QUALITY OF LIFE PROJECT INTRODUCTION

PURDUE AIRPORT

READI
REGIONAL ECONOMIC ACCELERATION & DEVELOPMENT INITIATIVE

The Earheart Terminal Purdue Airport is a newly developed area. This project aligns with the "Quality of Place", one of the three READI 1.0 qualities. The park incorporates two of the READ 1.0 focus area: "Other Infrastructure", "Mixed-use developments", and "Capital/ Infrastructure". The project is located in West Lafayette, Indiana. READI Program invested $7,000,000 and the total matching amount from non-READI sources was $3,000,000. The total investment was approximately $10,000,000.

"The scope of the project is to build a new terminal and establish scheduled commercial airline service at Purdue airport (LAF) to stimulate economic development and population growth. Lafayette-West Lafayette is the second largest Metropolitan Statistical Area in the U.S. without direct access to an airport with commercial service. The READI funds will be used for the terminal ($7M)). The cost for the entire project is $10M, of which $7M is requested from READI and $3M is committed as matching from Eli Lily Grant, through the Lilly College and Community Collaboration grant. The goal of the READI funding used for the LAF Airport project is to finalize the infrastructure that supports commercial air service. This approach allows the region to demonstrate the demand and viability of commercial air service and creates a path to scale commercial air service operations as needed. The READI funding and Lilly matching grant will be used to create temporary space on the existing apron west of the terminal as a new parking lot and safety improvements are necessary for the enhanced activation of this location."

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INDIANA FOR THE BOLD
Economic Development Corporation

QUALITY OF LIFE PROJECT OVERVIEW

PURDUE AIRPORT

READI funds supported the Earhart Terminal Purdue Airport project in West Lafayette, Indiana, constructing a new terminal and upgrading safety infrastructure to establish commercial air service, representing a total investment of $10 million.

August 1, 2025 - July 31, 2026

Unique Visitors

9,248

Total Visits

14,963

Most Weekly Visits

566 *Week of* May 25, 2026

$3,000,000
Non-READI Sources

$7,000,000
READI Funding

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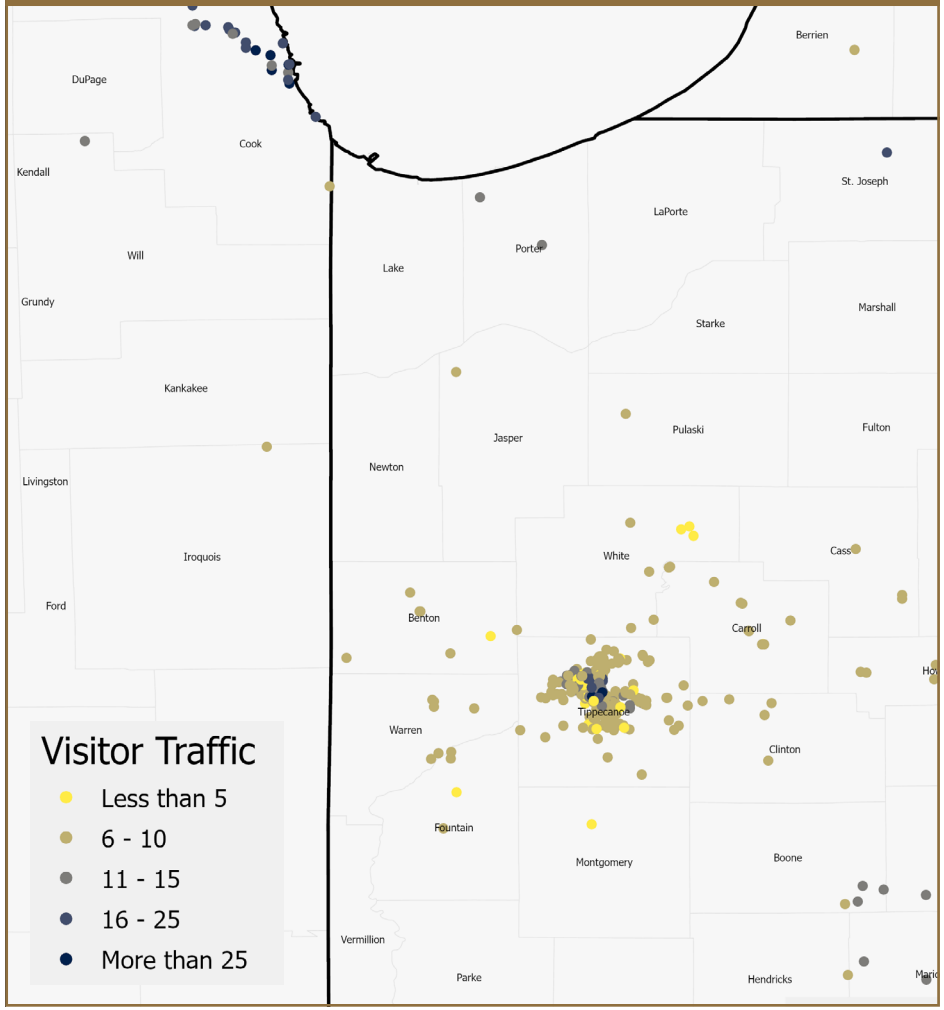
Source: Placer Labs, Inc.

