Airports Driving Economic and Tourism Development

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Globalization of the world economy is a key driver of air traffic growth. Cross-investment between European countries, as well as to and from the USA, Far East and the rest of the world is increasingly a feature of modern business, with mobility of labor as a growing factor.

The most important contribution of airports is the connectivity they provide, which allows the European economy and society to flourish. Air transport provides accessibility, which is essential in a modern economy and society.

The air transport sector is evolving rapidly to meet the changing needs of society as a whole. It is predicted that, despite recent global events, overall air traffic growth rates are likely to return to previous levels (5-6% per annum) in the medium term, driven in part by the growth in low cost services.

Transport is seen as an important factor in the economic and social integration of Europe, and an important indicator of the quality of life. Its significance will continue to grow with the enlargement of the European Union. The EU has recognized the importance of mobility to the social and economic development of nation states and also to the integration and realization of the Union. In addition, in remote regions, air transport fulfils a crucial social function, often connecting communities to essential services, such as hospitals and further education.

European airports are now widely recognized as having a considerable economic and social impact on their surrounding regions. These impacts go far beyond the direct effect of an airport operation on its neighbors, to the wider benefits that air service accessibility brings to regional business interests and to consumers. Airports provide the essential infrastructure to support regional social and economic growth; moreover, they are commercial entities in their own right, capable of generating returns on investment to the benefit of their shareholders, other stakeholders and to society as a whole.

It is also possible to identify 'air intensive' sectors of business. It is the financial and business services sectors which often make the greatest use of air transport and for whom ***accessibility to air services*** *will have the strongest influence on location decisions.*

Airports with available land are developing ***business parks*** *to capitalize on the attractiveness of air service connectivity to businesses. Often these business parks are used by firms with some connection to the airport or aerospace industries. Otherwise they are chosen as locations for companies making intensive use of air transport. Examples include Cork, Hamburg, Nice and the 'Aviapolis' development at Helsinki Airport.*

The use of ***air freight*** *as a means of transport is increasing, particularly for high value, low weight goods, or those requiring urgent transport. OECD has estimated that up to a third in value of world trade in merchandise travels by air. That's why policy makers must better acknowledge the social benefits provided by airports in terms of the freedom to fly.*

Three years ago, a special issue of the *Geographical Journal* (British Royal Geographical Society) (Dodds and Siddaway, 2004) was devoted to the contemporary relevance of Halford J. Mackinder (1861-1947), a British geographer, politician and diplomat, on the centenary of his paper "The Geographical Pivot of History" (Mackinder, 1904). Mackinder formulated a subsequently much-repeated hypothesis (de Blij, 1967: 106; Taylor, 1989: 48) that was specifically directed at the statesmen then meeting in Versailles to redraw the map of Europe:

"Who rules East Europe commands the Eurasian core
Who rules the Eurasian core commands The World-Island (Eurasia and Africa)
Who rules the World-Island commands the World."

The emphasis on Eastern Europe as the strategic route to Eurasia was interpreted as requiring buffer states to be established to separate Germany and Russia (Taylor, 1989: 48). Further elaborated during World War II, Mackinder's hypothesis became one of the most intensively debated ideas of all time (Blij, 1967: 132; Blouet, 1987). Yet, Mackinder remained unimpressed by the potential importance of air power: "Some persons today seem to dream of global air power which will liquidate both fleets and armies….(but)…Air power depends absolutely on the efficiency of its ground organization" (Mackinder, 1943: 600).

Why are the above statements relevant to the contemporary transformation of European space and to international tourism? While since superseded by global perspective such as world-systems approaches (notably promoted by Wallerstein: 1974, 1976, 1979, 1984), Mackinder geopolitical ideas are significant (Gray, 2004) for the profound impacts that have been experienced in Eastern Europe for much of the twentieth century:

- In a Europe devastated by Worl War II, the EEC - today's EU - was born out of the desire to prevent any further conflict on European soil;
- the Cold War that co-existed with the first three decades of the EEC/EC/EU witnessed markedly different models of domestic and international tourism being pursued in the continent's two ideological blocs of East and West;
- the key aim of post-communist transition is EU membership and re-adoption of Western institutional norms;
- one of the most significant EU contributions to the transformation of European space and mobility has been, via Europe's "freedom of the skies" legislation, the growth of low-cost airlines, the most effective and important of which do indeed follow Mackinter's observation that air[line] power depends absolutely on the efficiency of ground organization, albeit facilitated most effectively by an extensive net of airports;
- With the enlargement of Europe and the greater travel distances involved, air transport has to play an ever more important role in the integration of Europe.

