2025 Colorado Aviation ECONOMIC IMPACT STUDY

Individual Airport Economic Impact Report

Holyoke Municipal (HEQ)

Holyoke Municipal Airport (HEQ) is a general aviation airport situated in the plains of northeastern Colorado. HEQ is owned and operated by the City of Holyoke and supports several types of general aviation activity including aerial crop treatment activities, air ambulance activities, and leisure travel. HEQ has a single asphalt runway (14/32) with a length of 5,000 feet and width of 75 feet. The airport helps stimulate the local economy by serving as a base for aerial agricultural application businesses treating cropland and ranch land in the region. Air Life Medical uses the airport to operate weekly air ambulance flights in and out of the community with a full-time crew and three helicopters. Additionally, HEQ regularly serves jet aircraft that bring visitors from across the U.S. to the nationally ranked Ballyneal Golf and Hunt Club. Due to its proximity to the Colorado/Nebraska state line, HEQ is uniquely positioned to serve both the local community and interstate travelers.

Top Activities

- Recreational Activities
- Aerial Medical Operations
- Agricultural Application
- Recreational Flying
- Aerial Inspection



Economic Impacts of

Holyoke Municipal (HEQ)

Holyoke Municipal is one of 66 public use airports that contribute to the State's aviation economic impact. To understand how HEQ and other airports support economic activity, the Colorado Department of Transportation (CDOT) Division of Aeronautics undertook the 2025 Colorado Aviation Economic Impact Study (CEIS). The study determined that HEQ generated the below total economic activity in 2023. Of the $9.2 million of total business revenues generated by HEQ, $7.9 million were generated by on-airport activities and $1.3 million generated by visitor spending.[1]

76 total jobs

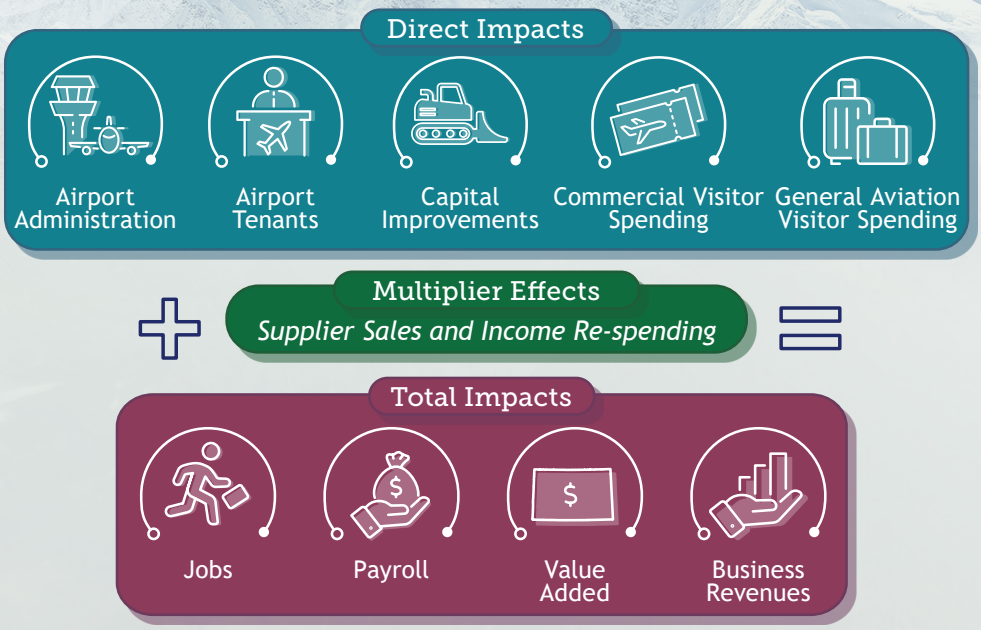
$3.4M total payroll

$5.0M total value added

$9.2M total business revenues

[1] *Totals may not sum due to rounding*

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What is Economic Impact?

Two types of economic impacts are generated as a result of airport activity: Direct Impacts and Multiplier Effects (supplier sales and income re-spending). Direct impacts come from the activities of the airport administration, on-airport tenants, capital improvement spending, and spending by visitors arriving on commercial and general aviation aircraft. Multiplier effects are generated when portions of direct revenues are used to purchase goods and services from Colorado businesses (supplier sales), and when income earned by workers in airport-supported jobs is spent at Colorado businesses (income re-spending). Total Impacts represent the summation of the direct impacts, supplier sales, and income re-spending effects for the state.

Economic Impact Measures

Economic Impacts are communicated by the total jobs, payroll, value added, and business revenues generated by each airport. These are defined as:

Jobs
Total number of people employed, both full-time and part-time.

Payroll
Total employment compensation, including wages, benefits, and taxes paid on behalf of employees.

Value Added
Total contribution to the Gross State Product. It includes all payroll, profits, and business taxes paid.

Business Revenues
Total expenditures for airport administration, capital projects and tenant sales of goods and services, as well as visitor spending in Colorado's hospitality-related sectors. Also referred to as "output," "sales," or "economic activity/impact."

Statewide Aviation Economic Impacts

Colorado's 66 public use airports range from small GA airports to a major international airline hub, all of which contribute to the state's economy. The impacts of on-airport activities and visitor spending associated with each airport, combined with the statewide impacts of off-airport air cargo operations, helped Colorado's aviation system generate $68.9 billion in total economic activity (business revenues) in 2023.

348,466 total jobs

$23.5B total payroll

$40.3B total value added

$68.9B total business revenues

For more information on the Colorado Aviation Economic Impact Study, please visit our webpage at *https://www.coloradoaviationsystem.com/*