

Appendix 18: Maximally Productive Use - “GA Centre” Development Concept

General Aviation (GA) Centre is a multi-component and long term Concept that is centred on the general aviation (GA) market. This suggested Concept builds on a strong GA market in Ontario and a rather positive perception from the Kingston population who, according to the online survey, ranks GA activities such as flying clubs and flying schools among the preferred aviation-related land uses for Kingston Airport. A strong GA Centre Concept, structured around aviation events and activities, opens up many possibilities, and has the potential to differentiate Kingston Airport from the competition.

18.1 The Market

Largest GA Market in Canada

Ontario is the province with the most registered aircraft in Canada. In fact, the province has about 25% more registered GA aircraft than Québec or British Columbia, and almost as many aircraft as all the Prairie Provinces combined. According to the Canadian Civil Aircraft Register, there are 8,458 private GA aircraft in Ontario, which represents 28.9% of all Canadian registered aircraft.

**Table A18-1:
Private GA Aircraft Registration by Province**

	Pacific	Prairie & Northern	Ontario	Quebec	Atlantic	Outside Canada	National
Private	4,550	8,712	8,458	6,318	1,159	49	29,246

Source: Transport Canada, 2015

Overall, even though the global market for GA has suffered through the economic downturn in the past, the total number of GA aircraft in operation is still growing in Canada. The aviation market has rebounded faster than the U.S. market, and the total number of registered GA aircraft has continuously increased since 2010. With no major change in the industry foreseen in the near future, the trend is likely to continue beyond 2015, thereby providing a stable and healthy market for a GA Centre Concept.

**Table A18-2:
GA Registered Aircraft by Type in Canada**

	Aeroplanes		Ultralights		Helicopters		Total	
	Units	Growth	Units	Growth	Units	Growth	Units	Growth
2010	30,118		6,396		2,658		39,172	
2011	30,805	2.3%	6,585	3.0%	2,728	0.03%	40,118	2.4%
2012	31,341	1.7%	6,803	3.3%	2,776	1.8%	40,920	2.0%
2013	31,780	1.4%	6,973	2.5%	2,849	0.04%	41,602	1.7%
2014	32,045	0.8%	7,125	2.2%	2,871	0.8%	42,041	1.1%
2015*	32,558		7,317		2,891		42,766	
2016*	33,079		7,515		2,911		43,505	
2017*	33,608		7,718		2,932		44,257	

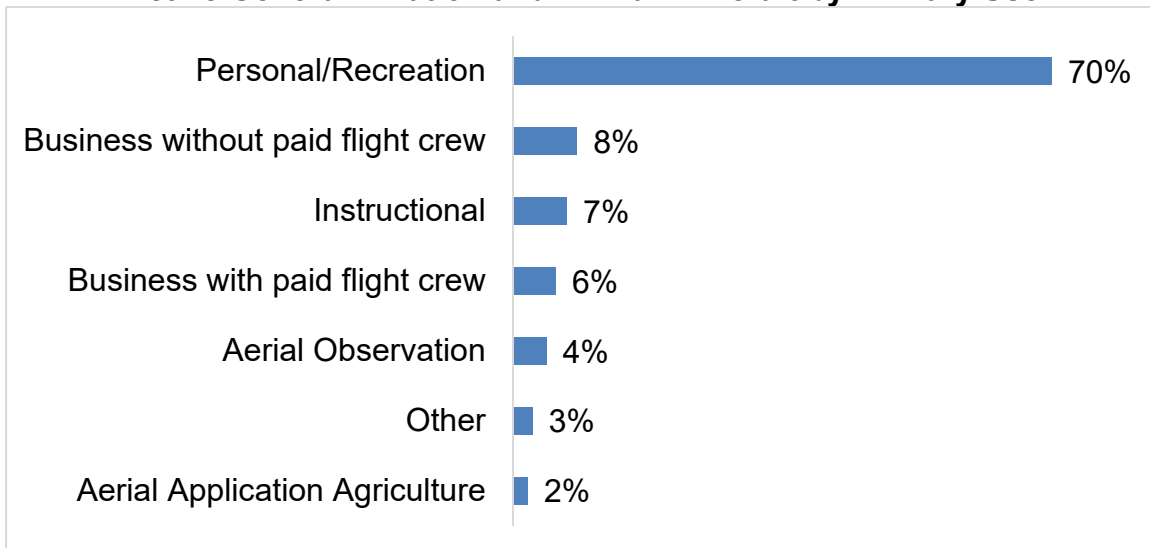
Source: Explorer Solutions, from Transport Canada dataset, 2015

*2015, 2016 and 2017 data are estimates based on the compounded annual growth rates of each aircraft category over the 2010-2014 period.

