The benefits of traveling via private aviation are many! But it’s not simply our convenience that make business aviation so integral to the Southern California business landscape. Contributing significantly to the national economy, state and local economies, business aviation is often an economic lifeline for areas with limited options for business transportation. Business aviation also provides vital air transportation in times of public need, including fire and rescue and medical evacuation services, and represents an essential transportation link for communities without scheduled airline service. Learn more about this vital sector of the aviation industry in the pages that follow.
Continued Aviation System Modernization a Top Business Aviation Priority

National Business Aviation Association (NBAA) President and CEO Ed Bolen last week told members of the Senate Committee on Commerce, Science & Transportation’s Subcommittee on Aviation and Space that full implementation of the Next Generation Air Transportation System (NextGen) is critical to maintaining America’s lead in global aviation — a shared priority for all stakeholders, including business aviation.

“The United States has the world’s largest, safest, most efficient and most diverse aviation system, supporting more than 200,000 general aviation aircraft,” said Bolen. “However, to maintain our leadership, we must continually modernize the ATC [air traffic control] system. This imperative to modernize is why NBAA has taken a leadership role in partnering with the Federal Aviation Administration (FAA) to advance our shared modernization goals. With more than 1.1 million jobs and $219 billion in annual economic impact tied to general aviation, our industry is central to growing and moving forward.”

Business aviation serves small towns and rural communities across the country, and can reach more than 5,000 public-use airports, Bolen explained. NBAA is a key stakeholder in the ATC system, and with its 11,000 member companies delivers a unique perspective on NextGen.

NextGen modernization is producing significant results, already delivering $4.7 billion in benefits to the aviation system, Bolen noted. But, with air traffic controllers projected to handle nearly 16 million more aircraft by 2040, and unmanned aircraft systems (UAS) capacity forecast to grow significantly in the next five years, Bolen said that there is still much to achieve.

This includes full equipage of Automatic Dependent Surveillance-Broadcast (ADS-B) by the FAA’s Jan. 1, 2020, deadline. Bolen told the subcommittee that NBAA has launched a targeted campaign to business aviation to highlight the critical importance of meeting the ADS-B equipage deadline. “Our work has paid off, with nearly 70 percent of turbojet and turboprop business aircraft now ADS-B equipped according to the FAA’s Equip 2020 working group, an increase of nearly 15 percent since the beginning of this year,” reported Bolen.

NBAA also continues to work with the FAA on the privacy and security implications of ADS-B’s real-time tracking of general aviation, and looks forward to a solution that will provide ATC and other government stakeholders all needed tracking information, while safeguarding real-time movements from public view. “We appreciate the FAA’s work on this project and look forward to a solution in the coming months,” noted Bolen.

Congressional support of NextGen is critical to its success, and passage of the FAA Reauthorization Act of 2018 highlighted Congress’s leadership in providing certainty and the needed investments for the aviation industry to be successful, said Bolen.

However, NextGen needs funding protection from the negative effects of government shutdowns, which can halt progress and introduce months of delays to modernization efforts. To mitigate these adverse effects, NBAA supports the Aviation Funding Stabilization Act of 2019, a law that will permit FAA use of funds from the Airport and Airway Trust Fund during lapses in government funding, Bolen told the subcommittee members.

“NBAA has always been steadfast in its support and advancement of NextGen technologies that allow equal and fair access to airports and airspace for all aviation stakeholders, and this hearing provides an important opportunity to review our progress,” Bolen concluded.

Profile of an Iconic Valley Airport

Located in the heart of the San Fernando Valley, Van Nuys Airport (VNY) ranks as one of the world’s busiest general aviation airports. Dedicated to non-commercial air travel, VNY averages over 230,000 takeoffs and landings annually. VNY has two parallel runways – one with full instrument landing system – and a FAA tower. The main runway is 8,000 feet in length and the training runway is 4,000 feet long. VNY has a rich history in aviation, hosting record breakers and celebrities over its 86 years in service.

In addition, more than 200 businesses are located on the 730-acre airport, including four major fixed-base operators (FBOs): Castle & Cooke Aviation, Clay Lacy Aviation, Jet Aviation, and Signature Aviation. These operators provide aircraft storage and parking, aviation fuel, aircraft sales, flight instruction, aircraft charter and aircraft maintenance. Some of the FBO’s also serve as major lessors of airport property, subleasing land and buildings to other airport tenants.

