**SWOT Analysis Considerations**

Consider the following categories when doing a SWOT analysis for your airport:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Considerations:** | **Strength** | **Weakness** | **Opportunity** | **Threat** |
| Demand for business travel |  |  |  |  |
| Population growth in the region or community |  |  |  |  |
| Presence of corporate jet activity |  |  |  |  |
| Community support of aviation or the airport |  |  |  |  |
| Local college or education programs use the airport |  |  |  |  |
| Exiting military logistics center |  |  |  |  |
| Condition of airfield or terminal facilities |  |  |  |  |
| Availability of hangar space |  |  |  |  |
| Proximity to other airports or air service |  |  |  |  |
| Visibility of the airport to the community or potential users |  |  |  |  |
| Local government structure |  |  |  |  |
| Funding for business planning or marketing is scarce |  |  |  |  |
| Airport noise a controversial commercial issue |  |  |  |  |
| Airport rates and chargers are applied inconsistently |  |  |  |  |
| FBO responsiveness to existing customer base |  |  |  |  |
| Stability and reliability of commercial air service |  |  |  |  |
| New or forthcoming air service destinations |  |  |  |  |
| Industrial or office park next to airport |  |  |  |  |
| Joint marketing with other economic development groups |  |  |  |  |
| Aviation training facilities at the airport |  |  |  |  |
| Competitive airfares |  |  |  |  |
| Control of land development near the airport |  |  |  |  |
| Airport funding for maintenance or enhancement |  |  |  |  |

*Source: Mead & Hunt, based on Exhibit 4.3—Ideas for Possible SWOT Responses.*

*ACRP Report 28, p. 25*