

# ***Jobs, Expansion and Transportation (JET) Task Force***

## ***Air Services Working Group Meeting*** *May 22, 2014*

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

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**COLUMBUS**  
REGIONAL AIRPORT AUTHORITY

# *Agenda*

- Welcome and Introductions
- Task Force Overview and Our Mission
- Partnering with Business Community
- Air Service Opportunities Discussion
- Administrative Matters

Mayor Michael B. Coleman appointed a 14-member task force to maximize one of our community's strongest assets, Port Columbus.

## ***Jet Task Force Members***

- Dan Rosenthal, Milestone Aviation Group, Task Force Chairman
- Ted Adams, L Brands
- Elizabeth Blount, Uniglobe Travel Designers
- Kacey Brankamp, Create Columbus Commission
- Jean Carter-Ryan, Columbus-Franklin County Finance Authority
- Geoffrey Chatas, Ohio State University
- Michael Dalby, Greater Columbus Chamber of Commerce
- Michael Johnson, East Columbus Civic Association
- Stephen Lyons, Columbus Partnership
- Jolene Molitoris, former director of Ohio Department of Transportation
- William Murdock, Mid-Ohio Regional Planning Commission
- Mark Patton, Jobs Ohio
- Anthony Precourt, Columbus Crew
- Jonathan Ramsden, Abercrombie & Fitch

# ***Jobs, Expansion and Transportation (JET) Task Force***

- ***Purpose:*** Develop an actionable plan for increasing direct flights, expanding economic development and examining the feasibility of making Port Columbus a regional transportation center.
- ***Vision:*** Redefine our airport as an economic hub and the center of transportation for the region.

# ***Jobs, Expansion and Transportation (JET) Task Force***

## *Three Working Groups:*

- Economic Development
- Regional Transportation Center
- Air Service

# ***Air Service Working Group***

*Members:* Geoff Chatas, Chair, with Mark Patton, Elizabeth Blount, Ted Adams, Steve Lyons, Anthony Precourt, Jonathon Ramsden, and Dan Rosenthal

## *Purpose:*

Identify and prioritize top air service needs of the community; expand awareness of and support for air service development efforts; and develop tools and strategies to attract targeted airlines to meet the identified air service needs.

# ***Understanding, Improving and Expanding Direct Air Service***

*Good Air Service Supports Economic Development – and Economic Development Drives Air Service Levels*

- Columbus is a strong and growing market for air service.
- Community has good air service, however, we want more non-stop flights.
- A partnership between the City, business community, CRAA and other stakeholders is critical for success.

# ***Columbus Market is Strong***

- Growing population base
- A diverse economy
- Home to 15 Fortune 1000 headquarters
- Nearly 600 international firms
- More than 50 college and university campuses with nearly 150,000 enrolled students.