In addition, VNY serves as home to numerous companies that provide aviation support activities such as aircraft repair, avionics, interior work and other specialized functions. VNY is one of two airports owned by Los Angeles World Airports, including Los Angeles International Airport. The airport system operates under the direction of the Mayor of Los Angeles.

A REGIONAL APPROACH TO MEETING PASSENGER DEMAND

VNY plays a crucial role in the Southern California airport system, serving a variety of private, corporate and government aviation needs. By providing a place for general aviation, which encompasses all flying other than scheduled air carrier service or the military, VNY enhances both safety and efficiency at the region’s commercial airports.

As part of the regional approach to meeting passenger demand, VNY serves a vital purpose in reducing congestion and diminishing flight delays at Los Angeles International and other nearby airports. Contributing more than $3 billion each year to the Southern California economy, VNY creates jobs, promotes business and provides critical general aviation and emergency services. Business travelers to Hollywood and tourists using private, corporate and charter aircraft benefit from the airport’s convenient proximity to city business, recreation and entertainment centers. The airport also provides a base and maintenance facilities for fire, police, air ambulance, search and rescue, and news media aircraft that serve the region.

Learn more about Van Nuys airport at flyvny.com.

The United States has the world’s largest, safest, most efficient and most diverse aviation system, supporting more than 200,000 general aviation aircraft. However, to maintain our leadership, we must continually modernize the ATC [air traffic control] system.
Why Choose Business Aviation?

Business aviation has become essential to tens of thousands of companies of all types and sizes in the U.S. that are trying to compete in a marketplace that demands speed, flexibility, efficiency, and productivity. The vast majority of these companies—85%—are small and mid-size businesses, many of which are located in the corners of markets across the country where the airlines have reduced or eliminated service.

A company’s decision to utilize business aviation for any mission depends on a variety of factors, including availability of commercial service in the departing or arrival destinations, the number of sites to be visited in a single day, the number of employees traveling, the need to discuss proprietary matters en route, the need to move specialized equipment and a host of other considerations. The following list details some of the primary reasons companies utilize business aviation as a solution to some of their transportation challenges.

Accessing communities with little or no airline service. Business aviation serves ten times the number of communities (more than 5,000 airports) served by commercial airlines (about 500 airports). This means business aviation can allow companies to locate plants or facilities in small towns or rural communities with little or no commercial airline service. Since nearly 100 communities have lost airline service in the past year, this is important.

Reaching multiple destinations quickly and efficiently. Companies that need to reach multiple destinations in a single day may elect to use business aviation, because that type of mission could be hard or impossible to complete with other modes of transportation.

Supporting the travel needs of many types of company employees. An NBAA survey revealed that 72% of passengers aboard business airplanes are non-executive employees. Companies often send teams of employees to a given destination because it is the most cost-effective means of transport.

Increasing employee productivity and providing security. Business aviation is a productivity tool—when traveling aboard business aircraft, employees can meet, plan and work en route. Business aviation also allows employees to discuss proprietary information in a secure environment and without fear of eavesdropping, industrial espionage, or physical threat.

Keeping in contact. Many aircraft have technologies that allow employees to remain in communication throughout the duration of their flight. This can be critical for companies managing a rapidly changing situation.

Providing a return to shareholders. Studies have found that businesses which use business aviation as a solution to some of their transportation challenges return more to shareholders than companies in the same industry that do not utilize business aviation.

Schedule Predictability. Over 3 percent of all commercial airline flights are cancelled. Nearly one quarter are delayed. Today, because of record load factors on commercial airlines, if your flight is cancelled or a delay causes you to miss your connection, the odds of you getting on the next flight are significantly reduced. When the future of a company and its employees is dependent upon you arriving on time, business aviation is an important tool.

NBAA Partners With Industry Veteran Lyndse Costabile to Grow Leadership Council

The National Business Aviation Association (NBAA) last week announced a new partnership with Lyndse F. Costabile, president of FundAV Consulting, LLC, to grow and support the association’s Leadership Council—a group of individuals and businesses, which works together with NBAA to foster an environment that allows business aviation to thrive in the United States and around the world.

