MISSION

To provide a safe, secure and efficient airport that enhances economic and social benefits for our region.

GUIDING PRINCIPLES

SAFETY, SECURITY AND THE ENVIRONMENT

Safety, security and the environment are paramount in everything we do.

CUSTOMER SERVICE

Deliver exceptional levels of service and value.

PARTNERSHIPS AND ACCOUNTABILITY

Work openly and constructively with our stakeholders and community.

EMPLOYER OF CHOICE

Treat all employees with fairness, dignity and respect.
RESPONSIBLE STEWARDSHIP OF ASSETS

Manage our finances and infrastructure prudently.

ECONOMIC DEVELOPMENT

Promote sustainable economic development and tourism of the region.

LEADERSHIP AND INNOVATION

Foster leadership and innovation.

VISION

To be the best airport anywhere.

STRATEGIC GOALS

1. Provide and operate a safe and secure airport.
2. Retain and attract a talented and motivated team of employees.
3. Be a leader in environmental protection and management.
4. Provide exceptional airport facilities and customer service.
5. Attract and maintain air service.
6. Operate in a financially responsible manner.
PERFORMANCE MEASURES 2015 - 2019

1. Provide and operate a safe and secure airport
   a. Zero preventable accidents and security violations.

2. Retain and attract a talented and motivated team of employees.
   a. Employee satisfaction score ≥ 3.5.

3. Be a leader in environmental protection and management
   a. Clean environmental audits.
   b. Zero breaches of environmental regulations.
   c. 5% reduction in GHG emissions on a per square meter basis.

4. Provide exceptional airport facilities and customer service
   a. Top 15% ranking in ACI customer satisfaction surveys.
   b. Complete Five Year Capital Plan on time and on budget.

5. Attract and maintain air service
   a. Year round schedule:
      • 8 BC services.
      • 5 major Canadian hubs including 2x daily Toronto.
      • 3 major U.S. hubs.
   b. Seasonal schedule:
      • 5 Mexico destinations.
      • 4 U.S. destinations.
   c. Growth in passenger traffic to 1.9 million.
6. **Operate in a financially responsible manner**

   a. Clean financial audits.
   b. Non-aeronautical revenues to be at least 65% of revenues.
   c. Stay within lowest quartile of airline fees and charges among Canadian NAS airports.
   d. Fixed charge coverage ratio not less than 1.2 : 1.0.