

TO: Airport Managers/FBOs

FROM: South Carolina Aeronautics Commission (SCAC)

RE: South Carolina Economic Impact Study Visitor Surveys

As part of the SCAC research to estimate economic impacts for commercial and general aviation airports in South Carolina, we need to measure impacts in each of the following categories:

- Airport management
- Airport tenants
- Capital investment
- Commercial visitor spending
- General aviation visitor spending

You have already been contacted to obtain important information pertaining to aviation tenant/businesses operating at your airport. Soon you will be receiving additional data requests from the consultant team to schedule a visit to your airport. Visits are tentatively being scheduled for the third week in November.

A very important part of the airport's economic impact relates to visitor spending on either scheduled commercial airline flights or on general aviation aircraft. Consequently, we need to reach out to as many air visitors as possible to collect data on their length of stay, purpose for their visit, and spending patterns while in South Carolina. We need to estimate visitor related spending information for each airport; therefore, we need to know how much each visitor spends during their stay for items such as lodging, food, ground transportation, entertainment/recreation, and retail purchases. In some instances, especially for general aviation visitors, their trip may be so short they actually have no off-airport expenditures while in South Carolina. To gather information from as many air visitors as possible, we are conducting two surveys which can be accessed online. The address for the commercial visitor survey is: <http://SCAC.ComPas.sgizmo.com/s3/> and the address for the general aviation visitor survey is: <http://SCAC.GAPas.sgizmo.com/s3/>.

The team of consultants conducting the Statewide Economic Impact Study for the SCAC has conducted similar aviation economic impact studies in other states. They have found when airports or FBOs provide survey links to their customers when they log on to use Wi-Fi, the rate for survey completion and return increases exponentially. If you, as an airport operator or as an FBO, provide free Wi-Fi access for your customers, you can be a tremendous help to the statewide study by making the above survey links available. Ideally, when a customer/passenger logs on to your internet, we would like them to see on your home page a brief explanation of the Economic Impact Study and the survey link.

We sincerely hope you are able and willing to help with this effort, and in the end, credible information on visitor spending arriving in South Carolina by air will be non-biased.

The best way to distribute the user survey is as follows:

1. **Airport Website** – If the airport has a website or a link on a city/county website, we ask you to post the survey link and explanation of the survey on the website (see below).
2. **Captive Portal with Wi-Fi Access** – If you have the capability to post the survey through a captive portal, the user must complete the survey in order to gain access to your Wi-Fi. This may take additional coordination with your IT staff or with your internet provider. Experience has shown when using a captive portal, there are significant increases in the number of completed surveys.

Survey Information for website:

- **Commercial Airports:** For passengers using Wi-Fi in the terminal building, the survey link is: <http://SCAC.ComPas.sgizmo.com/s3/>
- **General Aviation Airports and FBOs at Commercial or General Aviation Airports:** For passengers using Wi-Fi at a general aviation airport or at an FBO at either a commercial airport or a general aviation airport the link is: <http://SCAC.GAPas.sgizmo.com/s3/>
- **Survey Description:** The following can be used on your website to provide a brief description of the research effort that the survey is supporting:

The South Carolina Aeronautics Commission is in the process of completing research for a Statewide Economic Impact Study. This study will estimate the number of jobs and economic activity that this airport supports on an annual basis. Please take a few minutes to complete this important survey so we can continue to provide South Carolina with a first class airport system. Your response to this survey is confidential.

A member of the consultant team will be contacting you in the next few days to discuss this request and to answer any questions you might have. Fall is a big travel season for South Carolina and we hope to get these surveys online as quickly as possible so that we can start collecting important information from visitors who are arriving by air.