

# CMH AIRSPACE

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Columbus Regional Airport Authority • [www.FlyColumbus.com](http://www.FlyColumbus.com) • Fall 2009

## Columbus, Port Columbus Ready for Recovery

The long recession appears to be winding down. Columbus Chamber economist, Bill LaFayette, concurs with his U.S. counterparts and Federal Reserve Chairman Ben Bernanke who recently declared that the 2007-2009 recession was ending.

"Heading into recovery, Columbus is in a much better economic position than other U.S. and Ohio metropolitan areas, based on employment figures," stated LaFayette. "From December 2007 to June 2009, the eight-county Columbus MSA recorded a 1.9 percent job loss compared to U.S. and Ohio decreases of 4.7 and 5.9 percent, respectively. This is just one reason why *U.S. News & World Report* recently included Columbus in the top ten of its 2009 'America's Best Places to Find a Job'."

LaFayette cites several strong and stable industry sectors as underlying reasons for Columbus' economic resiliency, noting their stability for the last 16 years. These diverse sectors include logistics and distribution, manufacturing, business services, creative industries, finance and insurance, life sciences and healthcare, and education and research.

"These economic drivers have greater-than-average employment and/or output that is growing faster than average," said LaFayette. "Logistics and distribution is a good example, having grown exponentially since 1990. Together, these 'export sectors' produce goods and services for a market larger than the region, thus creating a net inflow of dollars that eventually contributes to rising household incomes and standards of living."

This strong economic foundation, coupled with a responsive and supportive community, has been, and will continue to be, a winning formula for the Columbus air service market.



### STAYING CONNECTED

Optimism that the recession is ending is a breath of fresh air for everyone, including the air service industry. Because of the strength of the Columbus economy, Port Columbus is in an enviable spot to ride the wave of recovery.

Port Columbus has been experiencing slight improvements month over month since June, when statistics showed a 7.3 percent decrease from June 2008. Comparing 2008 and 2009 passengers for August, we see a 3.7 percent decrease year over year. Therefore, we believe that the Columbus air service market is trending up along with our region's economy.

Another measure of Port Columbus' performance is our share of seats in the Ohio market. In October, Port Columbus increased its market share by three percentage points, from 19 percent to 22 percent, while the percentage of average daily seats declined by double digits across other large Ohio airports.

Like the Columbus region's diverse economic sectors, the diversity of Port Columbus' air carriers drives the airport's resilience and growth. We realize there may be more challenges to face as economic recovery progresses, but the strength of the Columbus economy and the airport's strong market position should encourage airlines to invest in our market.

Sincerely,

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# Marketing Matters



## TV, Radio Ads & FlyColumbus Redesign

Port Columbus' 2009 marketing efforts combine parking and business development advertising dollars to minimize budgetary expenditures while maximizing public awareness. Both spring and fall campaigns drive consumers to the redesigned FlyColumbus.com, which was the topic of a recent Facebook post by the American Association of Airport Executives for how the site showcases airlines and traveler services.

The fall campaign strategy, which kicked off in September with local television ads, is divided into two phases. The first phase targets holiday travel planners while the second phase will remind Columbus radio listeners of airport parking options during the holiday season.

The spring campaign focused on "Travel Tales," attention-getting, 60-second messages that aired in May and June on seven Columbus area radio stations. The spring strategy also included Web advertising that targeted travelers browsing Yahoo! and the online version of *The Columbus Dispatch*.

## Post it! Tweet it!

Airports and airlines are on the leading edge of organizations utilizing social media tools like Facebook and Twitter. Port Columbus and Rickenbacker airports are well established on these sites. Our posts and tweets surround customer service matters, FlyColumbus.com, airline specials, airport amenities and airport news. Check us out! Sign on and add your name to the thousands of our fans and followers.



PortColumbusInternationalAirport



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# Target Market Opportunities & Incentives

Target markets are unserved, nonstop markets that represent possibilities for airlines to capitalize on when the time is right for them.

The CMH Incentive Program provides \$75,000 cash for marketing support to a new entrant airline providing 12 months of daily service to any market. Landing fees for all frequencies are also waived for the first 12 months of service.

Additionally, CMH provides \$75,000 cash for marketing support and waives landing fees for any airline that establishes nonstop daily service to a market that has 100 or more PDEWs without nonstop service. If the market is between 50 and 100 PDEWs the airline is eligible for \$50,000 cash plus waived landing fees.

To learn more details about CMH's incentive program or incentives covering emerging markets, or our European, Asian, Canadian and Latin American markets, please contact Todd Carter (614) 238-7812.

| Local Rank | Market              | PDEW* |
|------------|---------------------|-------|
| 12         | Los Angeles, CA     | 185   |
| 22         | San Diego, CA       | 112   |
| 24         | San Francisco, CA   | 106   |
| 25         | Kansas City, MO     | 90    |
| 27         | Jacksonville, FL    | 75    |
| 28         | San Antonio, TX     | 75    |
| 30         | Portland, OR        | 69    |
| 32         | Salt Lake City, UT  | 68    |
| 33         | West Palm Beach, FL | 66    |
| 34         | Santa Ana, CA       | 64    |
| 35         | New Orleans, LA     | 63    |
| 39         | Austin, TX          | 58    |
| 40         | Hartford, CT        | 58    |
| 42         | Providence, RI      | 55    |
| 43         | Sacramento, CA      | 51    |

\*Passengers Daily Each Way  
Source: DOT data, 12-Month ending, 1Q09

# Columbus Highlights

## Airport Access Gets Easier



Port Columbus passengers, employees and guests will soon be enjoying nonstop access from I-670 to the terminal when the new International Gateway interchange opens in a few weeks. The roadway improvement project eliminated traffic lights on International Gateway, created convenient access to the airport's Red and Blue lots and added a cell phone lot. The two-year project was a joint effort between the Ohio Department of Transportation, which constructed the interchange, and the Columbus Regional Airport Authority.

