




# 2006 – A Banner Year!

Port Columbus ended 2006 with the strongest December on record with over 569,718 passengers traveling through the airport. This led to a fourth quarter record of 1.7 million passengers. The final 2006 count of more than 6.7 million passengers reflects a 1.9% increase over 2005.

Port Columbus load factors finished the year five points higher than last year, more than twice the industry average. The following graph depicts these year-end figures.

CMH	 Total Seats	 Total Passengers	 Load Factor
2006 Numbers	9,074,946	6,704,173	73.8%
Change from 2005	-5.2%	+1.9%	+5.0%

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# CMH AIRSPACE

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## Port Columbus 5th Hottest Airport Market!

Port Columbus appears on the list of top-ten hottest U.S. airport growth markets as reported in the November/December 2006 issue of *Airport Business*. Projections for CMH indicate a 21.8% increase in enplanements, from 3.3 million in 2006 to just over 4 million by 2012. The figures coincide with CRAA's independent forecast for Port Columbus during the same time period.

This upward trend complements a host of other positive indicators for Columbus. Please refer to "2007 Expectations" inside this issue for a closer look.

## 10 Fastest Growth Markets (enplanements/thousands)

Rank	Airport	2006	2012	% Growth
1	Sarasota/Bradenton	733	976	33.1%
2	Portland, ME	699	869	24.2%
3	Shreveport	333	413	24.1%
4	Chattanooga	276	338	22.7%
<b>5</b>	<b>Columbus</b>	<b>3,292</b>	<b>4,009</b>	<b>21.8%</b>
6	Fort Myers	3,777	4,587	21.4%
7	Tucson	2,170	2,617	20.6%
8	Jacksonville	2,408	2,901	20.4%
9	Boston	14,186	17,084	20.4%
10	Detroit	17,576	21,131	20.2%

*Airport Business*, November/December 2006

### STAYING CONNECTED

We thank our airlines for a banner year in 2006 which brought us new markets, additional frequencies to existing markets and a new airline. 2007 promises continued opportunities for success.

Fourteen U.S. cities remain on our target list for incentives. San Diego and Seattle top this list with over 200 passengers a day already flying between each city and Columbus. The airline that steps up to provide nonstop service stands to reap over \$350,000 in incentives through marketing dollars and waived landing fees. For new entrants who service these markets, an additional \$75,000 for marketing is available, plus up to \$90,000 in waived gate fees. Through our ongoing analysis of airline growth plans we will continue to approach airlines about these exciting opportunities.

Our 2007 efforts also include securing international service. With the conversion of Boeing 757s for European travel and the revolutionary 787, routes from Columbus to international markets are a real possibility and one we feel can be financially successful for the airlines. Here, too, incentive dollars await the airline that first pulls to the gate.

Even while our market remains strong with over 6.8 million residents within a 90-minute drive of Port Columbus, we know Port Columbus is not the only airport vying for attention from the airlines. By fostering our business and community partnerships, supporting existing airline relationships and studying our markets, we will continue to demonstrate the compelling business arguments for airline success in Columbus.

  
David Whitaker  
Vice President  
Business Development  
& Communications  
(614) 239-5028

  
John Malabad  
Manager  
Business Development  
(614) 238-7812



# 2007 Expectations

The following clips provide an overview of economic conditions and forecasts that set the stage for our performance this year.

*“When considering Columbus’ strong economic indicators and growing population, combined with the optimistic outlook for the airline industry, the perfect environment exists for Port Columbus airlines to experience a robust year.”*

*David Whitaker, Vice President  
Business Development & Communications  
Columbus Regional Airport Authority*



## National Air Service Outlook

Many respected industry analysts predict positive upturns for the airline industry in 2007. Airline profitability could double according to some reports. Lower fuel prices, cost-cutting measures, increased fares and high load factors could contribute to the \$4 billion to \$6 billion 2007 profit margin forecasted by the Air Transport Association.

## CMH Air Service Outlook

*Airport Business* named Port Columbus the fifth hottest airport market in the U.S., which is thrilling news. (See cover story.) The article also referenced three distinct categories of carriers that have emerged as a result of the evolving airline industry – legacy airlines, low-cost airlines and niche carriers. Two of these three, legacy and low-cost carriers, play crucial roles in the continued success of Port Columbus. CMH legacy carriers strengthen corporate Columbus’ competitive edge by connecting important domestic and global businesses with frequent flights via their vital hubs. Low-cost carriers at CMH also impact the growing travel needs of the Columbus business community with equally vital service to key markets.

### Expanding catchment boundaries

Because of the new low fare service Southwest and JetBlue initiated to business destinations in 2006, the CMH catchment boundaries are expanding, making Port Columbus the airport of choice for over 6.8 million residents. With Midwest Connect’s new service to Kansas City, the anticipated arrival of Skybus, as well as other CMH carriers adding new markets and increasing frequencies, our draw of passengers will stretch catchment boundaries even farther in 2007.



## Columbus Travel & Tourism

Experience Columbus, the city’s convention and visitors bureau, reports a 7.7 percent increase in 2007 convention and event bookings, creating a greater influx of visitors to the city. This increase should impact Port Columbus passenger traffic, not to mention boost the overall local economy.

### Speaking of Skybus

The airline has been teasing Columbus area citizens with low fare messages on billboards throughout the city. In December Skybus landed an A319 at CMH for the purpose of FAA certification requirements. Meanwhile, the Airport Authority nears completion of terminal facilities in anticipation of the airline’s service this year.



## Columbus Chamber Economic Forecast

A panel of Columbus economic experts predicts continued employment growth for the Columbus Metropolitan Statistical Area (MSA) which encompasses eight counties within Port Columbus’ catchment area. Major sectors expected to perform well include healthcare and business as well as professional services, which should bode well for business travel. Additional sectors predicted to show increases in 2007 include transportation, information, utilities, leisure and other services.

### Opening international lines of dialogue

Port Columbus’ international aspirations are gaining momentum. This year we have commissioned studies that will help define community demand for international air service from Columbus. Europe and Asia are of particular interest, with the Asian market showing tremendous growth. An important aspect of this initiative involves collaboration with business and civic leaders as well as corporate travelers. The international lines of dialogue are open and we would be happy to hear from you. Once thorough evaluation of all data is complete, we will update everyone with new information and incentives for international service.

# THIS JUST IN!

## Columbus on Hottest Cities List for Expansion and Relocation

- Columbus ranks as one of “America’s 50 Hottest Cities” *Expansion Management Magazine, February 2007*
- Columbus is the 7th strongest economy in the U.S. *POLICOM, August 2006*
- Columbus is the 8th best city in the U.S. to live *Money Magazine, August 2006*
- Columbus is the 11th best city for singles in the U.S. *Forbes Magazine, August 2006*

