Elements that Affect an Air Cargo Catchment Area



Competing Airports/ Service

Like commercial air service, shippers are influenced by cost, frequency of flights, and destinations.

To evaluate impacts on your catchment area, consider the level of air cargo service and prices that are currently offered at other airports in the region and whether your airport or others in the region serve as intermodal transfer hubs. Determine facility costs, road networks, etc. to understand competitive advantage.

Data Sources: Official Airline Guide, US DOT T-100, stakeholder input, industry research

Types of Freight Shipped

Catchment areas depend on the shippers, the goods, and the quantities shipped via air in the region. The airport may serve a particular air-cargo dependent market segment such as perishables, pharmaceuticals, or the high-tech industry.

Data Sources: Shipper interviews, Freight Analysis Framework Data Tabulation Tool, WISERTrade, Commodity Flow Survey

Socioeconomic / Industry Data

Catchment areas are defined in part by answering questions about the projected regional socioeconomic growth compared to competing regions. It can also identify the key industries in the region and whether they have a propensity to use air cargo.

Data Sources: U.S. Census, local industry research

Air Cargo Catchment Area

An area and population from which a facility or region attracts business.

Seasonal

Catchment areas are defined in part by weather impacts including inclement weather (restrict travel) and seasonal fluctuations in temperature (restrict take-off weight.)

Data Sources: Shipper interviews

Geographic Location

Catchment areas are affected by how the airport is situated based on:

- 1) National and international air cargo flows.
- 2) The number of businesses and consumers located within a reasonable trucking distance.
- 3) The ground transportation network for freight distribution.

Data Sources: GIS, shipper interviews, chamber of commerce, economic development groups

Origin and Destination of Shipments

Catchment areas depend on the role of the airport in the air cargo supply chain. It depends on where shipments are originating or going and whether your airport is supporting these shipments or whether they need to fly from a competing airport.

Data Sources: Shipper interviews, stakeholder input. Freight Analysis Framework Data Tabulation Tool., WISERTrade, Commodity Flow Survey