

# REPORT CARD

GREATER LONDON  
INTERNATIONAL AIRPORT  
AUTHORITY

As we enter 2016 there is growing optimism and anticipation “in the air” at London International. Beginning with a renewed Strategic Plan in 2012, the airport has been planning and executing key initiatives designed to fortify the operations and financial performance. These initiatives have been beneficial and today the airport is well positioned for the future.

Jeff Brown, Chair, Board of Directors and  
Michael Seabrook, President & CEO

## 2015 PERFORMANCE

Grade	Category	Value	Comments
B+	Revenue	\$10,815,123	Up 2% over 2014
A+	Surplus (Profit)	\$ 1,290,851	Up 91% over 2014
A	Capital Expenditures	\$ 1,986,389	Over \$75 million in investment since 2000
A	Corporate Debt	\$10,979,621	Reduced by 50% over last 10 years
B	Passengers	482,000	Up 2% over 2014
A+	Fee Increases	0%	No fee/charges increases to airlines/passengers in last 3 years
B	Municipal Taxes Paid	\$ 734,502	Up 3.2% over 2014
A+	Annual Economic Impact	+\$250 million	Close to 50 businesses operate at the Airport

  
**London  
International**  
start here. go *anywhere.*



### Easy and Comfortable – that’s what we are all about!

In 2014 London International Airport began the process of incorporating its brand into all facets of the operation. London International’s ‘Easy and Comfortable’ brand was developed through extensive market research that asked passengers, businesses and airport employees for their impression of the Airport. Convenient, friendly, easy, efficient, quick and comfortable were some of the more frequently used words indicated in the research. These words formed the basis of London International’s brand identity with the goal to enhance the brand through improvements in areas that include product (more flights to more destinations), marketing, passenger experience and culture.

In a November, 2105 market research study, passengers at London International were asked “what one word describes London International” to them. On the left are the results, presented in a word cloud. The words more frequently mentioned are shown as bigger words.



[www.flylondon.ca](http://www.flylondon.ca)



# AIR SERVICES

## LONDON MARKET

- 2.2 million total air travel market from/to London
- 482,000 London International Passengers in 2015
- 22% London International's share of the total market
- 78% Travellers who leak to other airports (Detroit/Toronto)
- 750,000 London International's medium term goal for passenger increase

**481,943**  
passengers  
in 2015

### Non-Stop Service to:

- Calgary
- Ottawa
- Toronto
- Vancouver
- Winnipeg
- Chicago
- Orlando
- Palm Beach
- Cancun, Mexico
- Santa Clara, Cuba
- Holguin, Cuba
- Varadero, Cuba
- Punta Cana, Dominican Republic
- Montego Bay, Jamaica

### Airlines:

- Air Canada
- WestJet
- United Airlines
- WestJet Encore
- Air Transat Holidays
- Sunwing Airlines
- Celebrity Cruises

## AIRPORT CULTURE

Our staff are our strength and why we are branded 'the easy & comfortable' airport. In a 2015 study, 94% of Airport Staff said they would recommend working at London International Airport to others.



## BLUE ACES

Our Airport Comfort Enhancers (ACEs) provide exceptional customer service while ensuring safety and security requirements are met in and around the terminal. They are easily identified with their blue sweaters and shirts. They are fully trained in customer service as well as to responding to emergency situations.



## AIRPORT AUTHORITY

On August 1, 1998, the Authority signed a 60-year ground lease with Transport Canada and assumed responsibility for the management, operation and development of the Airport.

In 2015 a twenty-year extension was added to the lease, enabling The Greater London International Airport Authority to lease the land and operate the airport until July 31, 2078.

## WAYFINDING

London International undertook improving the wayfinding signage. The exterior was upgraded with a new entrance sign and uniform signage. The wayfinding is consistent with London International's new logo and colours and universal symbols have been incorporated.



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