# Top Three Ohio Airports

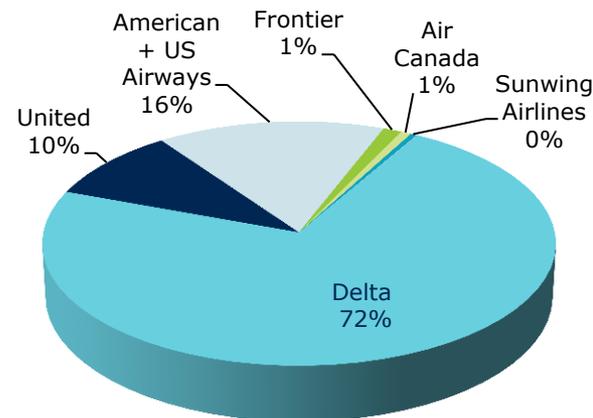
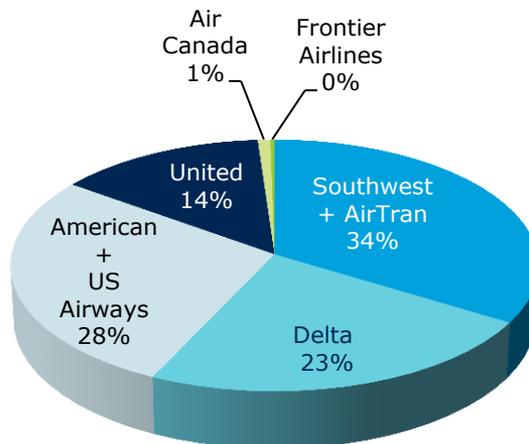
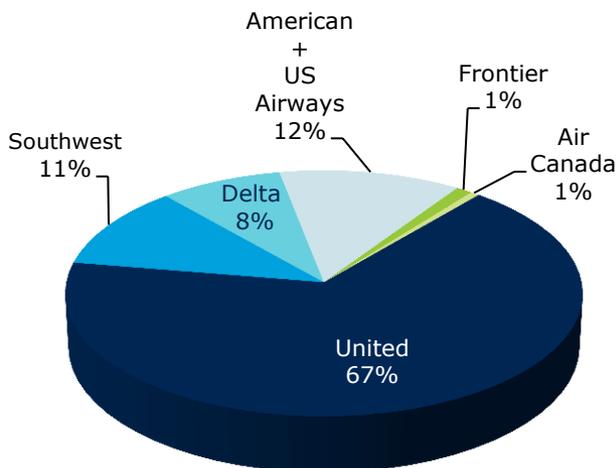
## 2013 Airline Market Share

