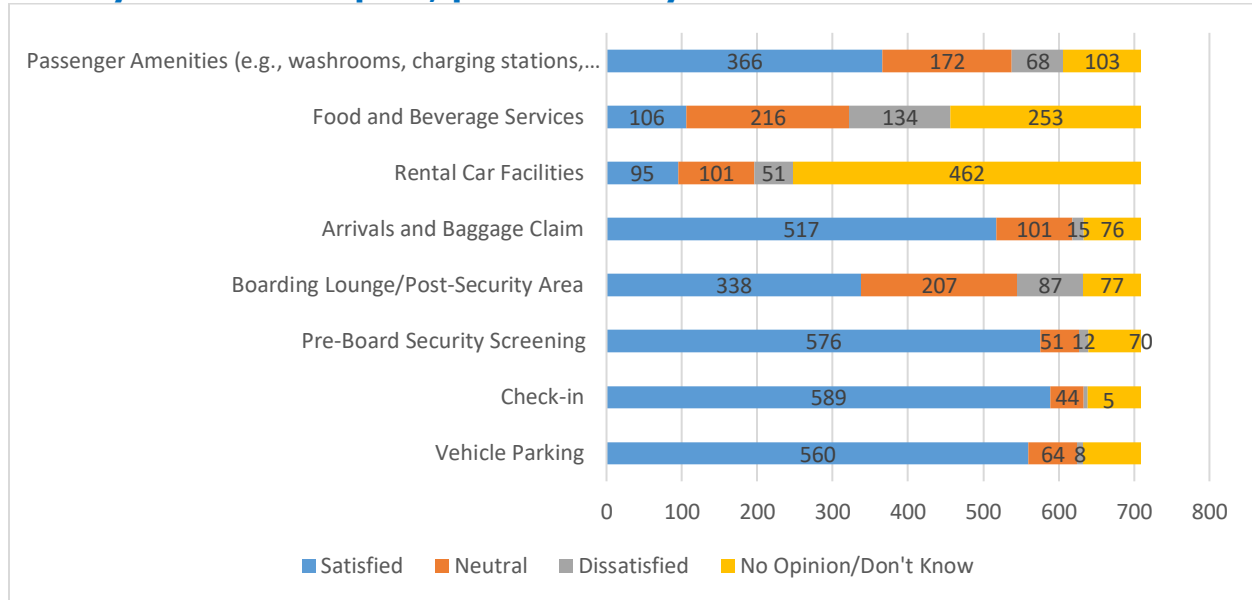
5) Do you have any suggestions for how your experience at Lloydminster Airport could be improved or priorities for future airline services?

The top ten things we heard in order of mention:

1. More reliable flights at better times
2. Cheaper, more affordable flights
3. We were happy with the service provided before
4. Trips to Edmonton and Calgary
5. Washroom past security
6. Early morning and afternoon flight times
7. Snacks and beverages past security
8. Morning flight options
9. Daily flights
10. Weekend flights

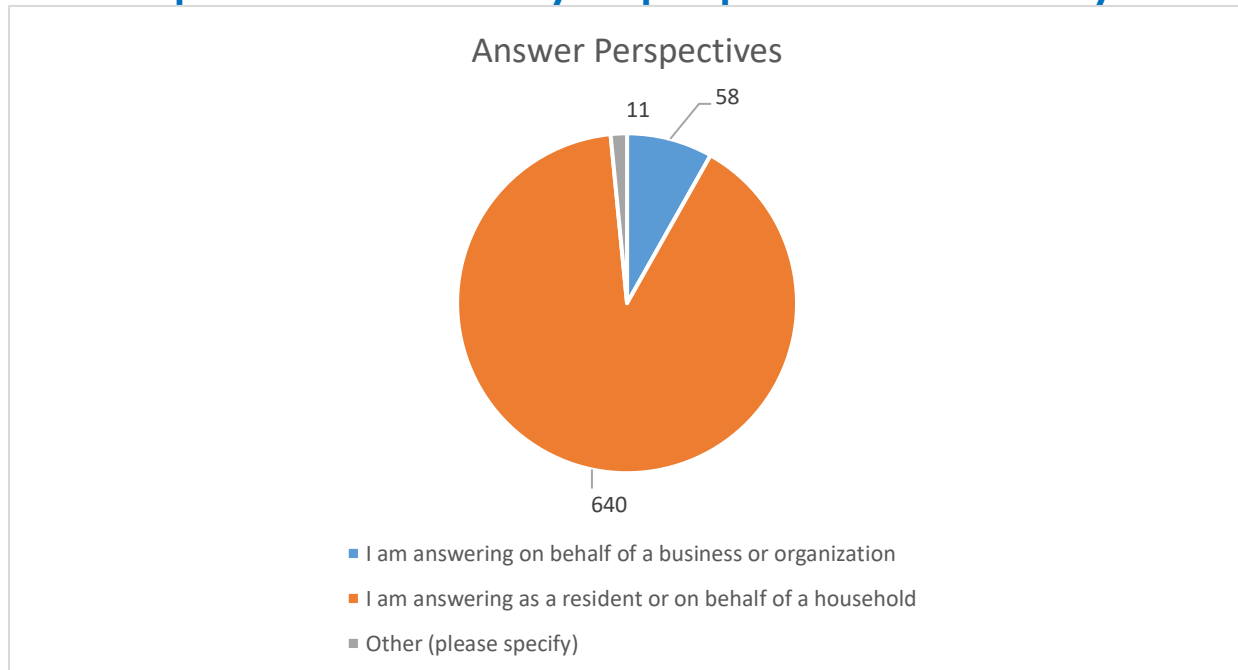
Continued on next page.

