

## AirTran Airways to Begin Serving Port Columbus In November



AirTran Airways recently announced it will begin serving Port Columbus in November with nonstop flights to Atlanta, Fort Myers and Orlando.

"We're proud to add Columbus to the list of Buckeye State cities served by AirTran Airways," said John P. Kirby, AirTran Airways' Senior Director, Strategic Planning and Scheduling. "Whether traveling for business or pleasure, central Ohioans will love our high-quality service, affordable fares to over 50 destinations including non-stops to Atlanta, Georgia, Orlando, Florida, and Fort Myers, Florida, and XM Satellite radio at every seat."

AirTran Airways, one of America's largest low-fare airlines offering over 700 daily flights nationwide to more than 50 destinations, will operate out of Concourse C using Boeing 717 and 737 aircraft. The airline offers both business and coach seating options on all flights and operates one of the world's youngest fleets.

"Cities face strong competition for air service and we sincerely appreciate that AirTran Airways evaluated and selected Columbus as its next destination," said Elaine Roberts, President & CEO of the Columbus Regional Airport Authority. "We know local travelers will appreciate having even more options when they consider their next business or leisure trip."

[www.FlyColumbus.com](http://www.FlyColumbus.com)



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## Columbus Economy Source of Optimism

The strategic planning of many area civic and corporate leaders has contributed to the Columbus region's solid economy that repeatedly resists industry downturns. Listed below is a small sampling of the reasons why the Airport Authority expects that the Columbus market will continue to be a place for airlines to do business and prevail:

- Columbus exceeded U.S. employment growth in 2007 and in the first quarter 2008.
- Forecasted employment growth until 2014 is 10.9%, the highest in Ohio.
- Columbus' balanced job sector generally outperforms its national counterparts. Retail and financial sectors soared in recent years while transportation and utilities, high tech, biomedical and creative sectors continue outstanding growth.
- Columbus is the 15th largest U.S. city and growing.
- While Columbus' Core Based Statistical Area ranks 32nd in population, our Total Consumer Buying Power ranks 30th nationally.
- Effective Buying Income (disposable income) in Columbus equals \$37.7 billion, which is 31st in the U.S.
- Columbus is the third fastest growing metro area in the Midwest and the fastest in Ohio.

"The Columbus area economy is a source of pride, especially during these very difficult industry times," said President & CEO Elaine Roberts. "Our firm economic foundation gives the Airport Authority confidence as we respond to current market trends."

## STAYING CONNECTED

Port Columbus is delighted with AirTran's announcement to provide daily nonstop air service to Atlanta, Fort Myers and Orlando beginning November 6. Eleven carriers will then serve CMH with 168 daily departures to 34 destinations.

Despite this good news, the current fuel crisis has hit Port Columbus hard. Earlier this year we reported record passenger activity and now our December schedule reflects a 22 percent reduction in flights as compared to this past January. Flight cutbacks by most CMH airlines are projected to result in an 11.1 percent reduction in passengers this year, followed by an additional 10.1 percent in 2009, which sets us back many years. This latest reality is illustrated in the chart on page two.

These reduced passenger numbers exceed the fallout experienced by airports and airlines alike after 9/11. Once again Port Columbus is working to control costs to help mitigate what market conditions are doing to our airlines. We invite you to read more about our efforts and available target market opportunities on the inside pages.

Even with the difficult conditions working against our airlines, we emphatically believe in the strength of the Columbus market. We're proud to represent it and we're certain it will sustain Port Columbus through another difficult industry cycle. History has proven that, while players may change, air service opportunities continue to exist for airlines because of strong corporate, civic and public backing of Port Columbus.

In closing, we extend best wishes to John Malabad for continued career success as he leaves the Airport Authority to join the Disney organization.

Sincerely,

David Whitaker, Vice President  
Business Development & Communications  
DWhitaker@ColumbusAirports.com  
(614) 239-5028



# CMH Controls Costs

Air service cutbacks lead to reduced airport revenues, which often results in costs being passed on to an airport's family of airlines. Port Columbus resisted cost increases both after 9/11 and America West's downsizing. And now, even though our costs are increasing, we're more committed than ever to helping our airlines weather this latest storm. Rather than ask airlines to cover all financial gaps, Port Columbus is responding quickly with mission critical actions such as:

- ☑ Reducing 2008 budget
- ☑ Holding 2009 budget at or below 2008 revisions
- ☑ Freezing wages and new hires
- ☑ Seeking new revenue opportunities
- ☑ Maximizing outside financial contributions such as grants, passenger facility charges and customer facility charges
- ☑ Deferring non-essential capital projects

Major projects currently underway will be completed to comply with grant timing or contractual obligations. Other projects will be deferred unless absolutely necessary for the safe and efficient operation of Port Columbus.

