

# Characteristics of passenger flows departing from local airports

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## 1. Introduction

In Japan's local airports, a paradigm shift from provision to operation or from construction to improvement and promotion of airports is occurring. It is increasingly necessary to improve and use airports corresponding to the characteristics to achieve new goals of promoting tourism and stimulating the regions in the future. We have performed a questionnaire survey at Fukuoka, Oita, Kumamoto, Miyazaki, Hiroshima, Takamatsu and Matsuyama airports in Kyushu and the Seto Inland Sea District to clarify flows of large areas which cannot be grasped by the existing survey. In this study we analyze the results and clarify the characteristics of the passenger flows. We also suggest survey methods which will be used when planning to reform and use the local airports.

## 2. Characteristics of air passengers

The results of analyzing the characteristics of passenger flows departing from local airports based on the results of the questionnaire survey show that the characteristics of passengers differ according to airport and purpose of travel. (Fig. 1)

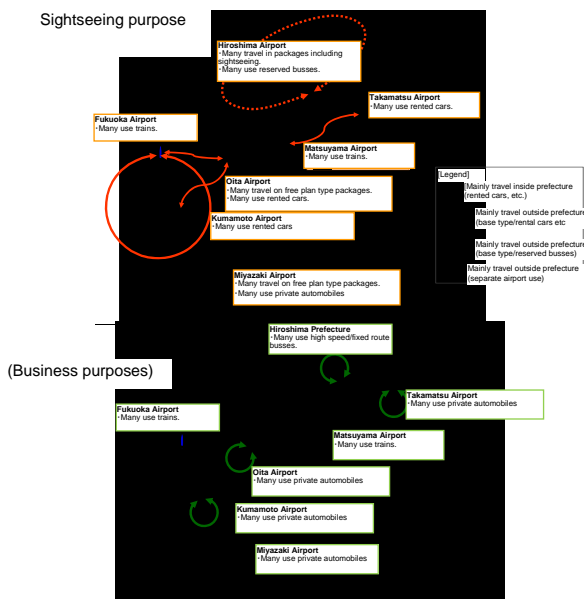


Figure 1. Behavior Characteristics of Travelers (Sightseeing purposes, business purposes)

## 3. Directions of promotion and linkage policies for each airport

Because the form of travel by passengers and the range of passenger flows vary according to airport, policies governing promotion and linkage policies also differ in this way. Figure 2 positions the directions of promotion policies for the purpose of sightseeing, which reveal the characteristics of wide-area flow transcending prefectural borders in particular.

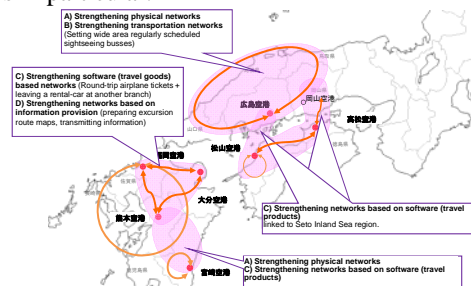


Figure 2. Directions in Promotion and Linkage Policies (Sightseeing Purposes)

## 4. Proposal of the questionnaire survey method to enact promotion policies

In the future, plans for the use of local airports must be prepared based on the clarification and analysis of behavior characteristics at each airport and in each region. Figure 3 shows the required survey flow.

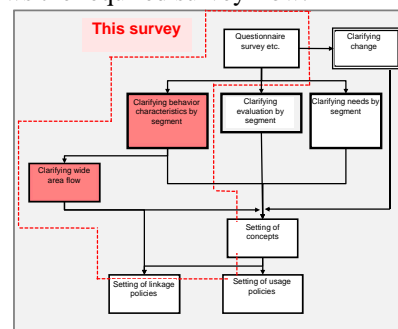


Figure 3. Proposed Survey Flow

## 5. Conclusions

In the future, it will be even more important to strengthen networks spanning prefectural borders. So when setting and implementing promotion policies, it will be necessary to link regional governments and parties

concerned with airports.

[Reference]

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