



Sixel Consulting Group, Inc.

Community/Airport Partnerships

Making an Ally of Your Business Community



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Sixel Consulting Group





Agenda

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- § **Anatomy of a Growing Air Service Market**
- § **Developing Your Partnerships**
- § **Knowing Where They're Going**
(Quantifying Business Travel Demand)
- § **Rewarding Business Traveler Loyalty**





Anatomy of a Growing Air Service Market

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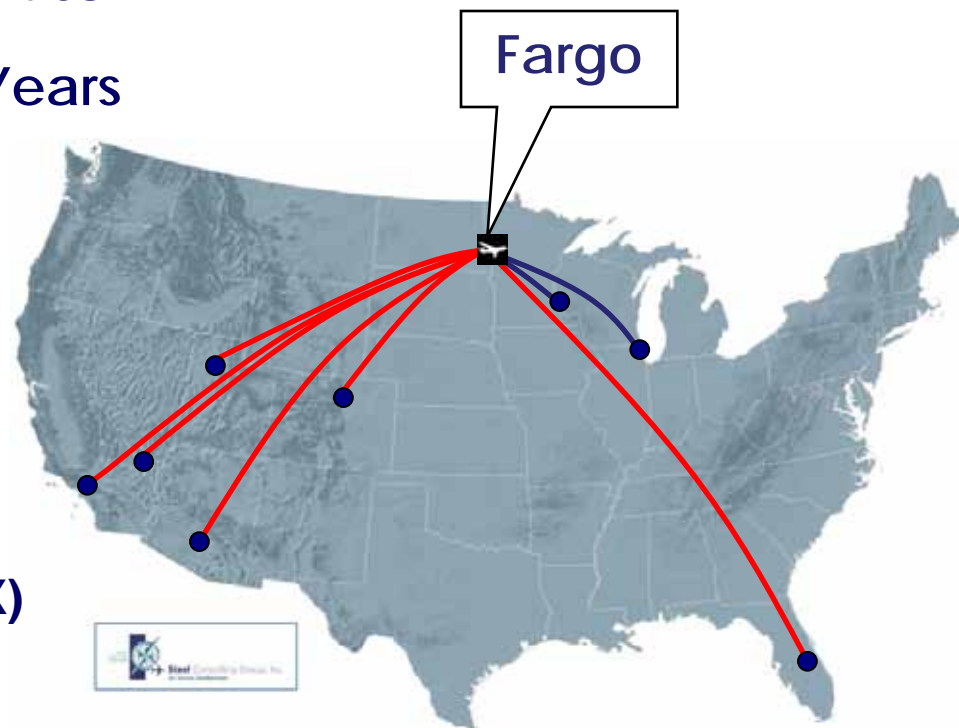
An Example of a Growing Air Service Market

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- ✈ Market Characteristics
 - ✈ Upper Midwest/Great Plains
 - ✈ Catchment Area ~700,000
 - ✈ Grown by 20% in Last Ten Years
 - ✈ 2006: Non-Stops to Three Cities

✈ Six New Routes in Last Two Years

- ✈  Denver
- ✈  DELTA Salt Lake City
- ✈  allegiant Orlando-Sanford
- ✈  allegiant Phoenix-Mesa
- ✈  allegiant Las Vegas
- ✈  allegiant Los Angeles (LAX)





Growing Air Service Markets

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✈ Most Have:

- ✈ Population Growth Exceeding 5% (Five Year)
- ✈ Stable and Diverse Business Community
 - ✈ Headquarters vs. Manufacturing
- ✈ New Business Activity
 - ✈ Aggressive Economic Development
 - ✈ Incentives for New Business
- ✈ Low Unemployment (Relatively, ~ 7-8% in 2009)

✈ ***Business Community Engaged With Airport***

- ✈ Companies Working Directly with Airport
- ✈ Business Partnerships Can Overcome Lack of Growth/New Businesses





The Airport-Business Partnership in Fargo

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- ✈ **Air Service Committee/Task Force Does Not Equal “Partnership”**
 - ✈ **Relationships With Business Leaders Must Be *Personal***
 - ✈ **Airport Director Personally Attends EDC/Chamber Events**
 - ✈ **Past Chamber President**
 - ✈ **Airport Represented at Virtually All Committee Meetings**
 - ✈ **EDC, Chamber, and Airport Share Board Members**
 - ✈ **Economic Leaders, Company Presidents, City Leaders**
 - ✈ **Airport Outreach is Continual**
 - ✈ **Surveys Business Demand Frequently**
 - ✈ **Constant Contact With Business Leaders About Travel Patterns**
 - ✈ **Ready to React to New Destinations/Hub Needs**
 - ✈ **EDC Always Represented at Airport Meetings**
 - ✈ **EDC Often Sends Representatives to Airline Meetings**