# — THIS JUST IN! —

- Columbus MSA employment increased 3.4% for June over May and 6.1% compared to June 2007.
- Columbus ranks seventh among the nation's largest metropolitan areas for the number of "high-impact" companies. The U.S. Small Business Administration based its rankings on cities that have significant revenue growth and expanding employment.
- Site Selection magazine recognized Ohio as the nation's leading state for capital investment in both 2006 and 2007, citing Ohio's sweeping tax reform as a key reason Ohio's business climate is flourishing. Reform features include elimination of taxes on capital investment, inventory and sales of goods and services to customers outside Ohio. Visit [www.ohiomeansbusiness.com](http://www.ohiomeansbusiness.com) for more details.
- Air quality, safe drinking water and environmentally responsible industries all factored into Columbus being selected as one of the top five cleanest cities by Reader's Digest, which compared data on the 50 most populated U.S. metropolitan areas. Read the entire article at [www.rd.com/advice-and-know-how/americas-top-5cleanest-cities/article15223.html](http://www.rd.com/advice-and-know-how/americas-top-5cleanest-cities/article15223.html).



For details about target markets and CMH's incentive opportunities, contact David Whitaker at (614) 239-5028 or [DWhitaker@ColumbusAirports.com](mailto:DWhitaker@ColumbusAirports.com).



## CMH Target Markets

Local Rank	Reference City	PPDEW*
10	Fort Lauderdale, FL	275 <sup>A</sup>
15	Burbank, CA	171 <sup>C</sup>
16	Los Angeles, CA	167
18	San Diego, CA	161 <sup>C</sup>
21	Portsmouth, NH	153 <sup>C</sup>
25	Oakland, CA	133 <sup>C</sup>
26	Kansas City, MO	130 <sup>B</sup>
27	Greensboro, NC	121 <sup>C</sup>
28	Seattle, WA	113
29	Richmond, VA	111 <sup>C</sup>
32	St. Augustine, FL	100 <sup>C</sup>
33	Punta Gorda, FL	95 <sup>C</sup>
36	San Francisco, CA	81
37	Portland, OR	76
39	Austin, TX	70
40	Hartford, CT	69
41	San Antonio, TX	68
43	Bellingham, WA	66 <sup>C</sup>
44	Chicopee, MA	65 <sup>C</sup>
45	New Orleans, LA	64
47	Sacramento, CA	61
48	West Palm Beach, FL	61
49	John Wayne Intl.	61
50	Jacksonville Intl.	60

\*Passengers Per Day Each Way  
<sup>A</sup> Shared Market: Skybus and Delta  
<sup>B</sup> Shared Market: Skybus and Midwest  
<sup>C</sup> Former Skybus Markets  
Source: 12-Month ending, 1Q08 DOT + CMH SX stats

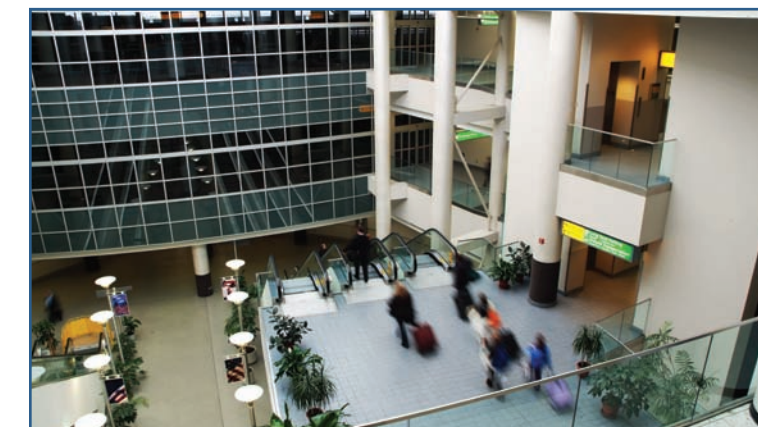
## Well Wishes to John Malabard

John Malabard, Manager of Business Development for the Columbus Regional Airport Authority, has accepted a senior analyst position with the Walt Disney Company in Orlando, Florida.

"John has been with us for over seven years and has been instrumental in helping build passenger service at Port Columbus," said David Whitaker, Vice President of Business Development & Communications. "The organization will miss his excellent work with aviation partners throughout the industry and we wish him well as he heads off onto this new and exciting career path."

The Airport Authority is in the process of identifying a new Manager of Business Development, who will continue to be focused on serving the needs of our airlines and identifying new market opportunities.

## "Incentivize" with New Incentive Program Options



To help grow capacity to served markets with over 50 passengers a day, check into CMH's new "Core Market Growth Incentives" program. It is similar to the emerging market incentive in that it offers growth incentives from \$50,000 to \$75,000 at the end of one year. The market must grow by at least 50 PPDEWs to qualify for the new incentives.

## 2008 and 2009 CMH Passenger Forecasts

