



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
**ATLANTA REGIONAL AIRPORT-FALCON
FIELD (PEACHTREE CITY)**



September 2020

According to Site Selection Magazine, Georgia is **ranked as the #1 state** for doing business.

Georgia Airports Mean Business.

Airports in Georgia generate positive economic impacts as well as support many other sectors of local and state economies. In the summer of 2019, the Georgia Department of Transportation undertook a statewide study to estimate the annual economic impact of 102 study airports. The study estimated economic impacts for seven commercial airports and 95 general aviation airports. This report includes impacts related to **Atlanta Regional Airport-Falcon Field (Peachtree City)** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Atlanta Regional Airport-Falcon Field (Peachtree City)

Residents, businesses, and visitors benefit from the state's well-developed airport system. While supporting transportation, healthcare, tourism, and commerce, airports contribute to the economy. The Economic Impact Study identified specific economic impacts associated with the **Atlanta Regional Airport-Falcon Field (Peachtree City)** and other airport benefits. Key impacts for the **Atlanta Regional Airport-Falcon Field (Peachtree City)** follow.

- Annual Visitors **38,525**
- Employment Supported **801**
- Annual Payroll **\$33,896,900**
- Annual Spending **\$126,254,700**
- Annual Economic Impact **\$160,151,600**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$6,534,140**

Economic Impacts for Atlanta Regional Airport-Falcon Field (Peachtree City)

The table below provides information on the sources of annual economic impact estimated for the **Atlanta Regional Airport-Falcon Field (Peachtree City)**. For more information on the impacts reported here, consult the study's Technical Report available at dot.ga.gov/IS/AirportAid.

Annual Economic Impacts for Atlanta Regional Airport-Falcon Field (Peachtree City)

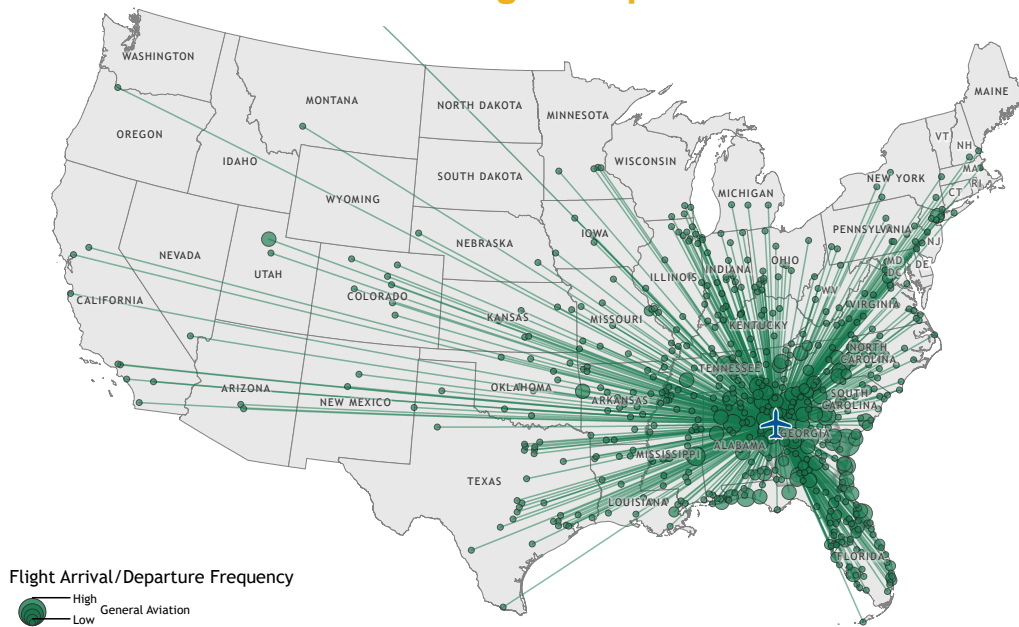
	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	636	\$29,269,200	\$115,752,000	\$145,021,200
Capital Investment	42	\$1,308,900	\$5,358,300	\$6,667,200
General Aviation Visitor Expenditures	123	\$3,318,800	\$5,144,400	\$8,463,200
Total	801	\$33,896,900	\$126,254,700	\$160,151,600

Georgia Airports Support Connectivity

A flight from a Georgia airport is a gateway to over 40,000 worldwide airports, including over 19,000 airports in the US alone. When employers seek to relocate or expand, proximity to an airport is among the top 10 factors they consider in their decision making. Georgia's tourist industry also depends on the efficiency of air travel.

This map depicts destinations for flights departing from and arriving at **Atlanta Regional Airport-Falcon Field (Peachtree City)** on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent only a fraction of all destinations that can be reached directly from the airport. The map helps to show how the airport supports the travel needs of businesses, visitors, and residents of the airport's service area.

