



**AIRPORT: Pullman-Moscow Regional (PUW)**  
**ASSOCIATED CITY: Pullman-Moscow**  
**ARC: C-III**  
**Region: Eastern**

**AIRPORT DATA AND FACILITIES**

Pullman-Moscow Regional Airport is located in Whitman County, three miles northeast of Pullman. This Airport also serves the needs of Moscow, Idaho. The Airport has 63 based aircraft, including 55 single-engine, 5 multi-engine piston-powered, 2 turboprops, and 1 turbojet. The latest available data indicate that Pullman-Moscow Regional Airport had a total of 51,160 annual operations. In 1998, 26,969 passengers were enplaned at the Airport, classifying it as a primary commercial service airport. Service to Seattle is provided by Alaska Airline's regional carrier, Horizon, using deHavilland Dash 8 aircraft. Air cargo service is provided by United Parcel Service and FedEx.



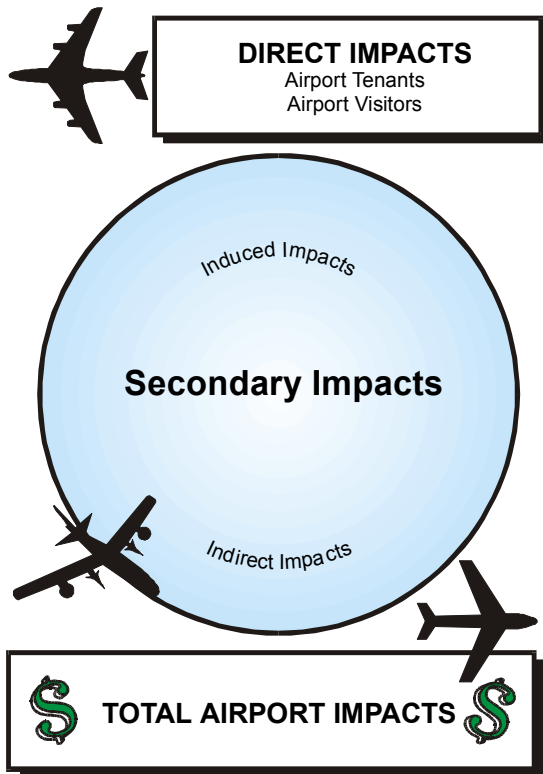
Pullman-Moscow Airport has one runway. Runway 5-23 is 6,730 feet long, 100 feet wide, has an asphalt surface, and is equipped with a pilot controlled high intensity runway lighting system. Runway 5 has runway end identifier lights (REIL's) and visual approach slope indicators (VASI's); the threshold of this runway has been displaced 199 feet. Runway 23 is also equipped with REIL's and VASI's, and has an 801-foot displaced threshold. The Airport has a VOR/DME or GPS-A non-precision approach, while Runway 5 has a VOR or GPS approach.

**ECONOMIC IMPACTS**

The economic impacts of Washington's airports were calculated using a methodology, which has evolved over the past decade and is nationally recognized as the standard for conducting economic impact studies of airports. This methodology is consistent with analytical models used by the Federal Aviation Administration (FAA), and employs the use of direct survey information and an input/output model (IMPLAN) as developed by the U.S. Department of Commerce to determine multipliers specific to the state of Washington for "secondary" economic impacts.

Types of Economic Impact - This study identified and examined those aviation activities at the public use airports in Washington that created economic impacts. These impacts are generated in three ways: **1) Direct**, **2) Indirect**, and **3) Induced Effects**. Combined, the three impact types yield the total economic impacts of an airport, as described below:





**DIRECT ECONOMIC IMPACTS**

These economic impacts occur as a consequence of providing aviation services. These impacts usually occur at the airport, and comprise the financial expenditures by firms which carry passengers (air carrier, air charter or air taxi) or cargo; firms which serve the air carrier and general aviation functions (airport tenants); governmental agencies which support aviation; ground transport firms; and others. In every instance, the impacts include only expenditures where the recipient is located within each airport's service area.