The present paper seeks to explain and expand on the specific **importance of Europe's airports** and their impact on social and economic development through the air travel industry. It also highlights the many key economic benefits accompanying air-

port development, as well as air travel contribution to the development of European destinations.

Information has been collected directly from airports statistics and through researching the most recent reports on economic and social impacts prepared for airports and other interested bodies. A list of those airports supplying data and reports is given in appendix A. We have supplemented this information from other reports where available. We have used the broad methodology and definitions from the "2000 ACI EUROPE Study Kit", as a basis for collating data for this study.

Airports provide air transport services through a complex interaction of resources and processes. Like other major industries, airports exert a significant economic impact on their surrounding areas, supporting employment, generating prosperity and **providing economic stability.** Regions or conurbations[1] served by more than one airport can benefit from competition and choice, so enhancing the economic benefits that airports can bring. Airports not only support employment directly on-site and in the surrounding areas, but also do so indirectly, in the chain of suppliers providing goods and services. In addition, the incomes earned in these direct and indirect activities generate demand for goods and services in the economy, which further supports employment.

In summary, we consider the overall economic impact of airports under the following headings:

• **direct** - employment and income that is wholly or largely related to the operation of an airport;

• **indirect** - employment and income generated in the economy of the study area in the chain of
suppliers of goods and services;

• **induced** - employment and income generated in the economy of the study area by the spending of incomes by the direct and indirect employees; and

• **catalytic** - employment and income generated in the economy of the study area by the wider role of the airport in improving the productivity of business and in attracting economic activities, such as inward investment and inbound tourism.

1. Airports as national and regional economic hubs

Airports constitute necessary infrastructure for a wide range of economic activities. This wider economic role is known as the catalytic impact, arising from the effect that air service accessibility can have on the region served by the airport.

Access to markets and external and international transport links is regarded as "absolutely essential" to businesses taking location decisions. The catalytic effect of an airport operates primarily through enhancing business efficiency and productivity by providing easy access to suppliers and customers, particularly over medium to long distances. Global accessibility is a key factor for business location and success in all regions of Europe.

[1] large continuous built-up area formed by the joining together of several urban settlements. Conurbations are often formed as a result of urban sprawl. Typically, they have populations in excess of 1 million and some are many times that size.

Airports are increasingly developing as multi-modal interchange nodes. Their network positioning creates strategic advantages which enable them to 'entice' a broad range of economic activities, functioning as new development poles. This is evidenced by the development of **Amsterdam Schiphol** and **Paris Charles de Gaulle (CDG) Airports**.

Global accessibility can be important at a regional level as well as at a national level. For example, 31% of companies relocating to the area around **Munich Airport** cited the airport as the primary factor in their location decision. A survey of businesses in the **Hamburg** area found that 80% of the manufacturing companies reported air service connections as important to getting customers to look at their products. In 2002, it was reported that 93% of the top Irish companies used **Dublin Airport** for business travel. There is no reason to believe this proportion would have declined.

Where airports have good connectivity, this can act as a powerful magnet for companies. It is possible to identify 'air intensive' sectors of business, namely those sectors of industry that are most dependent upon air service accessibility: insurance, banking and finance, other means of transport, printing and publishing, petroleum and nuclear fuel, extraction, transport, communication, other business services, research and development, computer activities, precision and optical instruments:

• The Ile de France Region generates 30% of the French national GDP. Accessibility to **Paris CDG Airport** is a powerful factor in company location decisions, particularly for the large global
companies headquartered in the Paris area, and for firms engaging in new high-tech, innovative, industries.

• Connections to Eastern Europe offered by **Vienna Airport** have enabled Vienna to provide the
location for the East European headquarters of several global financial companies.

• The attractiveness of airports and their hinterlands is particularly strong for 'high tech' industries as evidenced by **Copenhagen** and **Nice Airports**.

Airports with available land are developing **business parks** to capitalize on the attractiveness of air service connectivity to businesses. Frequently, these business parks are used by firms with some connection to the airport or aerospace industries. Otherwise they are chosen as locations for companies making intensive use of air transport. Examples include **Cork, Hamburg, Nice** and the 'Aviapolis' development at **Helsinki Airport**.

The use of **air freight** as a means of transport is increasing, particularly for high value, low weight goods, or those requiring urgent transport. The Organization for Economic Co-operation and Development (OECD) has estimated that up to a third in value of world trade in merchandise travels by air.

Growth of air service access can enhance the growth potential of a region, which in turn will increase the demand for air travel, creating a 'virtuous circle' of growth. Airports also act as magnets for a wide range of economic activities. The effects are observed through the role of airports in:

• influencing company **location decisions** and **competitiveness**. The presence of an international airport can be a critical factor in:

– attracting new **inward investment** from outside the area, and especially companies from overseas;
– retaining **existing companies** in the area, whether they had previously been inward investors or indigenous operations;
– securing the **expansion** of existing companies, in competition with other areas;
– promoting the **export success** of companies located in the area by the provision of passenger and freight links to key markets;
– enhancing the **competitiveness** of the economy, and the companies in it, through the provision of fast and efficient passenger and freight services; and
– adding to the **quality of life** of citizens by enabling travel, notwithstanding local environmental implications.
• attracting business and leisure visitors and, hence, **inbound tourism** to the area, generating income and employment in the tourism industry. Tourism is the second main element of the catalytic impact. For the EU as a whole, tourism accounts for 5% of total employment and of GDP, and as much as 30% of the total external trade in services. Airports play a major role in making the development of inbound tourism possible. Many holiday destinations would not be easily accessible without air services, such as the **Spanish** and **Greek Islands.** Good air service connections are vital to their success as tourist destinations. Even for major European cities, air travel can account for a third or more of their foreign visitors. For example, almost 10 million visitors arrive in the Ile de France area by air via the **Paris Airports**, spending €3 billion.

2. Airports, vital to regional accessibility and social development

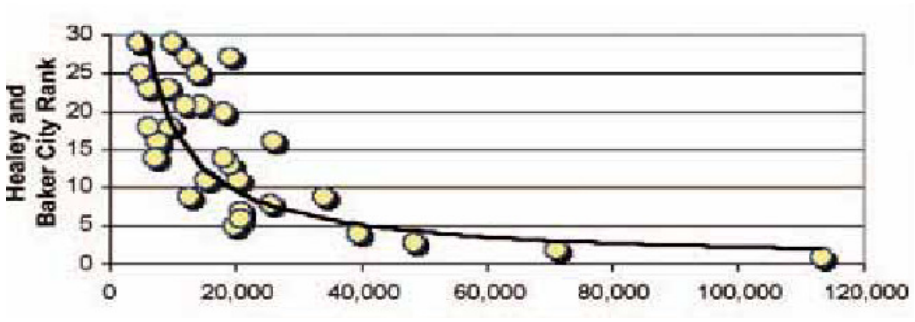
Air transport for passengers and freight is an essential component of the modern global economy. The social benefits contribute to the quality of life in Europe. The importance of air transport access has led many European countries, such as **France** and **Norway**, to introduce Public Service Obligations to ensure that essential services are maintained.

The social and economic importance of air transport in Europe will grow after the last EU enlargement. Although some airport economic impact assessments have attempted to quantify the catalytic impacts, this can be a difficult endeavor, as the wider impacts relate to the effect of airports on the operation of the whole economy. It can be quite intricate to isolate what is attributable to the airport and what is attributable to a wide range of other factors. Generally, the catalytic impacts, particularly business impacts, are best discussed in qualitative terms, illustrating the link between airports, access to air services and the functioning of the wider economy. This includes other measures, such as the value or weight of exports by air as a proportion of total national exports, journey time savings as a result of the opening of a new airport, or the development of new capacity or services at an existing airport. The qualitative approach to the discussion of the catalytic impacts can draw on a wide range of other evidence that does not measure the specific impact of airports, but of the overall business location factors. These studies include:

• surveys of attitudes to business locations, such as the annual Healey and Baker survey of Europe's top business cities;
• surveys of key business location factors, such as the work undertaken by the University of Reading in the UK; and
• surveys of the impact of airports on company location decisions, such as work on Hartsfield International Airport in Atlanta.

The 2002 **Healey and Baker survey** [1]demonstrates that external transport links remain an important component of company location decisions. In this most recent survey, availability of qualified staff is now regarded as the most important factor. Access to markets and external and international transport links were also regarded as "absolutely essential" to businesses making location decisions. Although air transport links are not explicitly included as a measure in the survey, there is a good correlation between the number of passengers handled by an airport and the ranking of the city for external transport links.

