

Questions to Ask to Identify Potential Air Cargo Market Opportunities

	Yes	No
Airline capacity and growth in air cargo reliant products		
Can your airport support additional commercial airline flights based on local market area patterns and regional business needs?		
Are there nearby companies that are shipping or receiving time-sensitive or temperature-sensitive products in fast-growing industries that strongly rely on air cargo? (Examples: consumer electronics, perishables, life sciences and pharmaceuticals)		
Do opportunities exist to accommodate future growth of local air-reliant businesses such as online retail distribution operations in a region?		
Air cargo business model evolution dynamic (focus on customer service and new technology)		
Are appropriate services available at your airport at competitive rates and with quality standards equal to those found at larger gateway airports or other airports?		
Can the airport become an alternative cargo airport to the large cargo gateways, which often tout advantages such as long-standing business practices, infrastructure, and air service?		
New international markets within reach for large airports		
Can your airport take advantage of new and increased economic growth in markets around the world with the increased range of long-haul wide-body aircraft?		
Facilities, infrastructure, and services		
Is your airport providing key facilities, infrastructure, and services to customers in the air cargo sector of the economy?		
Does your airport's cargo business plan meet market demands and the requirements of its customers?		
Does your airport have facilities, infrastructure, and services that are competitive with other offerings in the market (i.e. temperature controlled facilities, centralized air cargo screening facilities)?		
Can you provide the infrastructure needed to offer a carrier an opportunity to grow?		
Is there a competing airport that is highly congested or has constrained facilities or capabilities that opens up an opportunity for your airport?		
Do you provide any unique features that are not available at competing airports (i.e. cool chain, temperature controlled facilities)?		