In addition to the Sponsor, there were two aviation-related tenants on the Airport: Inter-State Aviation and Palouse Parachute Club. General aviation operations accounted for approximately 11,500 visitors while commercial service accounted for 5,669,501 at the Airport. The total combined direct

output of on-airport tenants and general aviation and air carrier visitors accounted for an additional \$13,562,031, approximately 292 jobs and generated \$3,430,861 in wage compensation.

**INDIRECT ECONOMIC IMPACTS (Secondary Impact)**

These economic impacts occur as a result of the use of aviation service. They include the regional expenditures made by air passengers who visit the region (at hotels, restaurants, ski facilities, etc.); expenditures by the region's residents associated with their use of aviation; and expenditures by firms having economic activity which is dependent on the airport. These indirect impacts accounted for \$2,881,504 in output, 37 additional jobs with \$946,997 in wages.

**INDUCED ECONOMIC IMPACTS (Secondary Impacts)**

The "indirect" and "direct" impacts represent increases in regional final demand. Such increases do not represent total economic impact; there is also a "multiplier" effect. This multiplier effect comprises the local value of money as it circulates through the local economy and as individuals or firms associated with airport business buy goods and services in the local economy. Induced impacts accounted for \$3,041,702 in output, 42 jobs and \$985,061 in wages. Each airport's total economic impact is the sum of the three types of impacts.





## TOTAL ECONOMIC IMPACTS

The total economic impact across the state was quantified by adding together the direct, indirect and induced impacts for each airport, and interpreting, comparing, and presenting the results.




The output of the IMPLAN model enabled the presentation of total economic impacts by airport in terms of three economic impact measures: 1) jobs (employment); 2) earnings (payroll), and; 3) economic activity (output). Each of these was determined based on individual multipliers per industry categories. In each case, total impacts include the aviation sector itself, as well as the "multiplier effect" of the aviation sector. The impacts were be estimated using Year 1998 data.

All three indicators of economic impact are useful; however, the monetary measures should not be added together, as discussed below:

- **Jobs (Employment)** - The number of employees who are employed in the aviation industry, plus the aviation-oriented share of those that are employed in sectors that support the air passenger (hotels, restaurants, etc.) plus those employed in the industries included in the multiplier effect impacts. The number of jobs attributable to an industry is always greater than simply those in the industry itself, due to the "re-spending" of money. Total employment impact was approximately 293 jobs.
- **Labor Earnings (Payroll)** - The sum of the wages and salaries to all employed persons that the aviation industry pays, directly or indirectly, to deliver the output of final aviation demand. Earnings Impacts are always included in the Economic Activity totals, so they should not be summed with the Economic Activity impact. Earnings are a very conservative proxy for "value added." Earnings may be greater or less than the Direct and Use values depending on the industry type. Total earnings impact was \$5,362,917.
- **Economic Activity (Sales Output)** - The value of the aviation final demand (aviation or airport service), plus the "multiplier" effect (the sum of all of the intermediate goods and services needed to produce the aviation final demand, plus the induced impacts of increased household consumption). Total economic activity equals the sum of intermediate demands, consumption demand, government demand, investment demand, and net export demand. Economic Activity is always larger than both the Direct and Use values because it includes the multiplier effect. Total economic activity impact for the Airport was \$19,485,238.





	Direct Impacts	+	Indirect Impacts	+	Induced Impacts	=	Total Impacts
<b>Jobs (Employment)</b> 	Number of Jobs Supported		Number of Jobs Supported		Number of Jobs Supported		Total Number of Jobs Supported
	212.4		37.3		42.0		292.8 *
<b>Labor Earnings (Payroll)</b> 	Annual Salary Supported		Annual Salary Supported		Annual Salary Supported		Total Annual Salary Supported
	\$3,430,861		\$946,997		\$985,061		\$5,362,917
<b>Economic (Sales Output)</b> 	Contribution to Economy (Dollars)		Contribution to Economy (Dollars)		Contribution to Economy (Dollars)		Total Contribution to Economy (Dollars)
	\$13,562,03		\$2,881,504		\$3,041,702		\$19,485,238

\* Figures may not add due to rounding.

**SUMMARY**

On an annual basis, Pullman-Moscow Regional Airport’s tenants and its visitors in Whitman County, Washington contributed the following total annual economic benefit:

