

## Skybus Announces CMH Flights to Begin Spring 2007

Columbus-based Skybus Airlines has announced it will begin flying from Port Columbus in the spring of 2007. Skybus has not announced its destinations, pending certification from the FAA.

"We look forward to sharing many exciting details about Columbus' hometown airline over the next several months as we begin to introduce Skybus and its low fares and non-stop service to travelers in Central Ohio and throughout the state," said Skybus CEO Bill Diffenderffer.

Diffenderffer stated he expects to serve 10 to 12 markets by the end of 2007 with fares that could be 50% lower than what is currently available, which he predicts will fill the airplanes with people who normally couldn't afford to fly.

Funded with over \$100 million in capital from Columbus and Wall Street investors, the airline plans to use leased Airbus planes until 2008 when it expects to begin taking delivery of 65 A319s. The company has selected

Wingspeed Corporation's XLLink Flight Information Architecture to manage automated paperless operations and voice and messaging on its fleet of A319s.

Skybus recently announced it signed a five-year lease for 80,000 square feet for maintenance operations and 20,000 square feet for administrative offices at the Columbus Air Center located on the south side of Port Columbus property. Skybus has also executed its lease agreement with the Airport Authority and will be operating out of Concourse B.

To learn more about the airline's plans as they become public, visit [www.skybus.com](http://www.skybus.com).



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# CMH AIRSPACE

Connecting You to a World of News and Opportunities

## CMH is Ohio's Low Fare Leader to Business Markets

New low-fare service to business destinations complements existing low-fare service to markets like Baltimore/Washington, Chicago and St. Louis, making CMH Ohio's low-fare leader to business markets.

"As fares continue to drop in our business markets we anticipate executives will hang-up the phones, shut-down their computers and conduct business in person," said John Malabad, Airport Authority Business Development Manager. "Port Columbus fares are attracting more and more travelers from southeastern and southwestern Ohio, which is great news for our airport community."

Recent JetBlue and Southwest additions targeted historically high-priced business destinations that also have significant leisure components. For example, when JetBlue started New York/JFK service other carriers initially adjusted their pricing structures leading to a 69% reduction in fares to this major business center.

"After the introductory low fare period expires we can still expect to see 30% lower fares," said Malabad. "The travelers win in this scenario because they're paying lower fares and airlines also experience greater passenger volumes."

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### STAYING CONNECTED

This fall we welcomed JetBlue to the family of airlines at Port Columbus. JetBlue now offers CMH flights to its New York/JFK and Boston hubs while American Eagle, Delta, Southwest and United recently added more service to five major business destinations. We thank our established and new airline partners for supporting Columbus area travelers.

CMH's combination of 12 airlines with 180 daily flights to 37 destinations offers the power of choice to the 6.8 million residents living within 90 minutes of Columbus. As a result, Port Columbus is Ohio's new low fare leader to major business centers in the Midwest and Northeast. We are capitalizing on our newfound status by promoting the low fare-business destination message through advertising efforts and our new marketing tool, [www.FlyColumbus.com](http://www.FlyColumbus.com) (See page 2).

While pleased with our current air service, we know the Columbus market can continue to support additional growth. Cities like San Diego and Seattle with over 100 daily passengers each way are strong opportunities for non-stop service.

As a new entrant airline JetBlue qualified for \$75,000 cash in marketing assistance and select fee waivers along with other valuable support including introductions to local corporations. Incentive packages also await airlines that begin service to target markets which are defined as CMH destinations with 50 or more daily passengers each way without non-stop service. Besides San Diego and Seattle, target markets include cities such as San Francisco, Kansas City, West Palm Beach, Jacksonville and San Antonio.

We look forward to working together to seize these opportunities in the near future.

  
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FlyColumbus.com is a new site launched to promote air service from Port Columbus. It's an ideal place to direct travelers for a quick overview of the great destinations and fares available at CMH.

"The Airport Authority felt it was important to support the marketing efforts of our airlines and the FlyColumbus.com campaign allows us to celebrate the wide variety of valuable flights at Port Columbus," said John Malabad, Business Manager.

The site provides links to each of our 12 airlines and to a useful fare comparison tool, [www.Kayak.com](http://www.Kayak.com), which displays CMH's top 25 markets and their recent fares. The website is supported through TV ads in Columbus as well as radio and print ads appearing throughout central and southern Ohio.

Launched to combat an outdated perception that Port Columbus offers limited, high-fare flights, the campaign initially targets business travelers and could expand in the future.

Comments on the Campaign?  
Email: [JMalabad@ColumbusAirports.com](mailto:JMalabad@ColumbusAirports.com)

## FlyColumbus.com Low Fares, Non-Stop Destinations.

Tired of high priced airfares? At [FlyColumbus.com](http://FlyColumbus.com), you'll find a wealth of low cost, non-stop fares to business destinations such as New York, Philadelphia, Boston, Chicago, Los Angeles and Washington D.C. See firsthand why a short trip to Columbus can save you hundreds of dollars in airfare.

Visit [FlyColumbus.com](http://FlyColumbus.com) and start saving today!



### Port Columbus International Airport

- 180 daily flights to 37 non-stop destinations
- Serviced by 12 air carriers

Air Canada	Continental	Midwest Express	United
American	Delta	Northwest	US Airways
America West	JetBlue Airways	Southwest	USA 3000



## Opportunity for Non-Stop International Service Grows

The Columbus economy continues to grow at a healthy pace and international industries have noticed that opportunities exist in Central Ohio. Additionally, local corporations like Ashland, Inc., Limited Brands and Abercrombie & Fitch continue their international expansions.

"As we evaluate the international travel trends of our passengers, we seek to match those opportunities with the airline best suited to meet their needs and succeed in the market," said David Whitaker, Vice President of Business Development.

Currently all CMH passengers headed for Europe, India, Africa and the Middle East connect over a U.S. hub to arrive at their final destination. With the evolution of the Boeing 757 transforming from a domestic to a transatlantic aircraft with about 170 seats, Columbus is now in the running for non-stop international service. American,

US Airways, Continental and Northwest have converted some of their domestic B757s into international 757s. The Airport Authority is pursuing opportunities with these and other U.S. carriers as well as continuing its dialogue with European airlines.

While London and Frankfurt are the single largest European destinations for CMH travelers, Amsterdam is the current hub best meeting traveler demand to the four previously mentioned regions.

"We continue to reach out to our airline partners to educate them about opportunities for international service from Port Columbus," said Whitaker. "By combining our strong business argument with our incentive program, we can demonstrate an airline offering international service can be successful in the Columbus market."

## CMH Passenger Demographics

Port Columbus joins 49 U.S. and international airports to take part in Airports Council International's quarterly passenger survey program. Below are CMH passenger demographics from 3Q 2006 as compared to the other participating airports.