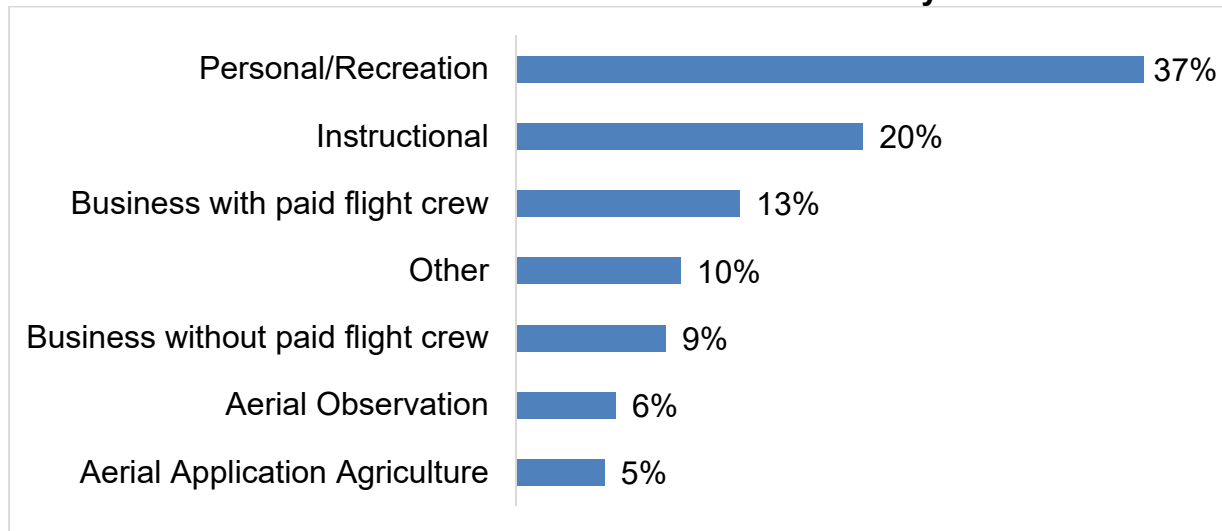
General Aircraft Uses

The following Figure A18-1 presents the main uses of general aviation aircraft by their owners, both in terms of primary use and hours flown. Because Transport Canada does not collect such data, FAA data pertaining to the U.S. market is presented below. The similarities between both markets justify such an approach.

**Figure A18-1:
General Aviation and Part 135 Activity Surveys
Active General Aviation and Air Taxi Aircraft by Primary Use**



General Aviation and Air Taxi Total Hours Flown by Actual Use



Source: FAA, 2013

These graphs clearly show that personal and recreational (leisure / tourism / flying-around) flights are the main reasons GA owners and pilots use their aircraft. Based on this finding, we believe a strong GA Centre Concept structured around aviation-related events, attractions and activities, has the potential to help attract a large share of GA pilots in Kingston. In addition, tourism studies tend to show that private aircraft owners have an adventure spirit and look for an experience rather than a simple destination. This could be the opportunity to leverage or develop local tourism assets and potential for the region to attract pilots looking for excitement; and position Kingston as a preferred fly-in destination. Meetings with local tourism operators / agencies could be organized to discuss possible partnerships and develop recreational / cultural / gastronomic packages tailored to GA pilots and their traveling partners.

18.2 GA Centre: A General Aviation Hub in Kingston

The Concept

GA Centre is a unique Concept providing the General Aviation community with a full line of services including maintenance, availability of hangars, and events/activities. All of these should cater to the technical needs and personal enjoyment of aircraft owners, operators, and pilots. This general aviation cluster would bridge the gap between the technical requirements of aviation and the personal and life objectives of private owners and pilots.