Figure 1. Correlation between airport passengers and the attractiveness of city external transport links.



Source: *Cheshire and Gordon, Centre for the Study of Advanced European Regions, University of Reading (2007).*

A similar survey in Ireland showed that for large multi-national companies based in Ireland, air and sea facilities were the sixth most important factor in their overall competitive performance.

The measures which apply to the attraction of new companies and businesses will also apply to the ability of indigenous businesses to operate competitively and will thus impact more widely of the performance of the economy. It is clear that air service accessibility will have an important influence on wider economic growth. This can apply at a national, regional, sub-regional or local level. Oxford Economic Forecasting estimated that the impact of aviation growth on the output of the UK economy was of the order of £550 million per year. This equated to approximately 3% of the trend increase in GDP over and above the direct contribution of the air transport industry.

[1] Source: Cheshire and Gordon, Centre for the Study of Advanced European Regions, University of Reading (1993).

A key example of a single airport operating at a national level is the **Schiphol Mainport** concept. For many years, the airport at Amsterdam Schiphol and the sea port at Rotterdam have been regarded as the main drivers of the economic growth of the Netherlands as a trading nation. National policies towards the development of the Airport and the national airline KLM have specifically promoted Schiphol's role as a global hub airport in order to maximize the number of destinations served from the airport, underpinned by connecting passenger traffic. In this way, the network connectivity of the Netherlands has been maintained and enhanced, facilitating the transition of the economy into a modern industrial structure, driven by high technology companies. Schiphol itself is being developed as an 'Airport City', providing a counterweight growth pole to the city of Amsterdam itself. In particular, the airport area is developing as a logistics centre, continuing Schiphol's role in facilitating trade.

At a national level, the number of direct air service connections is regarded, for example, as a key measure of the competitiveness of the Swiss economy. It has been estimated that passengers would be prepared to spend between €87 and €115 more for a direct flight from Zurich Airport compared to an indirect routing. From this information, it was estimated that the value to the Swiss economy of having direct routes from Switzerland was €773 million in 2002. The same study noted that high value, banking, information technology, type firms were prepared to pay a premium to locate near to Zurich Airport, or the city centre, whilst logistics firms were also attracted to the areas close by, in part due to convenient road, as well as air access. The lack of national connections is illustrated by the studies undertaken also in Switzerland, examining the impact of the loss of direct services from **Zurich Airport** on the Swiss economy, following the demise of Swissair.[1] This suggests that there is a role for concerted regional planning to ensure that the benefits of the airport can be exploited by optimizing the opportunities for high value business location.

Airports can act at a regional as well as at national level. A study for **Frankfurt Airport** in 1999 was set out to estimate the overall impact of the Airport on the regional economy of Hesse. This paper specifically looked at the impact of improved air connections on the productivity of the wider economy.

In other cases, the development of air services may follow the development of the local economy. For example, the purchase of Renault Truck by Volvo in 2001 is creating demand for air travel between **Gothenburg** and **Lyon**, which is presently being satisfied, in part, by air taxi services. For **Hamburg Airport**, there is synergy between the role of the airport and that of the port. Air service connections are also vital to cities holding a large number of trade fairs. Examples of this activity include **Düsseldorf Airport**, **Hanover Airport** and **Birmingham Airport**. Intercontinental links can be particularly important in this regard. In Düsseldorf's case, there have been innovative developments by Privatair flying business class only services from the airport to New York and Chicago, in response to market needs.

Air travel is essential for many companies to function. A survey in 2003 at **Dublin Airport** found that 93% of the top Irish companies used Dublin Airport for business

[1] York Aviation Study: The social and economic impact of airports in Europe **,** jan. 2004, p 23

travel, with on average 108 business trips per annum per company. Even a relatively small airport, like **London City**, can have a very substantial economic impact related to concentrations of local business activity. London City provides short haul European connections to the financial and business centre in the 'City of London'. As such, it has a wider economic impact, greater than its scale of operations would indicate.

Connectivity and access to air services is even more important in more remote parts of countries, which may not have other location advantages. The area around Ireland's **Shannon Airport** has a high proportion of multi-national manufacturing firms, with a high reliance on air transport. Improved surface access links between the airport and its catchment area are seen as important to unlocking the full economic potential of the airport.

One way of measuring the linkage between business and air service accessibility is through an examination of the expenditure of companies on air transport. This information can often be obtained from national or regional input-output tables.

