



Thursday, 15 January 2009

### ***Air Travel Bank for Southwest Saskatchewan***

For sometime now, the Southwest Region has been requesting that regular Carrier service be established at the Regional Airport in Swift Current. A survey completed in March of 2006 by Community Futures Southwest indicated preference for connector routes to Regina, Saskatoon and Calgary.

Community Futures Southwest and its many partners have been working diligently on this file and it remains one of top priority.

Airlines find themselves in a risky business, and constantly looking for situations to reduce risk in new territory. The question then becomes, what is required to help airlines reduce the amount of risk they expose themselves to when starting up a new service?

The answer came very quickly when studying what many other locations also have discovered in trying to obtain new air service. They needed to become very creative and a possible solution was identified..... they required an Air Travel Bank.

An Air Travel Bank reduces risk by developing traffic before the service even starts. Geared towards the business traveller, a portion of a businesses travel, within the particular market, is committed to travelling on this new carrier. This helps the new carrier by quickly establishing the needed traffic to make the service successful and helps reduce the amount of time required to break even.

This monumental task is one that requires your support and within these pages, you can learn more about the Southwest Region's Air Travel Bank.

Community Futures Southwest and its partners with support from dozens of communities, business and organizations, is officially launching a campaign to secure passenger airline service at the Swift Current Regional Airport.

This broad strategy involves attracting a quality air service carrier, which will provide direct service to Regina, possibly Saskatoon and potentially Calgary, Alberta from Swift Current.

Better air service will make the airport more useful and aid the Southwest's economy by making it easier for people to get in and out of the region.

Why are air travel pledges so important? Airlines incur the greatest risk in the first year of new service start-up. Secured travel pledges allow businesses a simple, straightforward financial vehicle to partner communities with airlines to attract air service and minimize start-up risk of the airline using nothing more than existing travel budget funds.

Travel Pledges will allow the Southwest Region to compete successfully with the added air service in many areas of the economy where competition is sometimes fierce for the same product or business. Once we accomplish our goal of air service for the Southwest with a successful Air Travel Bank Account, it will have a positive impact on the oil and gas industry, attraction of new businesses, tourism and easier access to other markets by the general public.

***At this time we are only asking for the pledges on corporate letterhead or if you are an individual please fill out the attached form on the non-binding pledge form. Your responses are imperative to the success of this project.***

This effort will assist us in bringing scheduled air service to the southwest. We have shown in the past great success in a number of projects by working collaboratively in the Southwest. ***Let's do it one more time*** --- and send them to Community Futures Southwest at 885-6<sup>th</sup> Ave N.E. Swift Current, SK, S9H 2M9. Fax 773-0906 or e-mail to [jparker@scfdc.com](mailto:jparker@scfdc.com)

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