6) For each of the following parts of your experience at the Lloydminster Airport, please rate your satisfaction:



Part 3 – About You

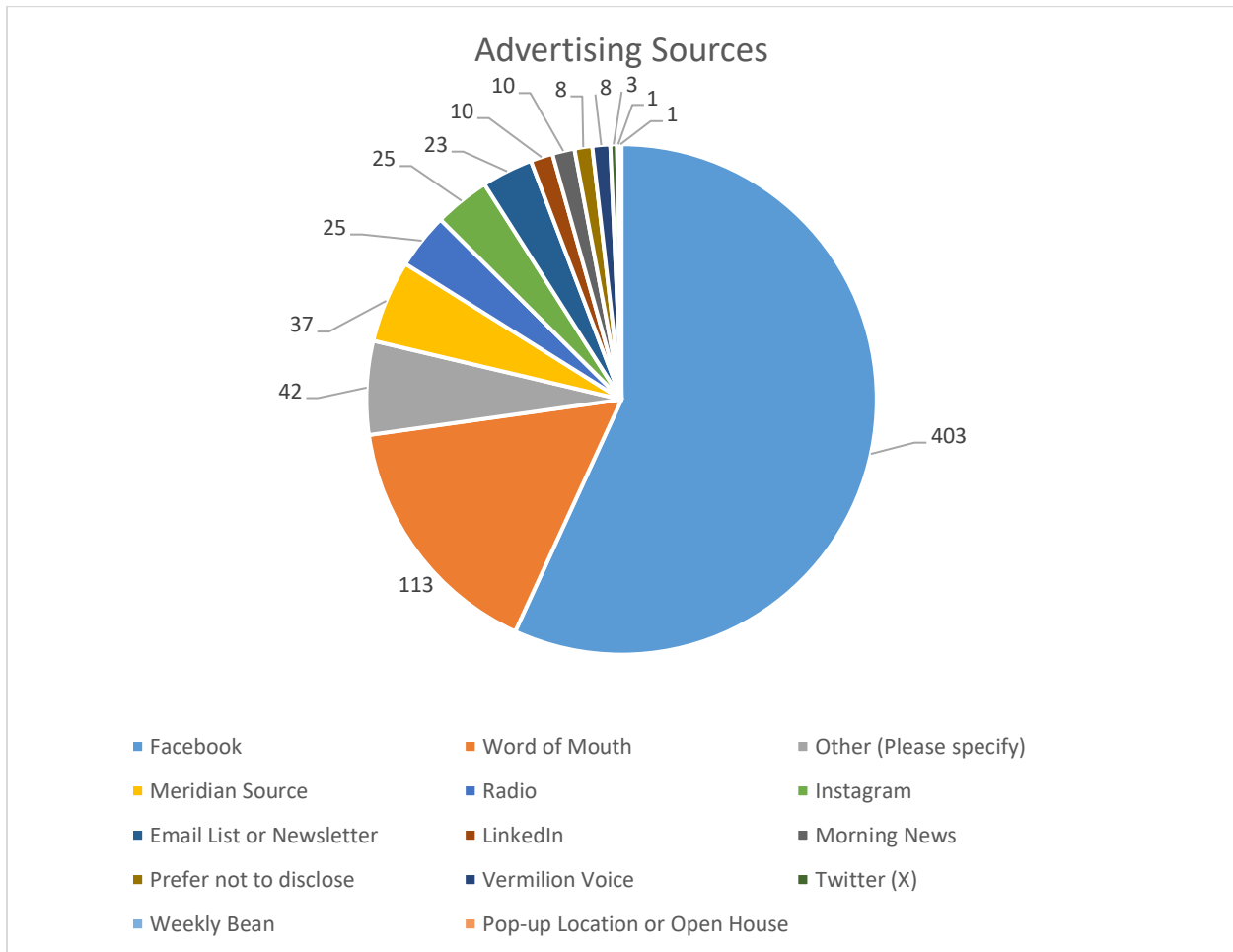
7) Which option best describes your perspective for the survey?



Other (please specify):

Answering for myself and friends and family
 Both household and business
 Visitor
 Perspective comes from personal and my individual team at work
 A resident and for business and personal
 Answering for my household and my company (REDACTED)
 I live in Calgary, but, travel to Lloydminster often
 Frequent traveller to Lloydminster

9. How did you hear about this survey?



Other (Please specify):

Colleague
 Family shared
 City of Lloydminster Website
 From Mayor
 Council
 People
 My daughter in law sent it to me
 Work
 Coworker
 Email
 Prime Time Local News
 Google

My Lloydminster Now
News
Billboard
Poster
In person at City Hall

Conclusion

The City of Lloydminster would like to thank everyone who engaged through in-person, lobby displays or the survey throughout the engagement campaign. The results from this consultation will be brought to prospective airlines to assist in future air service development efforts to restore airline access in Lloydminster.

Stay tuned to yourvoicelloyd.ca/CommAir for upcoming information.

Any questions regarding this consultation should be directed to the Community Engagement Coordinator at 780-875-6184 ext. 2322 or by email. yourvoice@lloydminster.ca