3. **Air freight**

There is also evidence that air transport accessibility can assist innovation in a region. Companies using high technology often have a high demand for air travel and for shipping products and components by air freight. As a result, airports can assist regions in establishing clusters of these companies, with consequent benefits for the competitiveness of the local economy.

Globalization of manufacturing, coupled with the need for increased productivity has meant that supply chain logistics are critical to business success. Companies are no longer willing to hold large quantities of unproductive stock and there is a growing need for just in time deliveries of goods from suppliers and to the end customers. The use of air freight as a means of transport is increasing - particularly for high-value, low-weight goods, or those, such as medical products, requiring urgent transport. For example, air freight accounted for 39% by value of Irish exports in 2001. These goods tend to be primarily technology intensive, high value goods. For Austria, 5.5% by value of exports were carried by air. For the UK, the equivalent percentage is 20% by value. Globally, OECD estimates that up to a third in value of world trade in merchandise travels by air.

Express freight activity is characterized by being high valued added and is the fastest growing sector. It is increasingly important to the **manufacturing sector**, using the night period to deliver goods for next day use in assembly or to the customer.

The integrated service provided by the operators adds to the efficiency and productivity of other industries by relieving them of the burden of organizing transport. Moreover, the use of express delivery enables companies to minimize inventories of stock and increases the productivity of capital. The express industry "*offers European businesses a service which gives them the opportunity to streamline their supply chains, leading to reduced delivery times, faster responses to market needs, reduced stockholding and savings in warehousing."(* Cheshire and Gordon, Centre for the Study of Advanced European Regions, University of Reading ,1993, *The Production of Space*) In addition, the development of express freight hubs at airports can represent substantial investments in their own right, with accompanying wider economic impacts. For example, the Fedex hub at **Paris CDG Airport**

represents an investment of over €200 million. A study in France found that express freight services are frequently used by 44% of businesses, including 74% of large companies. 44% of shipments were finished goods, 14% parts and 22% raw materials. Next day delivery is seen as vital by 60% of users, with 20% of companies saying that express delivery was critical to achieve 25% or more of their sales. Failure to allow continued growth in night shipments, including those by air, could put at risk 205,000-465,000 employees in the French industry as a whole, €105,000 of exports and €26 million of GDP.

4. The direct and measurable impact of airport activities

Airports support employment directly on-site and in the surrounding area, but also indirectly in the chain of suppliers providing goods and services. In addition, the income earned in these direct and indirect activities generate demand for goods and services in the economy, which supports further employment.

In 2004, we estimate that **total on-site employment at airports reporting traffic to ACI EUROPE was around 1.2 million**. In addition, we estimate that there are a further 0.2 million direct airport related jobs located off-site at Europe's airports. Nearly two-thirds (64%) of employment comes from airlines, handling agents and aircraft maintenance, with the remainder split between airport operators (14%), in-flight catering, restaurants and bars and retailing (12%), air traffic control and control agencies (6%), freight (1%) and other activities such as fuel companies and ground transport operators (3%).

The evidence suggests that European airports currently support, on average, around **950 on-site jobs per million passengers (workload units) per annum**. This is lower than the number observed in 1998 (the 'typical' 1000 jobs per million passengers ratio), indicating the success of measures taken by airports to reduce costs and increase productivity, despite increases in security measures. Other factors include the development of *no-frills* carriers and the drive towards lower costs throughout the industry, particularly in the airline sector, resulting in productivity improvements across the board. They are vital to the development of remote regions of the Europe. Quite simply, without air service access, many regions in Europe would be denied participation in the modern world. This would have profound 'quality of life' implications. There are many examples of airports engaging in programs to ensure that their positive social impact is maximized. Such programs include initiatives in education and training, as well as local cultural and sporting programs.

Airports can make a substantial contribution to the overall economy of the areas that they serve, when the combined effect of their direct, indirect and induced impact is taken into account. Estimates vary in the range 1.4-2.5% of GDP, excluding tourism impacts. It was estimated that, in 2004, operations at **Vienna Airport** contributed 2.2% to the economy of Burgenland, Lower Austria and Vienna, or 1% of national Gross Domestic Product (GDP). A study for Aéroports de Paris has estimated that activity at the Paris airports accounts for 2.5% of the GDP in the Île de France and 2% of regional value-added. **Tallin Airport** has estimated that the total of its direct, indirect and induced activity accounts for 7.42% of national GDP, including tourism expenditure. On a similar basis, the impact of the **Rome Airports** in the Lazio area is estimated to account

for 10.1% of the region's economic value, although this included substantial tourism impacts.

