

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