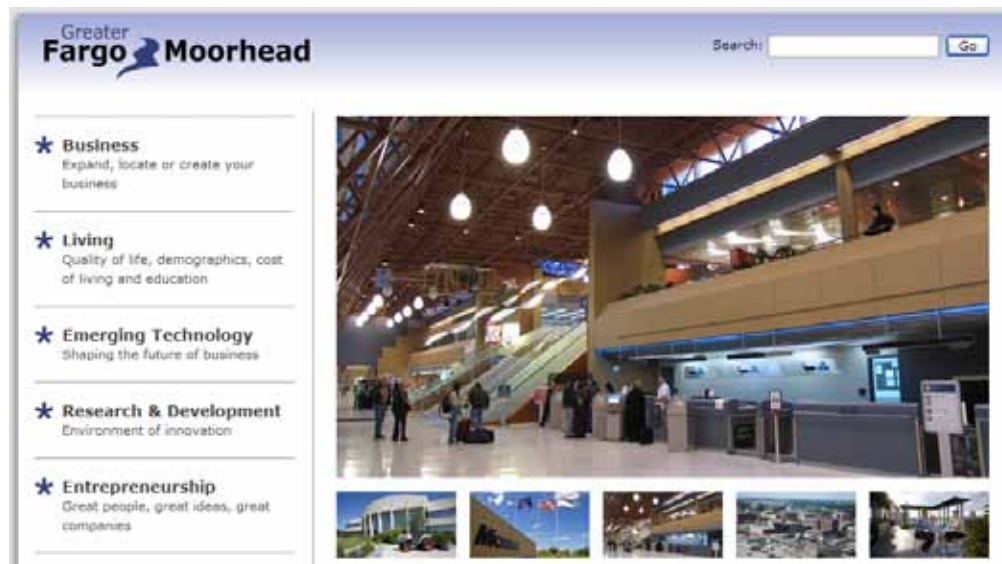




The Airport-Business Partnership in Fargo

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- ✈ Using the EDC to Keep Businesses Involved
 - ✈ EDC Active With E-Mail Blasts/Phone Calls on Behalf of Airport
 - ✈ EDC Constantly Promoting Airport



- ✈ Businesses Know They Have Airport's Ear
 - ✈ Airport Constantly Strives to Be Responsive
 - ✈ When Business Asks for Destination, Airport Immediately Begins Research





The Airport-Business Partnership in Fargo

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- ✈ **What Does it Mean in Reality?**
 - ✈ **Business Community Needed Better Western Connections on SkyTeam**
 - ✈ **Airport Successfully Recruited  DELTA to SLC**
 - ✈ **Business Leaders Joined Airport Officials/Consultant**
 - ✈ **Business Community Asked for Low Cost Competition**
 - ✈ **Airport Successful Recruited  Service to DEN**
 - ✈ **Another Project Currently Underway**
 - ✈ **Major Business Expressed Need for Destination**
 - ✈ **Airport Immediately Began Research**
 - ✈ **Negotiations In Progress, With Business at Table**
- ✈ ***It Means Additional Air Service***





Developing Your Partnerships

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Developing Your Partnerships

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✈ Many Don't Bother

- ✈ It's Hard!
 - ✈ Easier to Look at Numbers – and Pitch Those Numbers
 - ✈ More Effective to Pitch Real People's Stories
 - ✈ Airlines Like Business Travelers
- ✈ It's Time Consuming
 - ✈ Airports Already Have Thin Resources

✈ The Time Investment Pays Off

- ✈ A High-Ranking Airport Official Should Be at EDC Meetings
- ✈ Airport Should Support Major New Projects by Sending a Representative
- ✈ Work to Get Key Leaders on Airport Board
 - ✈ Message: Your Decision Making Benefits Your Business
- ✈ Airport Should Work to Gets its Message to Business Leaders
 - ✈ EDC Blasts/Newsletters
 - ✈ Personal One-on-One Meetings