NBAA’s Leadership Council is not only advocating for business aviation today, it’s become key to the organization’s work to ensure that business aviation is strong five, 10 and 25 years from now,” said Costabile. “Having previously participated on the council as a member, I am honored to have the opportunity to support its growth and mission.”

For more than five years, Costabile has served in various capacities focused on securing capital, major gifts and corporate partnerships. Prior to establishing her current firm, she led and helped execute a global solo flight for STEM and aviation outreach, under Dreams Soar, Inc., an initiative that enjoyed NBAA’s support and advocacy.

For more than six years, she held the role as director of corporate relations and development with support to government relations for Embry-Riddle Aeronautical University (ERAU). In this position, she worked to foster relationships with aviation and aerospace companies, and to advocate on behalf of the industry in Tallahassee, FL, and Washington, DC. Costabile was actively involved with NBAA, responsible for supporting student presence at association events, and ERAU’s role with the Leadership Council.

Costabile is also involved in Women in Aviation International, Women in Corporate Aviation, and previously served on the board of directors for the Florida Aviation Business Association (FABA).

Costabile received a bachelor’s degree in marketing from Slippery Rock University, earned a non-profit management certificate from the University of North Florida and completed graduate coursework at Embry-Riddle Worldwide.

“We look forward to working with Lyndse to grow the council and continue supporting its important mission to positively shape the industry’s destiny, today and in the years to come,” said NBAA president and CEO Ed Bolen.

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. The association represents more than 11,000 companies and professionals and provides more than 11,000 products and services to the business aviation community, including the NBAA Business Aviation Convention & Exhibition (NBAA-BACE), the world’s largest civil aviation trade show. Learn more about NBAA at nbaa.org.
Busting the Myths of Business Aviation

In light of publicity surrounding companies’ use of business aviation, NBAA has fielded inquiries from representatives with news organizations and other individuals about what business aviation is and how it is used in the U.S.

To clear up a number of misperceptions, NBAA has provided the questions most often asked of the Association, with responses that lay out the facts to explain how business aviation helps companies of all sizes remain nimble, competitive and successful.

Aren’t business aircraft used mostly by major corporations?

A: No, the vast majority of companies using business aviation—85%—are small and mid-size businesses and other entities, including nonprofit organizations. For every Fortune 500 company that relies on business aviation, there are several small businesses that also need their airplane. Most companies use just one business airplane, which typically seats six passengers and flies relatively short stage lengths, mostly using small community airports.

Aren’t the planes used just for CEO transportation?

A: While each company has its own policies for use of business aircraft, an NBAA survey revealed that 96% of passengers aboard business airplanes are mid-level people, including salespeople, engineers, or other employees. Many companies have a first-come-first-served policy for use of the aircraft.

Why would a company ever require an executive to fly exclusively on a company airplane?

A: Some companies want their top people to be in constant communication with the home office. Security is also often a consideration, especially for companies with a high public profile; business aircraft allow employees to discuss proprietary information in a secure environment and without fear of eavesdropping. And companies want to ensure that executives are able to maintain flexible and nimble schedules, with reliable transportation access to all the places they may need to reach on a moment’s notice.

Do companies just use these planes to avoid the hassles of airline travel?

A: Companies that have their own airplane often use the airlines. A survey conducted by NBAA several years ago revealed that the Association’s Member companies spend $11 billion annually on travel with the airlines. NBAA makes available software called “TravelSense,” which helps businesses determine the best transportation option for a given mission.

What are the kinds of trips where business aviation makes more sense than a commercial flight?

A: Some examples might include trips that involve destinations with little or no airline service; missions that involve multiple stops in a single day; delivering people or parts in real time (for example, flying emergency equipment to a broken assembly line or providing a flight for employees who need to discuss proprietary information).

What should shareholders know about companies that have an airplane?

A: Companies that have an airplane return more to their shareholders than their competitors without aircraft. Studies show business use of general aviation adds value to a company’s bottom line. Businesses can make a trip involving stops at several locations, then return to headquarters the same day, saving time and travel expenses that would be needed to make the same trip over several days via auto, train or airline transport. Business aviation is a productivity tool – when traveling aboard business aircraft, employees can meet, plan and work with each other.