
FOR THE AIRPORT MANAGER

Evidence wins budgets

It starts under your feet.

By Hein Pretorius, Founder, Ironwood Aero

Commercial airports count every passenger, every month, and plan their investment on those numbers. Most regional airports cannot, yet people are exactly what a budget committee understands. How many people flew in and out of your airport this year? Who brought them, where did they come from, and is that number growing? That is the evidence behind your next budget request, and it only works when it is correct, accurate and in time. Files and a spreadsheet can manage the first two, but you see the picture at month end, in pieces, and the landing that never reached the invoice is already gone.

Record each movement once, as it happens, with the people on board, and the evidence builds itself. Every movement is charged at your approved rate and invoiced the same day. After a season your record shows how many people your airport moves, the trend, your busiest days and your regulars, ready for the council or the budget committee. And these are not small customers: the aircraft active at a busy regional airport can be worth as much as an airline's entire fleet. When electric aircraft, air taxis and drones arrive, your airport is ready for them. It starts with the next aircraft that lands.

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