

The MoDOT Aviation Section would like to thank Missouri airports, passengers, airport users, tenants, and stakeholders for their valuable input and participation on this project.



Like us on Facebook:
[facebook.com/MoDOTStatewide](https://www.facebook.com/MoDOTStatewide)



Follow us on Twitter:
twitter.com/modot



Check out our blog:
modotblog.blogspot.com



Check out our news feed:
modot.com/xml/Statewide.xml



MoDOT Aviation Section

105 West Capitol Avenue
P.O. Box 270
Jefferson City, MO 65102
(573) 751-2589
aviation@modot.mo.gov

BKG | Branson Airport
Branson, MO



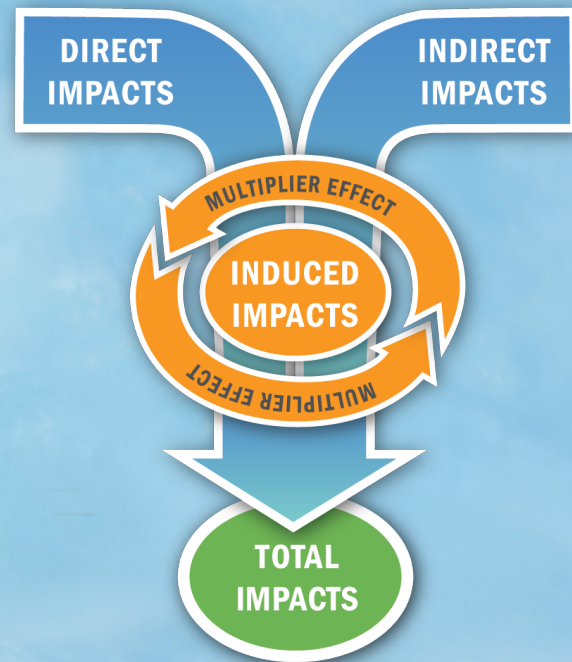
Missouri Statewide Airports Economic Impact Study

- Missouri is served by **nine** commercial service airports in the state and **99** publicly owned, public use general aviation airports.
- Missouri's commercial service airports enplaned nearly **12 million** passengers in 2012.
- Missouri supported approximately **264,000** general aviation visitors at airports in 2012.
- Airports in Missouri support more than **420** on-airport aviation related businesses.
- More than **\$130 million** was invested in the state's airports in 2012 through updates and renovations.
- Missouri airports support **11** scheduled commercial airlines throughout the state.
- More than **195,000** tons of cargo are transported by air in Missouri each year.



Prepared by: Landrum & Brown, Incorporated | 2013





Economic Impact Study

Missouri's airport system is not only a means of safe and efficient transportation, but also provides over 100,000 jobs and accounts for more than \$11 billion in total economic activity. Each of the airports in Missouri has a specific impact on its local community that goes far beyond the local level to serve as a catalyst for economic growth.

STUDY PROCESS

Similar to the 2002 Missouri economic analysis, the economic impact generated by Missouri's airports is quantified in terms of direct, indirect, and induced economic activity and spending.

Direct impacts are based on the employment, wages, and sales generated by on-airport business activity. Common direct impacts stem from tenants like fixed-base operators (FBOs) or aircraft maintenance operations.

Indirect impacts arise from visitors arriving by aircraft and their spending on food, hotels, entertainment, transportation, and other activities. These expenditures support additional jobs, wages, and output.

Induced impacts, also referred to as multiplier impacts, are created through the "spin-off" effect of users purchasing goods and services from other local businesses and through workers spending wages and other income for household goods and services. For example, when an airport employee is paid, he or she uses their salary to purchase local goods and services at businesses in the area, which in turn spend their revenue locally, thus generating additional economic activity in the region.

Combined, the direct, indirect and induced impacts determine the total economic impacts for each airport and the statewide airport system.

IMPACT MEASURES

Jobs represent the number of people who are employed and are presented as full-time equivalent jobs.

Payroll represents the total annual wages, salaries, and benefits paid to all workers.

Output measures the value of goods, services and capital expenditures.

Statewide Economic Impacts

TOTAL JOBS
100,621

TOTAL PAYROLL
\$3,128,646,000

TOTAL OUTPUT
\$11,101,699,000



Branson Airport

TOTAL JOBS
1,460

TOTAL PAYROLL
\$35,044,000

TOTAL OUTPUT
\$91,137,000

BENEFITS OF THE AIRPORT

Branson Airport is a privately owned, public use airport located in Hollister, approximately 10 miles from the center of Branson. The airport is owned and operated by Branson Airport, LLC. The airport has one concrete paved runway, Runway 14/32 which is 7,140 feet long. The airport opened in 2009, offering both commercial airline passenger service and luxury amenities to general aviation users. Frontier Airlines and Southwest Airlines provide daily commercial passenger service to destinations across the country including nonstop flights to Chicago, Dallas, Denver, Houston and Orlando.

The airport provides business travelers with convenient access to various industries and companies in the Branson area, while tourists arriving via air flock to the popular Branson entertainment shows, restaurants, shopping areas, and outdoor attractions. Outdoor sportsmen often use the airport to access popular fishing destinations, numerous golf courses, and resorts in the area. The airport also supports military and Civil Air Patrol (CAP) training and exercises throughout the year. The airport further enhances the quality of life in the area by facilitating emergency medical and doctor transports, environmental patrols conducted by the Missouri Department of Conservation, and law enforcement and prisoner transport operations. The airport also serves as a staging area for community events and meetings, hosting and sponsoring numerous events every year in conjunction with the local chamber of commerce, visitor's bureau, and other nonprofit organizations. The airport actively sponsors and participates in more than 40 youth outreach and charity events throughout the year such as Project Graduation, Branson Schools Superhero Showdown, Red Cross Golf Tournament, Boy Scouts EBay Auction, Derby Days, Mingle with the Stars, and Fiddle Festival.

In addition to commercial airline service provided by a number of airlines, the airport is home to several robust businesses. Famous Dave's, a popular restaurant chain, has their corporate flight department at Branson. Enterprise provides on-site rental car services to airport users, while Branson Grayline Transportation offers bus service between the airport and local resorts and hotels. Branson JetCenter offers general aviation users FBO services such as fuel, hangar and tie-down rentals, charter services, de-icing services, as well as luxury passenger and flight crew amenities including a putting green and driving range onsite. Travel service provider, FlyBranson, is also located at the airport and provides all necessary travel arrangements and packages for visitors of the area. In addition, the FAA and TSA also are located at the airport.