Atlanta Regional Airport-Falcon Field (Peachtree City) Flight Map



Top Five Destinations for Atlanta Regional Airport-Falcon Field (Peachtree City)

- 1** Atlanta, Georgia
- 2** Savannah, Georgia
- 3** Athens, Georgia
- 4** Albany, Georgia
- 5** Brunswick, Georgia

Statewide Economic Impacts

Shown below are total annual statewide economic impacts. All economic impacts shown in this report for Hartsfield-Jackson Atlanta International Airport were obtained from a separate study for that airport conducted by the City of Atlanta. As shown, when all Georgia airports are considered, total annual statewide economic impacts are estimated at 450,502 jobs, \$9.2 billion in annual payroll, and \$73.7 billion in annual economic activity.

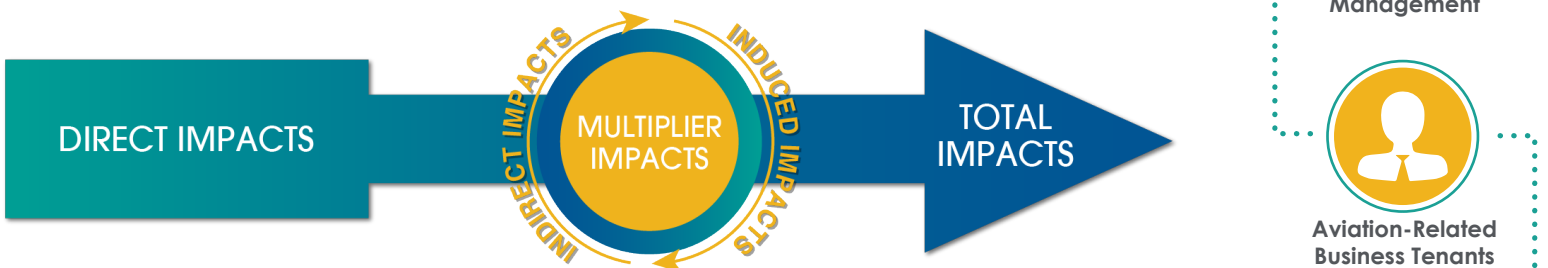
Statewide Economic Impacts All System Airports

	Hartsfield-Jackson Atlanta International Airport*	Commercial Study Airports	General Aviation Study Airports	State Total
Employment	383,242	52,376	14,893	450,502
Payroll	\$16.7 billion	\$1.3 billion	\$271 million	\$9.2 billion
Economic Activity	\$66.8 billion	\$2.2 billion	\$828 million	\$73.7 billion

*2016-2017 Technical Report, City of Atlanta Economic Impact Study

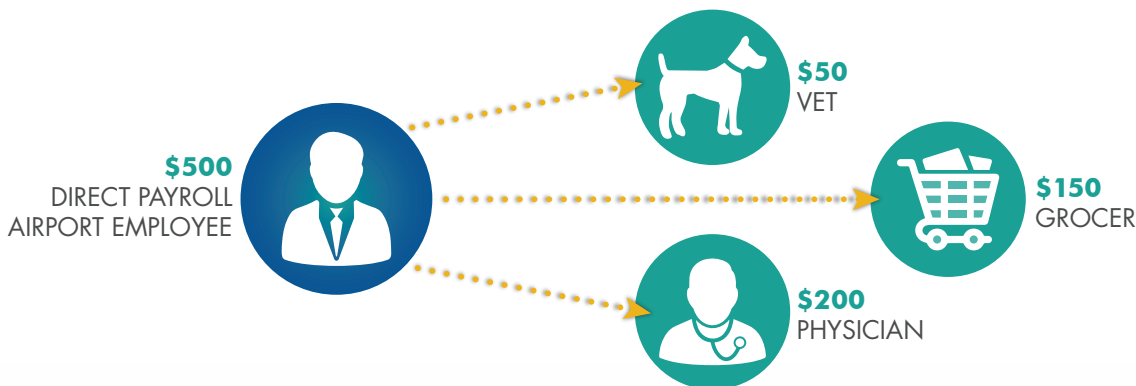
Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures by visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights. For each of these five categories, impacts were measured for **employment, payroll, spending, and annual economic activity**. Annual economic activity is the sum of payroll and spending. In addition, the study estimated state and local tax revenues that are generated by airport-supported activities.



Study Methodology

Data collection and survey efforts identified **direct** economic impacts in each of the five impact categories using an approved FAA methodology. A state input/output model (**IMPLAN**) was used to estimate additional **indirect and induced** impacts, sometimes referred to as multiplier impacts. Combined, direct plus indirect/induced impacts equal total state or airport specific economic impacts.



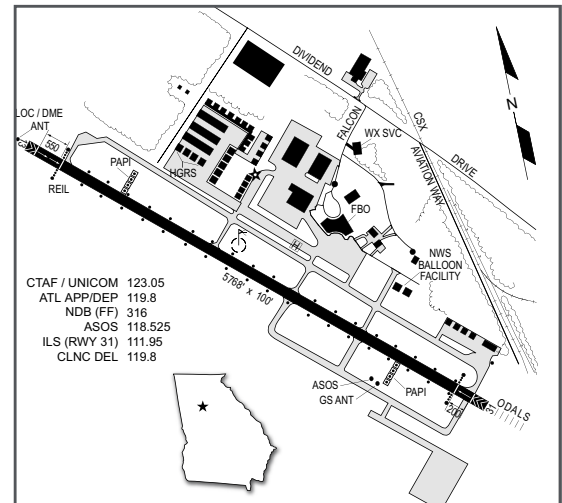
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect impacts.