Restricting airport capacity or pricing off air travel demand could have severe economic or social consequences. Studies suggest that failure to increase capacity to meet demand could **reduce GDP at a national or regional level by 2.5 to 3%**, taking all impacts into account, although this will be heavily dependent upon the level of restrictions applied. Based on forecast growth in passenger and freight traffic at Europe's airports, direct employment at airports is expected to grow by almost 200,000 jobs between 2001 and 2010. However, restricting growth in demand, through limits on capacity or other means, would have the effect of reducing this growth in jobs, while more severe restrictions could result in a net loss of direct jobs as productivity improvements negate the benefits of traffic growth.

5. Airports driving tourism development

For the EU as a whole, tourism accounts for 5% of total employment and of GDP and as much as 30% of the total external trade in services. If transport and distribution trades are included, the figures rise to 20 million jobs and 12% of GDP. Tourism is expected to be a growth sector in the EU economy with as much as 25% growth in employment anticipated over the next 10 years. Globally, it is estimated that tourism accounts for 195 million jobs and 7.6% of total employment in 2007.

Tourism is an increasingly important sector in the economies of many European countries. For some countries, air transport is the principal means by which tourists access the country.

Four of the EU countries are amongst the top ten world tourist destinations, along with 3 of the new EU Member States: France, Poland, Spain, Hungary, Italy, Czech Republic, United Kingdom.

Whilst for some EU countries, there is a negative balance of payments in tourism (greater expenditure by residents abroad than by inbound visitors), for others there is a significant direct positive contribution to the economy. The EU acknowledges, nonetheless, the social benefits of tourism: *"Tourism's economic contribution is not the only indicator of beneficial impact. Travel and leisure activities are also social factors, since tourism is no longer an activity for the privileged few, but rather a widespread experience for the great majority of EU citizens."*

Albania, Austria, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, France, Greece, Italy, Liechtenstein, Lithuania, Malta, Portugal, Slovakia, Slovenia, Spain, Switzerland and Turkey all maintain balance of payments surpluses in tourism. Other countries earn over €10 billion a year from tourism, including Austria, France, Germany, Greece, Italy, Spain, Switzerland and United Kingdom.

In the European periphery, tourism and its economic impact is relatively unstable. South-eastern Europe (much of former Yugoslavia, Albania, Moldova) and much of the former Soviet Union has stagnated or even declined. Private sector under-funding and infrastructural shortcomings have persisted. The semi-periphery with core potential comprises: the Baltic States, fuelled by low cost carriers, 2004 accession and current Western curiosity and investment, Bulgaria and Croatia showing mass market resurgence

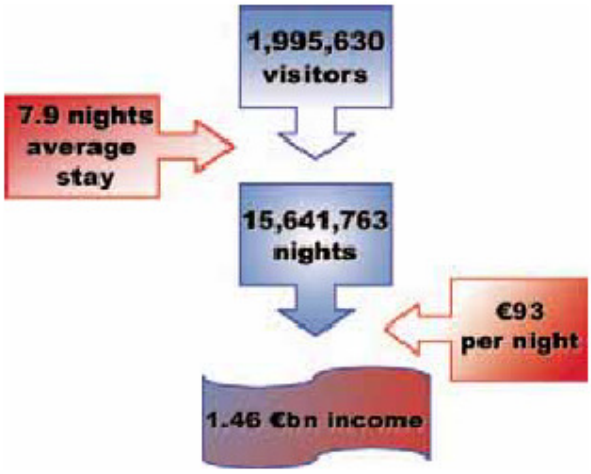
and foreign investment in businesses, land and property and, in the last place, Romania, unattractive from foreign TO point of view.

Traditionally, charter carriers have played a major role in facilitating the development of tourism in Europe: much inbound tourism has been driven by charter flights, particularly from the Northern European countries to the Mediterranean area. In 2005, UK-Spain was the largest country to country air passenger flow in Europe, accounting for 11.5% of all passengers carried. In 2005, Europe's charter airlines flew almost a million flights in the European airspace. They employed over 50,000 people and carried 118 million passengers to their destinations, using a 650-strong fleet of aircraft Low-cost, no frills carriers are now opening up new markets to tourism and accelerating the growth in tourism, even in traditional markets, such as UK-Ireland.

