



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Airports

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Following a recent summit hosted by the Government of Canada, it is clear that a consumer-focused roadmap is needed to ensure Canada's airports and aviation sector contribute to national goals. This special feature, produced in co-operation with the Canadian Airports Council, will explore innovative ways to address the pressing needs facing Canadian airports and why they matter to the public.

PROPOSED TOPIC HIGHLIGHTS:

- PASSENGER EXPERIENCE** – Why are new processes and systems to streamline and enhance security and passenger throughput crucial to success?
- COLLABORATIVE TRANSPERENCY** – How would a collaborative framework including enhanced data sharing among aviation stakeholders, as well as digitization initiatives enhance passenger experiences and help meet sustainability goals?
- INFRASTRUCTURE INVESTMENTS** – Why are new revenue streams as well as public investments crucial to maintaining and enhancing Canadian airport infrastructure and operational efficiencies while keeping fees internationally competitive?
- ENVIRONMENT/SUSTAINABILITY** – What policy support is need to ensure Canada's airports can further reduce carbon emissions, help meet the 2050 net-zero agenda and achieve other environmental and sustainability goals?

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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

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