83% of Ohio's 16.6m Seats

**Cleveland**  
35%

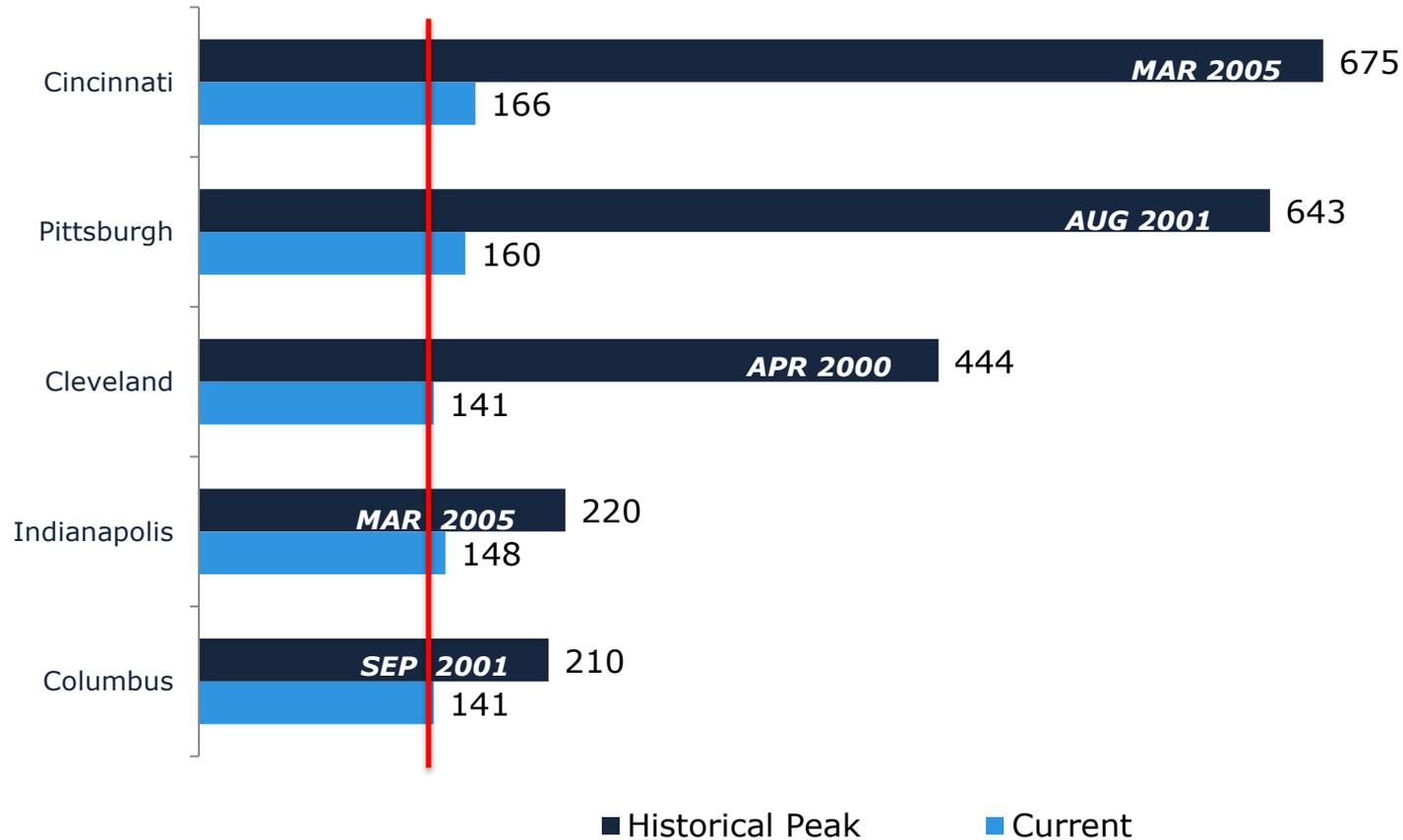
**Columbus**  
25%

**Cincinnati**  
23%

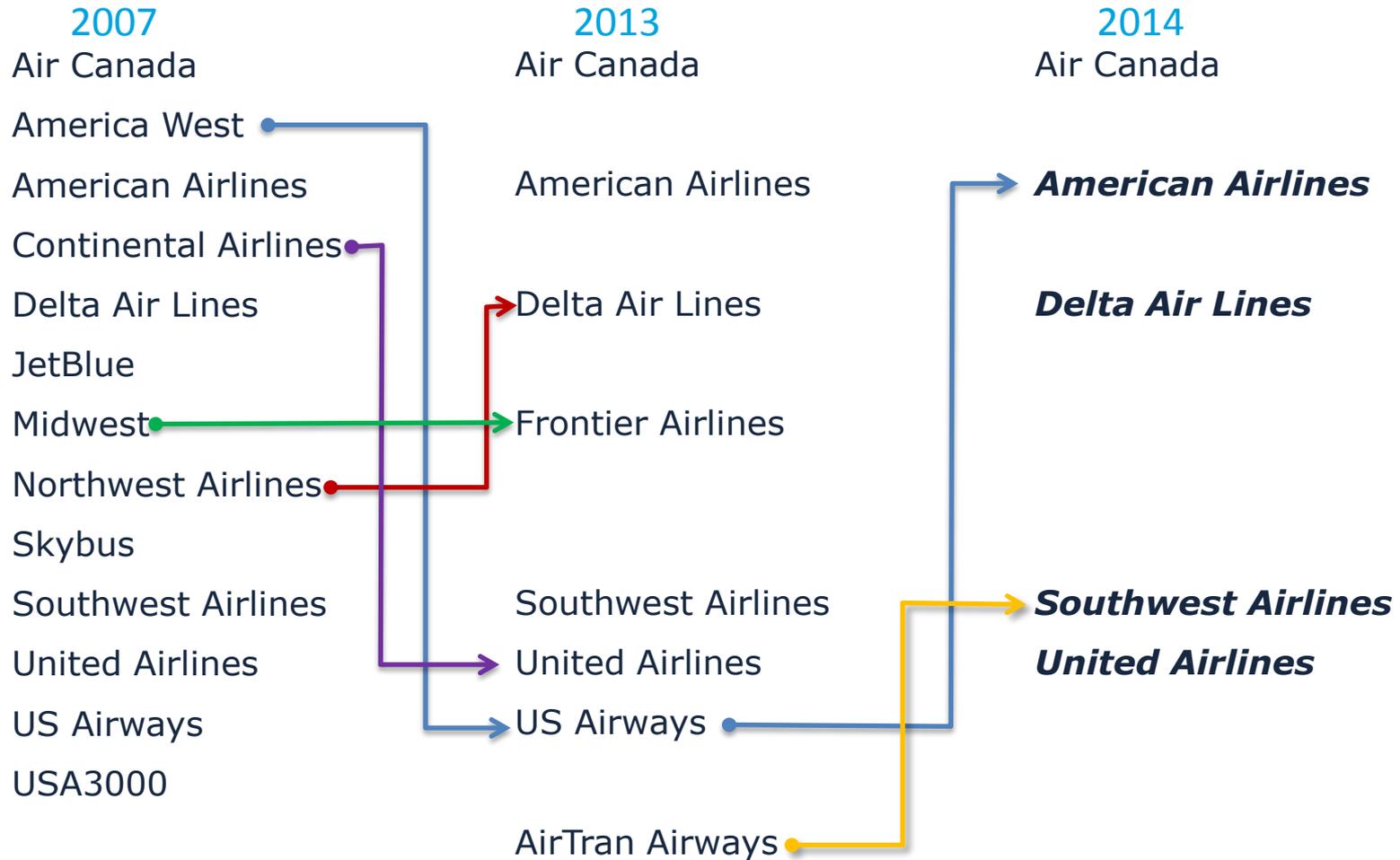


Source: CRAA Analysis of Diio Mi Schedule data, 12 months ending December 2013

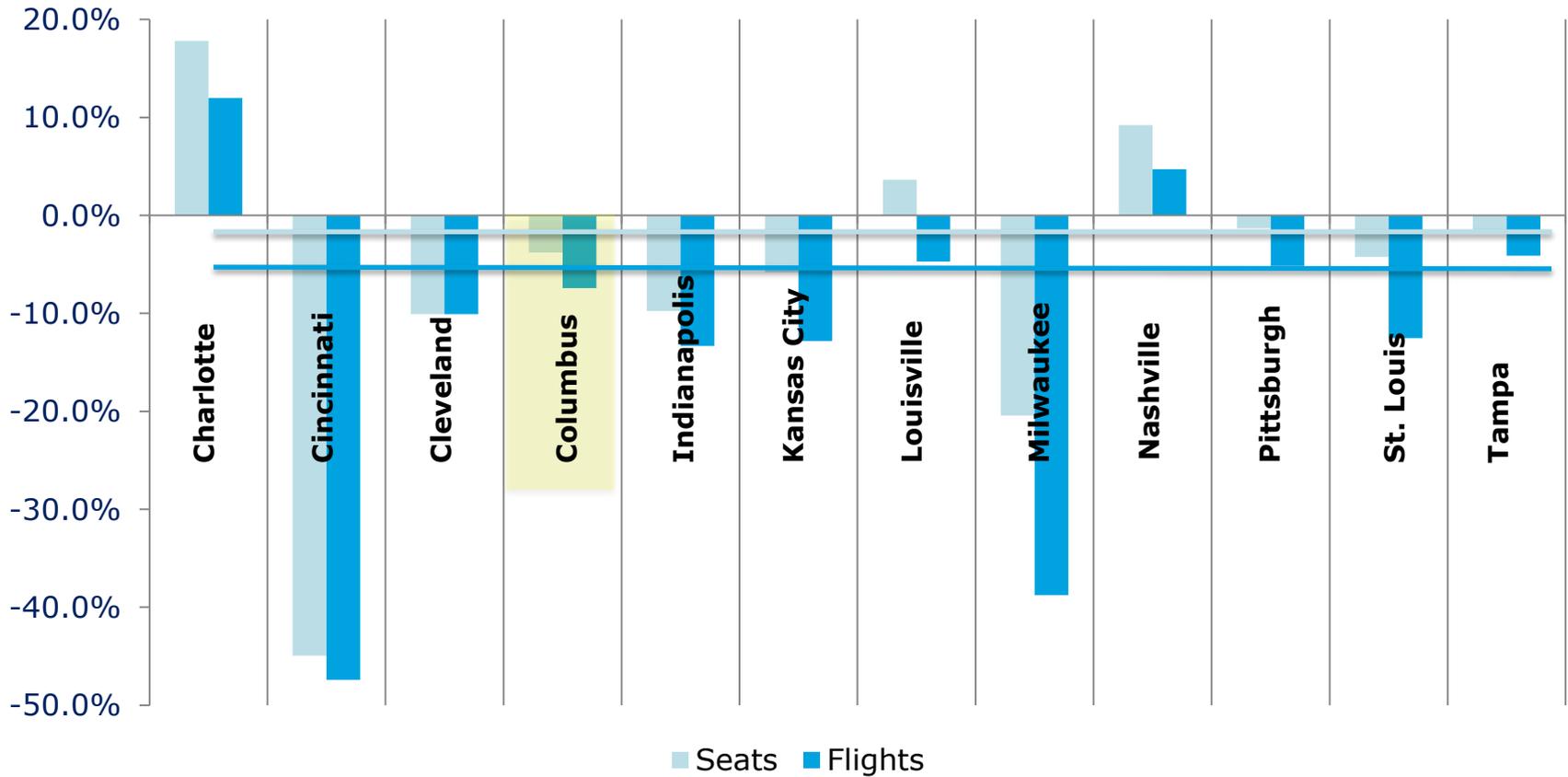
# Airport Departure Changes



# .... a Changing Industry Presents Challenges



# Change in Annual Seats & Operations 2009 vs. 2013



# Scheduled Seat Capacity

## Columbus vs. Peer Markets | 1Q2014

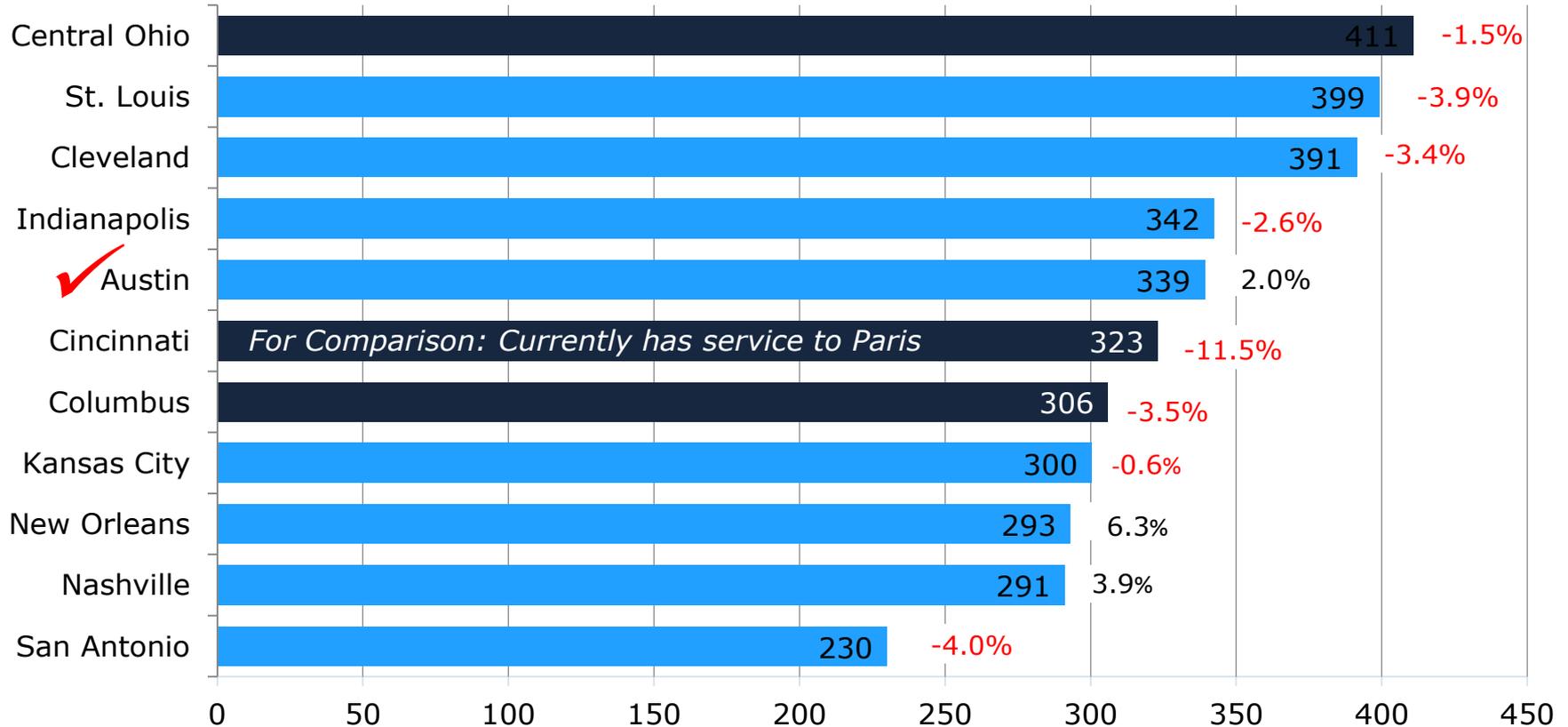
City	Capacity (Seats)	
	1Q 2014	% Change
Raleigh/Durham	1,458,740	8.5%
Austin	1,504,747	4.8%