Airports play a major role in facilitating the development of inbound tourism. This is particularly the case for more remote or island destinations. For example, 70% of foreign tourists to the United Kingdom arrive by air, 21% of all foreign tourist arrivals in Greece travel through **Athens Airport** and 32% of foreign tourists to the Lisbon area arrive through **Lisbon Airport**. **Vienna Airport** plays a key role in tourism to Austria. Approximately 37% of visitors to Vienna travel by air, remaining for an average of 4.7 days and spending around €130 per day for leisure travelers and €426 per day for business travelers.

Unlike broader catalytic impact, tourism impacts are relatively easier to quantify and, hence, are included in some airport economic impact studies through detailed investigations into the nature and contribution of tourism. One example where a detailed quantification of tourism impact has been carried out is **Nice Airport**, which treated tourism impact as an indirect impact of the airport. This showed that, at a regional level, tourism expenditure from visitors arriving by air can be significant. This research focused on identifying the specific regional impact of visitors using the airport. Of the 8,997,193 passengers that used Nice Airport in 2000, 1,995,630 were overseas visitors, traveling for either business or leisure purposes, and staying within the Alpes-Maritime Region. Each of these visitors stayed an average of 7.9 nights and spent €93 per night.

Figure 2 Tourism regional income due to an airport



Source: York Aviation Study: *The social and economic impact of airports in Europe*, Jan. 2004

Tourism arrivals by air are vital especially to island economies. For example, over 80% of tourists arriving at Greek islands such as Crete, Rhodes and Corfu travel by air. The development of tourism, and the benefits it brings, would not have been possible **without the development of direct air service connections**.

The advent of no frills carriers is particularly stimulating the development of new tourism markets based around short breaks and flexible low-cost travel arrangements. Such developments are often strongly supported by the communities in the vicinity of these smaller airports, because of the overall benefits to the local economy.

6. Conclusions

Tourism is irrevocably bound up with the concept of security. Tourist behavior and, consequently, destinations, are deeply affected by security perception and the management of safety, security and risk. Although "Tourism as a Force for Peace" has been a popular positive message relayed by the industry, consultants and some academics in recent years, the reality is that tourism has very little influence on peace and security issues, at least at the macro level, and that tourism is far more dependent on peace than peace is on tourism.

Airports play a major role in making the development of inbound tourism possible. Tourism can generate substantial income and employment in Europe's regions. Whilst it is not possible to attribute this income and employment, directly or indirectly, to the existence of an airport, it constitutes however, another powerful contribution to the **catalytic impact.** Even for major European cities, **air travel can account for a third or more of their foreign visitors**. The advent of low cost carrier services is accelerating the development of tourism in many places.

The most important role of airports is related to the connectivity they provide, to education mobility, to rising standards of living and quality of life, which allow the European economy and society to flourish.

Policy-makers must better acknowledge the social benefits provided by airports in terms of the freedom, safety and security of movement ……. and Mackinder was right: *"Air power depends absolutely on the efficiency of its ground organization"*.

Appendix A

Summary of information received	
Airport	**Reports**
Aberdeen	y
Amsterdam	y
Athens	
Baie Mare	
Bergamo (Orio al Serio)	
Birmingham	y
Bournemouth	y
Brussels	y
Budapest	
Cardiff	y
Copenhagen	
Cork	y
Dublin	y
Dusseldorf	y
East Midlands	y
Edinburgh	y
Exeter	y
Frankfurt	y
Glasgow	
Gothenburg	
Hamburg	y
Hannover	y
Helsinki	y
Humberside	y
Klagenfurt	
Koltsovo	
Larnaca	
Leeds/Bradford	y
Limoges	
Lisbon	y
Ljubljana	
London Ashford	
London City	y
London Gatwick	
London Heathrow	
London Luton	y
London Stansted	
Lyon	y
Maastricht	
Malmo	
Manchester	y
Milan Malpensa	y

Munich	y
Nice	y
Norrkoping	
Paris (CDG + ORY)	y
Rome (FCO + CIA)	y
Rostock	y
Shannon	y
Stockholm (ARN + BMA)	y
Stuttgart	
Tallinn	y
Toulouse	
Vaxjo	y
Vienna	
Zurich	

References:

Source: Cheshire and Gordon, Centre for the Study of Advanced European Regions, University of Reading (1993).

York Aviation Study: The social and economic impact of airports in Europe **,** jan. 2004, p 23.

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