



Victoria Airport Authority 2015 – 2019 One Page Strategic Plan

OUR MISSION

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

OUR VISION

To be the best airport anywhere.

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.

Partnership 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.

STRATEGIC GOALS

Provide and Operate a Safe and Secure Airport	Retain and Attract a Talented and Motivated Team of Employees	Be a Leader in Environmental Protection and Management	Provide Exceptional Airport Facilities and Customer Service	Attract and Maintain Air Service	Operate in a Financially Responsible Manner
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PERFORMANCE MEASURES

Zero preventable accidents and security violations	Employee Satisfaction Score \geq 3.5	Clean environmental audits Zero breaches of environmental regulations 5% reduction in GHG emissions on a per square meter basis	Top 15% ranking in ACI customer satisfaction Complete Five Year Capital Plan on time and on budget	Year Round Schedule: • 8 BC services • 5 major Canada hubs including 2x daily Toronto • 3 major U.S. hubs Seasonal Schedule: • 5 Mexico destinations • 4 U.S. destinations Growth in passenger traffic to 1.9 million	Clean financial audits Non-aeronautical revenues to be at least 66% of revenues Stay within the lowest quartile of airline fees and charges among Canadian NAS airports Fixed charge coverage ratio not less than 1.2 : 1.0
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