## — THIS JUST IN! —

- Columbus made the top ten list of *US News & World Report's* "America's Best Places to Find a Job 2009" rankings published in September.
- *Forbes* ranked Columbus as #7 on its May 2009 list of "America's Best Bargain Cities." *Forbes* looked at the country's 50 largest U.S. metropolitan statistical areas and assigned points across four data sets. Cost of living, housing opportunity, unemployment rate and average salary drove Columbus' high ranking.
- The Columbus suburb of Westerville was ranked 15th in an annual Top 100 list of "America's Best Places to Live" by *Money* magazine.

## Corporate Scene



Grange Insurance completed its corporate headquarters expansion, adding over 250,000 square feet of office space and, over the next 20 years, about 700 new jobs. Costing approximately \$100 million, it is one of the largest private projects in Central Ohio. The expansion comes at a time of tremendous growth for the company. Since 2000, Grange has nearly doubled its revenue from \$716 million to \$1.3 billion. "The new building is a testament to the hard work and vision of many in this city," said Mark Russell, Chief Administrative Officer. "It's a physical representation of our remarkable growth in the past decade, our commitment to the Columbus community and our vision for the future."



The Scotts Miracle-Gro Company, the world's leading marketer of branded consumer lawn and garden products, is expanding its 1,500-associate Marysville campus. In addition to an existing million square-foot manufacturing plant, the company recently broke ground on a new office building to accommodate future growth. Additionally, Scotts purchased a new 550,000 square-foot manufacturing and distribution facility in Orrville, Ohio. "These expansion efforts are the result of our continued success and reflect our optimism in the future. They also speak to our commitment to being an important employer in Central Ohio," said Jim Hagedorn, Chairman and Chief Executive Officer.



Honda commemorates 30 years of manufacturing in Central Ohio and announces Central Ohio will be the production site for the new Honda Accord Crosstour (crossover utility vehicle). Ohio is where Honda began its first North America engine and transmission manufacturing and where it now has established a major research and development center to develop many of the products Honda makes in North America. "I want to thank our local communities and the people of Ohio for their support and friendship during the past 30 years," said Honda of America President and CEO Hidenobu Iwata. "The significant growth we have experienced in Ohio would not have been possible without the trust and support of our community partners."

# FlyColumbus.com

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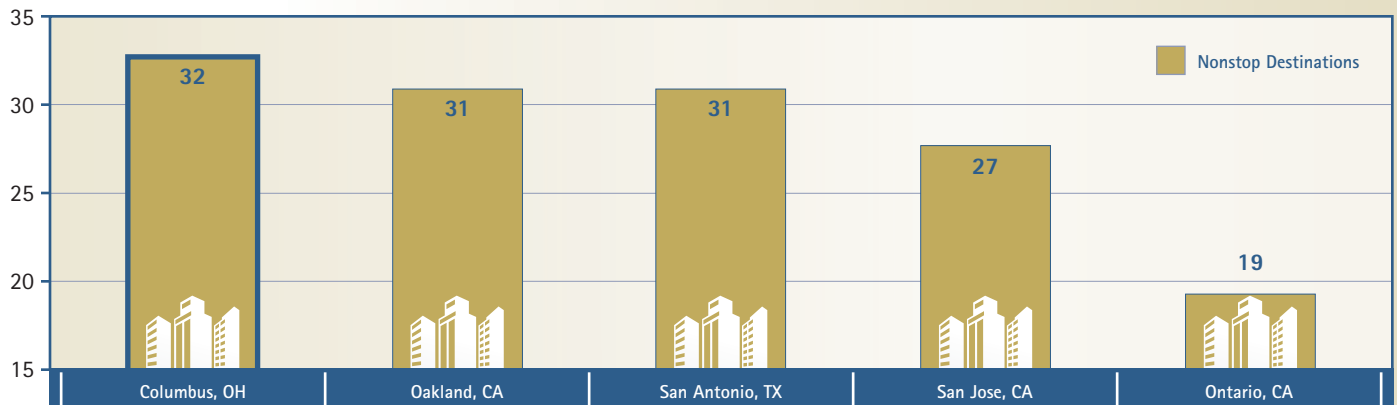
Columbus, Ohio  
Permit No. 1366

## 150 Nonstop Departures to 32 Airports



## Access to Markets

Columbus travelers support service to more business markets than higher populated metropolitan centers. The chart below compares the nonstop destinations of Port Columbus with those at airports in larger metro markets.



Source: Sabre ADI July 2009