



San Antonio Airport System – FY15 Strategic Plan

Our Vision:

“The Gateway for South Central Texas.”

Overarching Strategic Result for the Vision: *“Our vision statement conveys our intent and desire to become the recognized air transportation gateway for South Central Texas. In recent years we have noticed a substantial increase in air service especially from markets in Mexico. It is our intent to capitalize on that opportunity and strive to become the airport system that people desire to utilize when traveling domestically and internationally to and from South Central Texas. We will measure our progress toward achieving our vision by the growth we realize in the number of general aviation aircraft clearing U.S. Customs at SAT and the growth we see in airline seat capacity to and from Mexico. Our goal is to cultivate a 10% increase in both these measures at the end of FY 2018. Additionally, our goal is to have reduced our leakage to Austin by 5% at the end of FY 2018.*

~ Frank Miller, Aviation Director

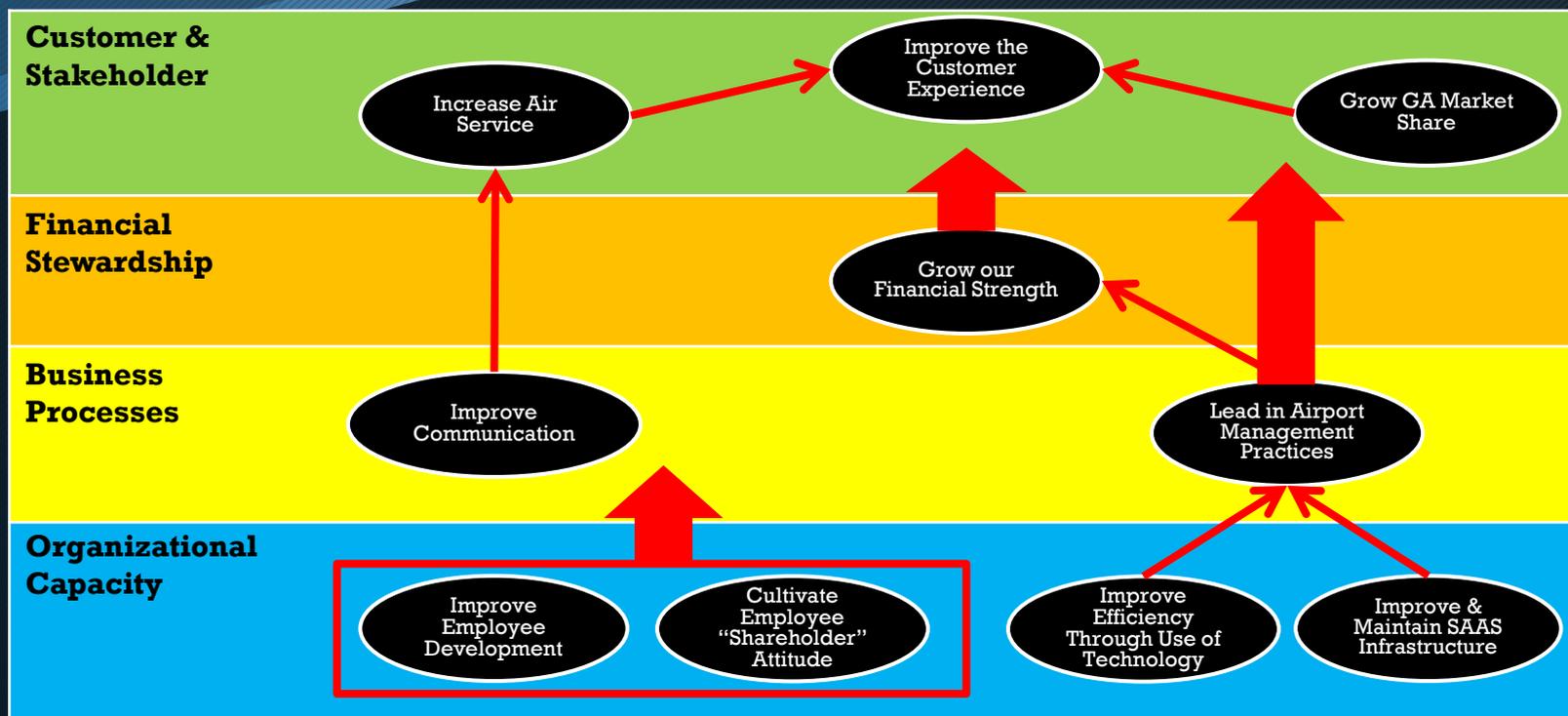
Our Mission:

“To innovatively manage our airports to provide a positive customer experience while supporting economic development.”

“Our purpose for existing as an Aviation Department is to manage our airports in a manner that provides our customers with a positive experience and supports our community’s goal of furthering economic development. Notice that the statement says to “innovatively” manage our airports. To effectively provide positive customer experiences and support economic development we must always be asking ourselves how we can manage our airports better. What can we do to improve them?”

~ Frank R. Miller, Aviation Director

Our Strategic Goals & Strategy Map:



Our Values:

Trailblazing	What creative ideas can I bring to the table to make our airports better and become an industry leader?
Excellence	Am I giving 100% everyday?
Respect	Am I treating others the way I would want to be treated?
Integrity	Am I being honest and forthright in all that I do?
Positive Attitude	Am I approaching my work each day with a “can do” attitude?