

Demand for Air Service Survey

CONFIDENTIAL



Introduction

The Swan Hill Rural City Council has received strong interest from the local business community eager to facilitate a regular air passenger service to Melbourne. Council conducted a preliminary survey of large organisations in October 2009 to gauge the likely demand for an air service. The results were optimistic, and we are now expanding the survey to measure the extent to which the service would be utilised.

Please note there are no immediate plans to commence an air service. Council has received some interest from operators prepared to fulfil this route, but need to provide statistical support. This survey is the first stage in developing a business case to present to commercial operators, for the delivery of a regular air passenger service between Swan Hill and Melbourne. Many people are realising that time is money, and a return trip to Melbourne by air could save up to 6 hours. Additional concerns which are building this case include road dangers, fatigue regulations and OH&S issues, business links, attracting customers and professionals to Swan Hill and helping to remove the distance mindset associated with Swan Hill.

PLEASE RETURN THE SURVEY BY THE 1ST MARCH 2010

All information requested on this survey will be treated as confidential in nature. We wish to determine the overall demand for an air service without identifying individual businesses to a third party.

Business / Family Name		Contact Name	
Address			
Phone		Email	
Type	<input type="checkbox"/> Independent Business <input type="checkbox"/> Government <input type="checkbox"/> Not for profit <input type="checkbox"/> Family / Personal		

FREQUENCY OF SERVICE

Estimated number(s) of personnel/ family who would utilise an air service to Melbourne

Frequency Please indicate next to the frequency the total number of passengers	Number of Passengers		Number of Passengers	
	<input type="checkbox"/> Daily		<input type="checkbox"/> Six Monthly	
<input type="checkbox"/> Weekly		<input type="checkbox"/> Once a year		
<input type="checkbox"/> Monthly		<input type="checkbox"/> Other _____		

CURRENT TRANSPORT

How do representatives from your organisation / family currently travel to Melbourne and estimated number of trips per annum?	Transport	Number of trips
	By Car	
	Train	
	Other _____	

PREFERRED DAYS TO TRAVEL

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

PREFERRED TIMES TO FLY

Morning Swan Hill - Melbourne and afternoon return. Arriving in Melbourne before ____ AM and Depart Melbourne after ____ PM
 Afternoon Swan Hill – Melbourne and return another day
 Morning Swan Hill – Melbourne and return on another day

PREFERRED AIRPORT

Essendon Airport
 Tullamarine Airport (may not be available initially)

COST OF SERVICE

In your opinion, what would be a reasonable charge for a one-way airfare?	<input type="checkbox"/>	\$125-150
	<input type="checkbox"/>	\$150-175
	<input type="checkbox"/>	\$175-200
	<input type="checkbox"/>	\$200-250
	<input type="checkbox"/>	\$250+ i.e. fully flexible fare

To greatly increase the likelihood of attracting an air service operator to Swan Hill, would you be prepared to commit to a number of return tickets of your choice?

YES

NO

Please state the number of return tickets per year _____

OTHER DESTINATIONS

Would you utilise an air service to additional destinations? Please also state approximate frequency (per annum).	Destination	Frequency
	<input type="checkbox"/> Adelaide	
	<input type="checkbox"/> Sydney	
	<input type="checkbox"/> Canberra	
	<input type="checkbox"/> Other _____	

PURPOSE OF TRAVEL TO MELBOURNE

Melbourne is my final destination

Onward journey to another destination

Please specify _____

Business Travel

Private / Leisure

PEAK TRAVEL TIME

Is there a peak time of year you regularly travel to Melbourne?

JAN

APR

JUL

OCT

FEB

MAY

AUG

NOV

MAR

JUNE

SEP

DEC

No, it varies

PREFERRED PLANE SIZE

9 seats

10- 19 Seats

30+ Seat (may become available with sufficient demand)

Additional Comments

Please return this survey by reply paid below OR
 Fax: (03) 5036 2340 or email: ecodev@swanhill.vic.gov.au

Further Information
 Claire Oswin, Economic Development Officer
 Swan Hill Rural City Council
 Phone (03) 5032 3033

Council believes this service would be of great benefit to the Swan Hill region, and encourages your participation in completing this survey. If you know anyone who should receive this survey please contact Claire Oswin.

The business information requested on this form is being collected by the Swan Hill Rural City Council for the purpose of surveying the demand for an air service. The business information will be used solely for this primary purpose or directly related purposes. The applicant understands that the business information provided is for the Swan Hill Rural City Council and that he or she may apply for access to and/or amendment of the information. Requests for access and or correction should be made to Claire Oswin, Economic Development Officer (ph: 03 5032 3033).

Fold and seal



Delivery Address:
 PO Box 488
 SWAN HILL VIC 3585

No stamp required
 if posted in Australia



Swan Hill Rural City Council
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