

# Airport SWOT Analysis

Peace River

Strength

Weakness

Opportunity

Threat

Geographical Location	O&M Costs/Revenue Shortfalls	Growth of Regional Industries	Lack of Capital/Ops Funding
Infrastructure Size	Lack of Air Carrier Competition		Human Resources -- attraction and retention
Location/Proximity for Primary Users	Staffing-HR		

## Linda Neufeld

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**From:** NcCorchuk, Dawn [dNcCorchuk@psmi.ca]  
**Sent:** Tuesday, February 28, 2006 4:11 PM  
**To:** Linda Neufeld  
**Subject:** Peace River AB-BC Northern Airports Strategy - Individual Airport SWOT Analysis

As you are aware we are progressing with the completion of the AB-BC Northern Airports Strategy in advance of the March 22, 2006 workshop.

One of the tasks we are undertaking is a compilation of individual airport Strengths, Weaknesses, Opportunities, and Threats (SWOT). A system wide SWOT analysis is also being completed, however, we require your assistance in compiling detailed individual SWOT tables.

Your assistance in completing the airport profile forms in the fall of 2005 has allowed us to generate a SWOT table, in preliminary draft form, for your site. The attached 1-page document was prepared based on the information you provided in the airport profile form.

We would like to ask you to take a few minutes and review the attached. Please fax (780-484-0877) or email any additions, changes, or comments you may have in the next few days.

Thank you in advance for your assistance and please call or email Mr. Rick McComb if there are any questions or concerns.

**Rick E. McComb, P.Eng.**  
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