Starting from Scratch

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✈ Barnstorming

- ✈ **Block Out a Day or Two**
 - ✈ **Or a Morning or Afternoon – You're Busy**
- ✈ **Spend Time Getting to Know Your Top Business Leaders One-on-One**
- ✈ **Go Door-to-Door to Meet**
- ✈ **Take Airport Materials**
- ✈ **Find Out:**
 - ✈ **Where Their Other Offices Are**
 - ✈ **Who Travels from Local Office**
 - ✈ **Where Major Clients Are**
 - ✈ **What They Like at Your Airport**
 - ✈ **What They Don't Like**

✈ Business Travel Survey

- ✈ **After Meet and Greet Conduct On-Line Survey**
- ✈ **Get Real Numbers on Who Goes Where and When**





Know Where They Go

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Figuring Out Where Your Businesses Travel

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✈ A Bigger Picture Than O&D, T100, and Form 41 Data

✈ Supplement Your Data Sources With Business-Specific Information

✈ Get Company Information on:

- ✈ Other Offices
- ✈ Client Locations
- ✈ Local Employees by Type
- ✈ Where Else They Need to Go
- ✈ If Possible, Pull Tickets and Do Analysis

Airport Traffic Quarterly

Top 100 Domestic Origin and Destination Passenger Markets
Ranked by Twelve Months Ended September 2008
Approximates 100% Sample - Directional Journeymed Passengers

Rank	Market	YE Sep 06	YE Sep 07	YE Sep 08	PDEW YE Sep 08	Percent of YE Sep 08	Avg. Ann. Change 06-08	07-08
1	Houston, TX	33,660	40,640	53,220	72.9	10.3%	25.7%	31.0%
2	New York/Newark, NY	28,980	29,260	29,400	40.3	5.7%	0.7%	0.5%
3	Dallas/Ft Worth, TX	28,900	30,560	27,740	38.0	5.4%	-2.0%	-9.2%
4	Chicago, IL	15,050	22,920	25,460	34.9	4.9%	30.1%	11.1%
5	Atlanta, GA	32,680	24,090	23,330	32.0	4.5%	-15.5%	-3.2%
6	Washington, DC	25,300	23,150	19,930	27.3	3.9%	-11.2%	-13.9%
7	Philadelphia, PA	10,290	10,310	13,600	18.6	2.6%	15.0%	31.9%
8	Memphis, TN	21,710	23,250	12,830	17.6	2.5%	-23.1%	-44.8%
9	Charlotte, NC	10,990	11,590	11,760	16.1	2.3%	3.4%	1.5%
10	Los Angeles, CA	13,350	12,290	10,960	15.0	2.1%	-9.4%	-10.8%
11	St Louis, MO	7,730	6,850	9,900	13.6	1.9%	13.2%	44.5%
12	San Diego, CA	7,720	8,770	7,470	10.2	1.4%	-1.6%	-14.8%
13	Norfolk, VA	10,460	10,290	7,250	9.9	1.4%	-16.7%	-29.5%
14	Seattle/Tacoma, WA	7,380	6,730	7,050	9.7	1.4%	-2.3%	4.8%
15	Boston, MA	6,300	7,730	6,950	9.5	1.3%	-8.5%	-10.1%
16	Denver, CO	8,610	7,110	6,950	9.5	1.3%	-10.2%	-2.3%
17	Raleigh/Durham, NC	5,650	6,480	6,290	8.6	1.2%	5.5%	-2.9%
18	Baltimore, MD	8,470	6,360	6,270	8.6	1.2%	-14.0%	-1.4%
19	Detroit, MI	6,430	6,360	6,100	8.4	1.2%	-2.6%	-4.1%
20	Las Vegas, NV	6,820	7,450	6,100	8.4	1.2%	-16.8%	-18.1%
21	Tulsa, OK	3,880	4,880	5,420	7.4	1.0%	18.2%	11.1%
22	Oklahoma City, OK	5,640	5,210	5,340	7.3	1.0%	-2.7%	2.5%
23	Orange County, CA	4,530	4,890	5,330	7.3	1.0%	8.8%	9.0%
24	Minneapolis, MN	6,240	5,040	5,200	7.1	1.0%	-8.7%	3.2%
25	San Francisco, CA	5,890	4,810	4,970	6.8	1.0%	-8.1%	3.3%
26	Pittsburgh, PA	3,950	4,360	4,900	6.7	0.9%	11.4%	12.4%
27	Miami, FL	6,970	4,890	4,900	6.6	0.9%	-17.0%	-1.6%
28	Austin, TX	3,360	3,180	4,780	6.5	0.9%	19.3%	50.3%
29	Phoenix/Mesa, AZ	8,460	5,820	4,760	6.5	0.9%	-25.0%	-18.2%
30	Indianapolis, IN	4,220	5,230	4,500	6.2	0.9%	3.3%	-14.0%
31	Salt Lake City, UT	3,270	4,150	4,390	6.0	0.8%	15.9%	5.8%
32	Louisville, KY	3,360	3,440	4,230	5.8	0.8%	12.2%	23.0%
33	Sacramento, CA	3,810	3,690	4,130	5.7	0.8%	4.1%	11.9%
34	Milwaukee, WI	2,220	4,340	4,070	5.6	0.8%	35.4%	-6.2%
35	Nashville, TN	5,160	4,600	4,050	5.5	0.8%	-11.4%	-12.0%
36	Orlando/Sanford, FL	6,010	4,780	3,900	5.3	0.8%	-19.4%	-18.4%
37	Ontario, CA	2,400	1,540	3,890	5.3	0.8%	27.3%	152.6%
38	Honolulu, HI	4,310	3,960	3,790	5.2	0.7%	-6.2%	-4.3%
39	Providence, RI	3,630	5,300	3,720	5.1	0.7%	1.2%	-29.8%
40	Fort Lauderdale, FL	4,860	3,560	3,630	5.0	0.7%	-13.6%	2.0%
41	Portland, ME	2,790	3,200	3,550	4.9	0.7%	12.8%	10.9%
42	Kansas City, MO	4,100	4,290	3,450	4.7	0.7%	-3.3%	-19.4%
43	San Antonio, TX	4,710	4,250	3,360	4.6	0.6%	-15.5%	-20.9%
44	Portland, OR	3,770	3,770	3,330	4.6	0.6%	-6.0%	-11.7%
45	Cincinnati, OH	4,250	3,630	3,290	4.5	0.6%	-12.0%	-9.4%
46	Columbus, OH	2,970	3,080	3,290	4.5	0.6%	17.8%	6.8%
47	Hartford, CT	3,120	3,660	3,110	4.3	0.6%	-0.2%	-15.0%
48	Richmond, VA	3,430	2,860	2,990	4.1	0.6%	-6.6%	4.5%
49	San Jose, CA	2,230	2,490	2,890	4.0	0.6%	12.3%	18.9%
50	San Juan, PR	1,870	2,240	2,840	3.9	0.5%	23.2%	26.8%

