

04 August 2008 - South West airport consultants appointed

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Tourism Western Australia today announced the appointment of consultants to investigate the need for an airport in the State's South West region.

The feasibility study is jointly funded by the Busselton Shire Council, the Augusta Margaret River Shire Council and the State Government.

Tourism Western Australia's Executive Director Aviation Development, Rick Thomas said the study would establish current and future demands for regular passenger services to a regional airport in the South West.

"CAPA Consulting and Tourism Futures International (TFI) have been appointed as the consultants to look at the viability of air services for the region," Mr Thomas said. "These companies have extensive experience in developing innovative and effective strategies for airports, particularly in regional areas, across Australia.

"CAPA and TFI will join together to assess whether the region is capable of supporting regular passenger air services, and what this means for infrastructure and route development."

Mr Thomas said aviation and airport access benefited local communities and economies by creating jobs and tourism business opportunities.

"There is a real correlation between a destination having direct air services and its ability to build on the existing tourism market," Mr Thomas said.

"Increased demand can lead to better yields for accommodation and tour providers in regional areas."

CAPA Consulting is a privately-owned aviation group established in Australia in 1989, specialising in business planning and market analysis for air travel and tourism industries.

Tourism Futures International is a research-orientated company specialising in the future of aviation, travel and tourism, including business planning and forecasting, route and aircraft evaluations, and economic impact assessments.

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