**Figure A18-2:
GA Centre Concept**



Positioning

GA Centre will position Kingston Airport as a family orientated, full-service GA airport and centre. The development of this cluster is linked to the objective of attracting a fair number of GA aircraft to the Kingston Airport for various purposes on a permanent basis. To reach this objective, the cluster must provide a variety of activities with quality as the main driver.

GA Centre aims to be a Development Concept bridging manufacturing, maintenance, refurbishment and painting for general aviation along with commercial activities, leisure, entertainment / events and housing. In other words, a place where GA pilots can work, live, play, fly and fulfill their dreams.

GA Centre Components

This section reviews some of the key components that could be developed at the GA Centre to attract GA aircraft owners, pilots and enthusiasts.

Aviation-related Retail Commercial

In an attempt to offer a full GA lifestyle environment, an aviation-related retail component, largely dedicated to accessories, products and outfits for GA pilots could be developed. The aviation-related commercial component will be the perfect place to shop for themed gifts, specialized books and manuals, aviation clothing and accessories, high-quality headsets and video systems, among other products. For example, Cessna, Piper and Pilatus will be able to showcase their whole range of products in their own boutique.

Aviation Education

A valuable addition to the GA Centre Concept would be the design of specific course curriculums dedicated to the aviation community. Programs would target a large clientele spectrum from the aviation specialist to the hobbyist looking to learn more about aviation best practices. The duration of the courses could range from the typical one-day seminar to over one week depending on the course content and the targeted clientele.

Figure A18-4 outlines some possible topics of aviation education related to such matters as the operations of an aircraft and its maintenance to the regulatory requirements affecting pilots and aircraft owners.

**Figure A18-3:
Topics of Aviation Education**

Hobbyist	Aircraft Operations and Maintenance
	Aircraft Ownership and Financing
Novice	Transport Canada
	Safety Management
Intermediary	Navigation & Weather
	Avionics and Navigation Systems
Expert/ Specialist	

Host of Aviation Events

To be more sustainable and maintain the level of interest of pilots, the GA Centre will have to remain proactive and organize regular aviation-related events, fairs and conferences to bring the pilots back to the region again and again. There are a multitude of aviation related themes and ideas to pursue, organize or host. The Canadian Owners and Pilots Association could also help organize and advertise the events.

Tourism Packages

GA Centre will offer turnkey vacation packages for GA pilots and their families. The Fly'n Tourism packages will offer the perfect getaway destinations all year-round with a unique mix of fun, cultural activities and adventure. Seasonal packages will be created to meet the needs of tourists increasingly looking for turnkey solutions, convenience and simplified booking process. The numerous historic sites, the proximity to several bodies of water including Lake Ontario and the various recreational resources of the region will need to be at the core of the marketing message.

Flight Instruction


The vision is to offer complete flight instruction options in all levels of training for ultralight, sport and private pilots. Some of the training that could be added includes:

- transition training to familiarize pilots moving to experimental aircraft with their unique plane; and
- acrobatic / aerobatic introductory flights and training for another level of thrill seekers.

Location Advantages

The Kingston Region's tourism resources and overall attractiveness are key assets in the growth and success of the GA Centre Concept. The region frequently tops the charts as one of the best places to live in the country. The quality of life and entertainment options in Kingston will resonate among pilots and aviation enthusiasts, who seek discovery, a change of scenery, entertainment and comfort.

As one of the oldest cities in Ontario and former capital of Canada, Kingston hosts no less than 20 museums and historic sites, including the UNESCO World Heritage designated Fort Henry, that trace the history of the country. The City of Kingston is well known for its cultural heritage resources, which play a key role in the City's identity, and contribute to its economic prosperity as well as to the cultural enrichment of its residents and visitors. As the gateway to the Rideau Canal and the world famous Thousand Islands, Kingston is also touched by the currents of Lake Ontario, the St. Lawrence River and the Cataraqui River, providing unique sightseeing and water sports activities.



The Rideau Canal is a UNESCO World Heritage Site, a National Historic Site and a Canadian Heritage River. Natural parks and well-developed cycling networks provide additional outdoor opportunities.

In addition to these assets, Kingston offers a wide range of events all year long, including concerts, festivals, family activities, theatre and performing arts. Multiple fine dining and vineyard excursions options are available to tourists and food lovers alike.