

COMMUNICATIONS BRIEF

March 28, 2018

BACKGROUND INFORMATION FOR MANAGERS AND SUPERVISORS

Project Propel is a pledge by South Bend-Elkhart corporations and institutions to increase their use of South Bend International Airport. The University of Notre Dame is committed to regional economic development and will encourage employees traveling for business to fly out of South Bend if the associated additional cost is \$300 or less. A vibrant airport that efficiently transports people and products into and out of the region is attractive to businesses and talent considering moving here.

Please encourage staff in your department to originate travel through South Bend International Airport if the associated additional cost is less than \$300.

FIVE THINGS TO KNOW:

- Taking part in Project Propel demonstrates the University's commitment to regional economic development.
- Airlines invest in airports where there is demand, which could translate into more direct flights, an increase in flights, and larger aircraft.
- When factoring in the costs for gas, tolls, and big-city airport parking, it is often more cost-effective to travel from South Bend's airport.
- There are savings in other areas, like being more productive with your time by spending less time en route.
- It's easier to park and get through security at South Bend's airport, making travel less of a hassle for our travelers.

Questions: Any additional questions can be directed to intcomm2@nd.edu.

MANAGER AND SUPERVISOR EXPECTATIONS

- Encourage staff in your department to fly out of South Bend.
- Employees who have bad memories of cancelled flights out of South Bend may be operating from old information. SBN reports that in the last four years, 97% of flights into and out of the airport were completed.
- There's a [travel calculator](#) on the [Project Propel](#) website if you or your staff would like to feel better about the cost.
- Answer any questions your employees have.

STRIVING TO AFFECT THE LOCAL ECONOMY

"We are on the brink of a promising economic renaissance in South Bend-Elkhart that could transform our way of life for decades to come. We all have a role to play. I encourage you to consider flying through South Bend whenever feasible."

~John Affleck-Graves, Executive Vice President

Go to next page for Project Propel FAQs.

FAQs: Flying out of South Bend

What is Project Propel?

Project Propel is a pledge by regional corporations and institutions to increase their use of South Bend International Airport for business travel. A vibrant airport infrastructure that efficiently transports people and products into and out of the region is attractive to businesses and talent considering moving here.

Does it really cost less than \$300 to fly to Chicago from South Bend International Airport?

When factoring in the costs for gas, tolls, and big-city airport parking, it is often more cost-effective to originate your travel from South Bend's airport. There's a [travel calculator](#) on the [Project Propel](#) website if you would like to check for yourself. There are savings in other areas, like being more productive with your time by spending less time en route.

What is it like to fly out of South Bend?

Flying out of South Bend International is quick and easy compared to big-city airports. It's easier to park at SB airport, check in, and, thanks to shorter lines, it takes less time to get through security. There is also an increasing number of [direct flights](#) from South Bend.

I used to fly out of South Bend, but I remember flights being cancelled.

If you have bad memories of cancelled flights from South Bend, you may be operating from old information. The airport reports that in the last four years, a whopping 97 percent of flights into and out of the airport were completed (not cancelled).

Do many people fly out of South Bend?

More than 820,000 people from our region flew last year. Only 329,000 (40 percent) of these people chose to fly local from South Bend International. If an additional 20-30 percent more travelers choose to fly local, the impact on our region would be significant.

How often do Notre Dame faculty/staff fly out of South Bend's airport for business travel?

For travel booked through Anthony Travel, Notre Dame's use of the airport by administrators, faculty, and non-athletic staff is 51 percent.

What difference does it make if travelers don't fly through South Bend?

When regional air travelers utilize airports outside the area, they are supporting economies in other regions.

Does the airport have much of an impact on the regional economy?

The airport has a \$1.7 billion impact on the area economy, according to a 2012 study conducted by the Aviation Association of Indiana.

How do we know Project Propel will work?

It has worked elsewhere. Grand Rapids businesses united in an initiative like Project Propel and added \$100 million to their regional economy in one year. There were similar results in Chattanooga, TN; Asheville, NC; and Rochester, MN.