Visitors Arriving on Commercial Flights

Atlanta Regional Airport-Falcon Field (Peachtree City)

Atlanta Regional Airport-Falcon Field is located 25 miles southwest of Atlanta in Peachtree City. The population within a 30-minute drive of Peachtree City approaches 300,000. The airport provides convenient access to hotels, conference centers, restaurants, and recreational activities. Falcon Field is approximately three miles south of Peachtree City's central business district. The airfield has one asphalt runway; Runway 13/31 is 5,768 feet long and is equipped with a precision instrument landing system.

The airport is home to more than 20 business tenants and organizations providing a wide range of aviation-related services. Several companies provide flight training; the largest among the airport's flight training providers are Falcon Aviation Academy and Atlanta East Aviation. Priority Jet, a leading provider of luxury jet charter and aircraft management, also operates at the airport. Chick-fil-A and Mellow Mushroom both have corporate flight departments at the airport. Several businesses at the airport provide various types of aircraft maintenance services, including Aircraft Spruce and Specialty, Wencor Group, Lowe Aviation Services, Precision Aviation Services, and Straube Aviation Services. The airport also supports flight training, aerial inspections, air cargo, military exercises, environmental patrols, real estate tours, the Civil Air Patrol, and aerial advertising.



Examples of How Atlanta Regional Airport-Falcon Field (Peachtree City) Supports its Community

There is a good chance you benefit from different activities that the airport supports. Airports support healthcare and emergency services. Airports support the state's agricultural and forestry industries, and power companies rely on airports to keep electricity flowing. State and federal agencies use airports to protect the environment, and law enforcement benefits from airports. Businesses throughout Georgia rely on airports to improve their efficiency. Examples of how the airport benefits the community follow.

Film Industry: Pinewood Studios is the new, go-to choice in the United States for film makers looking for a one-stop-shop for studios, locations, technicians, services, expertise, and incentives. Set across 700 acres and home to 18 sound stages ranging from 15,000 to 40,000 square feet, Pinewood's location near the airport has an extensive backlot spanning 400 acres. Georgia is now the number one filming location in the world, according to a recent Film LA report. The film and TV production industries have an estimated annual economic impact in Georgia of \$9.5 billion. From its location near the airport, Pinewood provides access to diverse locations from bustling cities and rural towns to farmland and mountains. Pinewood Studios opened its Georgia location in February 2014. Since opening, the Studio has grown to a full-service film and entertainment studio complex. Pinewood is a world-class studio purpose-built to produce film, television, music, and video games. The airport provides the most convenient access to this major film studio.

Tourism/Recreation: There are many parts of Georgia that attract visitors on a regular basis. As the state's economic impact study has documented, visitors who arrive in Georgia by air have significant spending that supports jobs and the payroll associated with these jobs. There are several well-known golf courses near the airport that attract players from outside the area. These courses include Planterra Ridge Golf Club, Braelinn Golf Club, Flat Creek Country Club, and Whitewater Creek Country Club. Golfers often fly to the area to maximize the time they have to spend on recreational activities. By supporting area tourism, the airport helps to contribute to the local economy.

Georgia Department of Natural Resources: The Georgia Department of Natural Resources (DNR) helps to oversee state parks and historic resources, wildlife resources, law enforcement, historic preservation, environmental protection, and coastal resources throughout the state. DNR is supported by an aviation unit that uses the airport to support its missions. DNR's aviation unit flew almost 960 hours in 2019, using Georgia airports to support their missions. Almost 33 percent of their hours were flown to protect the state's waterways and woodland areas. DNR assists other agencies such as the Department of Justice, the Environmental Protection Agency, and the Federal Aviation Association.

Powerline Patrols Georgia Power: An estimated 500,000 miles of power lines snake their way around the United States. General aviation aircraft are often employed to scout the lines and to report problems to the power company. Pilots flying low-power general aviation aircraft make observations on discrepancies, vegetation infringement, and other potential issues that may require maintenance or repair. Georgia Power uses the airport to support its maintenance activities which include aerial powerline patrols that are necessary to provide reliable and economical service to all customers. Georgia's electric highway of power lines cover 12,500 miles. Following storms, aircraft can quickly survey area powerlines for damage. Quick aerial response supported by the airport results in targeted dispatch of repair crews to assist with restoring power in a timely fashion.

THIS DOCUMENT WAS PREPARED BY

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Data collection and analysis for this study took place before the onset of the COVID-19 pandemic in March 2020. Results reflect conditions at Georgia airports prior to that time.

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