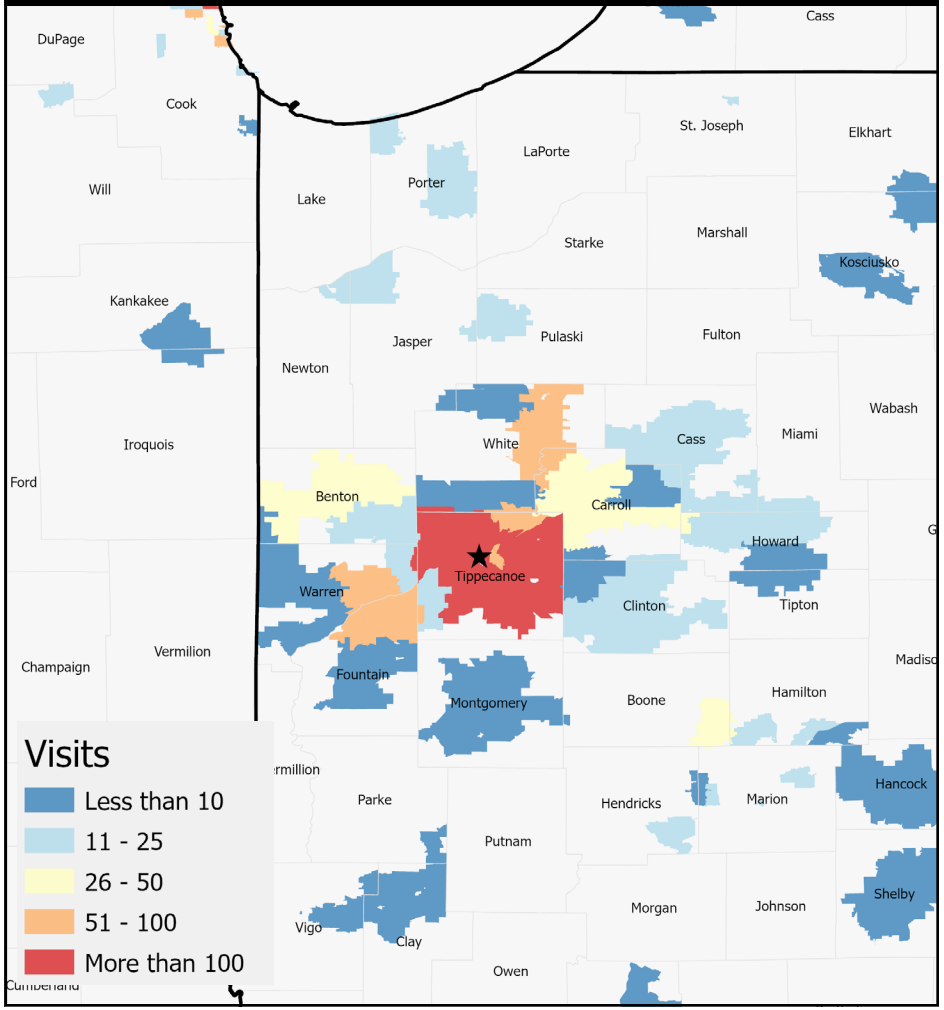
QUALITY OF LIFE PROJECT VISITATION DATA

PURDUE AIRPORT

VISITOR TRAFFIC



VISITORS BY ORIGIN



August 1, 2025 - July 31, 2026

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Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT VISITOR JOURNEY

PURDUE AIRPORT

August 1, 2025 - July 31, 2026

Destination Prior to Visit

- Home 37.8%
- O'Hare International 18.5%
- The Union Club Hotel 8.8%
- Academy Park 3.7%
- Work 2.9%

Purdue Airport

- United Gate B24 1.4%
- The Union Club Hotel 2.9%
- Work 3.3%
- Home 22.2%
- O'Hare International 39.6%

Destination After Visit

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Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT DRILLDOWN

PURDUE AIRPORT

August 1, 2025 - July 31, 2026

Unique Visitors

Visits	14,963
Visits YoY	+2572.9%
Visitors	9,248
Visit Frequency	1.62
Panel Visits	1,514

High Frequency Visits

Days with over 100 visits	52
Days with over 200 visits	40
Days with over 300 visits	20
Days with over 400 visits	6

Visitor Journey

Prior: Most Place	Home (37.8%)
Prior: Second Most Place	O'Hare International Airport (18.5%)
Post: Most Place	O'Hare International Airport (39.6%)
Post: Second Most Place	Home (22.2%)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Sunday (21.0%)
Least Daily Visits	Wednesday (9.0%)
Most Hourly Visits	5:00AM (15.79%)
Average Visit Duration	90 min
Median Visit Duration	80 min

Demographic Characteristics

Median Household Income	$43,261
Bachelor's Degree or Higher	57.4%
Median Age	22.1
Most Common Ethnicity	White (67.4%)
Persons Per Household	2.69

Favorite Places

First Favorite Place	O'Hare International Airport (119.3mi)
Second Favorite Place	Indianapolis International Airport (58.9mi)

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Source: Placer Labs, Inc.