Indianapolis	1,117,256	4.2%
Columbus	1,011,987	4.0%
Nashville	1,689,245	3.5%
Pittsburgh	1,209,798	2.3%
Milwaukee	1,029,505	-0.6%
Kansas City	1,527,544	-0.8%
Cincinnati	878,645	-3.2%
Louisville	517,050	-5.2%
St. Louis	1,923,575	-6.8%
Cleveland	1,312,433	-7.3%
Dayton	356,762	-8.1%
Akron/Canton	243,892	-13.4%

# ***Air Service Strategy – Our Goals***

- Retain existing service
- Secure new service to target markets
  - Not currently served
  - Or underserved
    - Provide competition, increase airline seats
- Target Markets:
  - Domestic: San Francisco, Seattle, San Diego
  - International: London, Paris, Tokyo
- Incentives
  - Waived airport fees (landing and terminal rentals)
  - Marketing assistance
- Partnerships
  - City of Columbus, Franklin County, Jobs Ohio, Columbus 2020, Experience Columbus, etc.

# International Largest U.S. Cities without European Service

Europe, Middle East, Africa, and India | Passengers Daily Each Way



Source: IATA BSP and ARC passenger ticketing data via Diio Mi Emi for 12 Months Ending October 2012

# Access via International Gateway's

## Passengers Daily Each Way | Port Columbus

		Alliance	Airlines	Local Passengers	Potential Connections	Total
EUROPE	London		 	40	222	262
	Paris		 	17	226	243
ASIA	Tokyo		 	37	109	146
	Tokyo		  	37	106	143

Source: IATA BSP and ARC passenger ticketing date via Diao Mi Emi for 12 Months Ending October 2012

# *Next Steps*

- Identify local companies with business ties to identified strategic market priorities.
- Collaborate with community leaders to develop incentives to support new service.
- Enhance public awareness regarding level of current air service.
- Enhance Columbus' image as a strong business market to the airlines.
- Raise awareness of Columbus as a strong visitor destination.
- Develop a framework and approach to sustain and grow community support and engagement on air service development.

