Winnipeg Airports Authority comments on Shuttle Service between Winnipeg James Armstrong Richardson International Airport and Downtown Hotels

Winnipeg Airports Authority is a community-based, not-for-profit corporation that operates, manages, maintains and invests in your community airport which has recently been renamed , Winnipeg James Armstrong Richardson International Airport. Control of the airport was transferred from the federal government to WAA on January 1, 1997 and On January 1, 2007, Winnipeg Airports Authority will celebrate 10 years of serving the community.

WAA's Vision:

To lead transportation innovation and growth

WAA's Mission:

With our community, we provide excellent airport services and facilities in a fiscally prudent manner

WAA's Values:

- Respect
- Integrity
- Service Excellence

Strategic Directions:

- **Enhance customer service and value** We will understand our customer needs and assure value through measurements relevant to them.
- **Deliver and operate excellent facilities and services** We will deliver safe, secure and environmentally sound facilities and services incorporating universal design principles.
- **Expand air service to and from Winnipeg** To improve Manitoba's link to the world, we will build on our 24 hour access and our intermodal connectivity.

- **Be an effective community partner** We will be a source of pride for our community and a leader in its growth and development.
- **Develop and realize employee potential** Our team attracts and inspires excellence. We have engaged employees, with the right skills, in the right place at the right time.
- **Develop new revenue streams** Through business development initiatives, we will seek opportunities that will enhance and diversify our revenue streams.

Understanding who we are, our vision, mission and strategic directions of Winnipeg Airport Authority is important in understanding why **customer service** is so very important to us.

Our marketing team is dedicated to understanding our customers, anticipating their needs and responding by providing the best service delivery possible.

In this case we are discussing ground transportation options.

In today's world, Winnipeg, as well as all airports must compete in attracting carriers and visitors to our region. Winnipeg Airports Authority continues to work hard to retain existing carriers and attract new ones to our city that will provide more capacity and better access for our customers. Most recently we have added 6 weekly trips to Las Vegas through Air Canada and West Jet and have welcomed Delta and Aeromexico as new carriers to our market. This ultimately this equates to more business for ground transportation operators**.**

As well, Winnipeg's tourism arm, has done an incredible job in promoting Winnipeg as a host city for many high profile events - The 2006 Grey Cup, 2007 Women's World Hockey Champsionships, 2008 Canadian Country Music Awards just to name a few.

These are just a sampling of the wins our City has and will benefit from. The economic impacts of playing host to these exciting events is considerable. Certainly Winnipeg James Armstrong International Airport has benefited - year-end passenger numbers are indicating that a record breaking year is expected with the highest level of

passenger numbers in our history – 3,386,538 people passed through our airport this year.

As you can appreciate, when an organization considers a host city, they consider all customer service amenities. Marketing our airport on behalf of our community is to ensure Winnipeg competes or leads in providing services and amenities that are at least equal to those in other cities. In the case of an airport shuttle, Winnipeg is among the few competing cities that do not offer this service.

The customers at our airport are many, with varying needs and requests. They are individual travellers who are seeking quick and easy transfers, they are fishers and hunters that travel in groups, they include government and small business people travelling on per diems or perhaps families with pets and the list goes on.

In comparing our airport to others, I hesitate to reflect on population or location as this is not a measure of customer service – customer service is all about offering the consumer with choices that appeal to them. It's about providing what is important to them, appealing to their budget, their needs and providing the best possible in service.

Ground transportation should also provide choices. We would like our customers to have a range of services that they can expect at most airports. We would like our ground transporation service options to include shuttle service and help us market our city and our airport as a place which can meet or exceed our customers expectations.

In closing, I thank you for your time and attention today. I trust that you will consider my points as you move forward in making a decision that is for the benefit of all stakeholders.

Questions?

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