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source: US DOT Table D81A

Regional Airport

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Airport Traffic Quarterly





Figuring Out Where Your Businesses Travel

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- ✈ **Surveys Develop Statistical Picture of Business Market**
 - ✈ **Internet-Based Survey Results Can Supplement Data Sources**
 - ✈ **Work Through EDC/Chamber to Solicit Business Response**
 - ✈ **Get Data on Top Destinations**
 - ✈ **Get Data on Which Companies Will Pledge Travel Budget Funds**
 - ✈ **Consider Third Party to Ensure Confidentiality of Information**
 - ✈ **Can Use Surveys to Support Each New Potential Route**
 - ✈ **Develop Supporting Info for Airline**
 - ✈ **Develop Contacts for Funding Support/Guarantees**
 - ✈ **Get Specific Support for Each Route Case**
 - ✈ **Work With Interested Businesses on Every Airline Presentation You Can**

Fargo Air Service Survey

Thank you for helping Hector International Airport determine the level of local demand for non-stop air service

Fargo Air Service Survey

Question 3: Please select a single answer (Required)

How many airline trips does your organization book per year? If possible, list an exact number.

Less than 10

11 - 20

21 - 30

31 - 40

41 - 50

51 - 75

76 - 100

More than 100

Remaining characters: 950





Rewarding Loyalty

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Affinity Programs for Loyal Business Travelers

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✈ Personal Rewards for Flying Locally

- ✈ Gift Certificates
- ✈ Extra Frequent Flyer Miles
- ✈ Parking Discounts
- ✈ Access to Airport Club



- ✈ Toledo Express Airport's Rewards Program
- ✈ Fly Locally, Receive Gift Certificates to Local Businesses



- ✈ Rewards for Each Level of Travel
 - ✈ Five Roundtrips: \$50 Gift Certificate
 - ✈ Ten Roundtrips: \$100 Gift Certificate
 - ✈ 20 Roundtrips: \$300 Gift Certificate





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