

# ***Port Columbus Air Service Opportunities***

May 14, 2014



# Air Service Opportunities

Markets with Current Service		
Market	Daily Frequency	Airline(s) Served by
<b>Atlanta</b>	10	AirTran (2), Delta (8)
<b>Baltimore</b>	5	Southwest (5)
<b>Boston</b>	3	Delta (3)
<b>Cancun</b>	<i>Seasonal</i>	Delta*, Vacation Express*
<b>Charlotte</b>	8	US Airways (8)
<b>Chicago – MDW</b>	7	Southwest (7)
<b>Chicago – ORD</b>	18	American Airlines (10), United (8)
<b>Cleveland</b>	1	United Airlines (1)
<b>Dallas – DFW</b>	5	American Airlines (5)
<b>Denver</b>	3	Southwest (1), United Airlines (2)
<b>Detroit</b>	8	Delta (8)
<b>Fort Lauderdale</b>	1	Southwest (1)
<b>Fort Myers</b>	1	Delta*, Southwest (1)
<b>Freeport</b>	<i>Seasonal</i>	Vacation Express*
<b>Houston</b>	5	United Airlines (5)
<b>Las Vegas</b>	2	Southwest (2)

\* Seasonal service

CLE service ends JUN 06

Source: MAY2014 Innovata schedule data via Diio

# Air Service Opportunities

Markets with Current Service		
Market	Daily Frequency	Airline(s) Served by
<b>Los Angeles</b>	2	American Airlines (1), Delta (1)
<b>Miami</b>	2	American Airlines (2)
<b>Minneapolis</b>	5	Delta (5)
<b>Nashville</b>	2	Southwest (2)
<b>New York – JFK</b>	5	American Airlines (2), Delta (3)
<b>New York – LGA</b>	12	American Airlines (6), Delta (6)
<b>Newark</b>	6	United Airlines (6)
<b>Orlando – MCO</b>	3	Delta*, Southwest (3)
<b>Philadelphia</b>	7	US Airways (7)
<b>Phoenix</b>	3	US Airways (2), Southwest (1)
<b>Raleigh</b>	2	Delta (2)
<b>St. Louis</b>	2	Southwest (2)
<b>Tampa</b>	2	Delta*, Southwest (2)
<b>Toronto</b>	3	Air Canada (3)
<b>Washington D.C. – DCA</b>	6	US Airways (6)
<b>Washington D.C. – IAD</b>	4	United Airlines (4)

\* Seasonal service

Source: MAY2014 Innovata schedule data via Diio

# Air Service Opportunities (cont.)

Unserved & Incentivized			
Rank	Market	Demand	Prospective Airline
19	San Francisco	138	United, Southwest, Virgin America
25	Seattle	96	Delta, Alaska
27	San Diego	87	Southwest, Alaska
28	Kansas City	71	Delta
30	Jacksonville	59	Delta
31	New Orleans	59	Delta
32	Houston (Hobby)	54	Southwest
33	San Antonio	54	Delta
34	Salt Lake City	54	Delta
35	Austin	51	Delta

Markets with **greater than 50** passengers daily each way (demand) **without non-stop service** from Port Columbus.

**All domestic markets greater than 50 and not served currently are eligible for incentives.**

Source: Department of Transportation, 12 Months Ending YE4Q13

# Air Service Opportunities (cont.)

Under-served & Premium Fare Markets			
Rank	Market	Incumbent	Prospective Airline
15	Philadelphia	US Airways	Delta
16	Boston	Delta	Southwest, JetBlue
20	Washington-Reagan	US Airways	Southwest, JetBlue

Markets that **have nonstop service** and **lack competition** to aid in getting **competitive air fares**.

Carrier Focus Markets			
Rank	Market	Incumbent	Prospective Airline
2	NY – LaGuardia	American, Delta	Southwest
12	Ft. Lauderdale	Southwest	JetBlue
32	Houston – Hobby	United (IAH)	Southwest
57	Dallas - Love	American (DFW)	Southwest

Markets that are a **focus of either our incumbent or prospective** airlines. Securing service to these markets could **provide competition** to improve access to the market or improvement on airfares.

# ***Air Service Opportunities (cont.)***

<b>Air Service Opportunities by Airline   Domestic</b>	
<b>American</b>	Monitor performance of new Los Angeles route, Optimize post-merger service pattern
<b>Delta</b>	Seattle, Kansas City, Jacksonville, New Orleans, San Antonio, Austin, Salt Lake City, Philadelphia
<b>United</b>	San Francisco
<b>Southwest</b>	San Diego, Houston-Hobby, Washington-Reagan, LaGuardia, San Francisco/Oakland, Dallas-Love, Boston
<b>Alaska</b>	Seattle, San Diego
<b>Jet Blue</b>	Boston, Ft. Lauderdale
<b>Virgin America</b>	San Francisco

# *Air Service Opportunities (cont.)*

International Incentivized Markets		
Market	Demand	Prospective Airline
London	46	British Airways (American)
Toyko	32	Japan Airlines, All Nippon Airways

Our ***largest European and Asian Markets;*** also ***global gateways*** for connecting passengers.

Source: IATA BSP and ARC passenger ticketing data via Diio Mi Fmi, 12 months ending February 2014