

Cobb County Airport - McCollum Field

Scheduled Charter Operation Demand Analysis



January, 2014

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I. Project Overview

➤ **Boyd Group International was retained by the Cobb County Board of Commissioners to conduct an analysis of the potential for establishing scheduled charter service at Cobb County Airport – McCollum Field**

- ❑ The primary purpose of the study is to determine if the current passenger traffic demand at Hartsfield – Jackson Atlanta International Airport (ATL) to key cities warrants scheduled charter service at McCollum Field
- ❑ Zip code data has been analyzed to determine where the passengers at ATL are originating from the greater Atlanta region, therefore highlighting the demand from the immediate McCollum Field area
- ❑ The concept of scheduled charter service at McCollum Field would provide a welcome service for the greater community, rather than having to utilize ATL for all travels there may be opportunity to use RYY for some business travelers if the demand exists – time savings for business travelers
- ❑ Furthermore, scheduled charter service at McCollum Field would assist in bolstering the economic benefit and impact that the airport currently provides the county – the airport is a driver of economic development and charter service would further increase economic progress

II. Executive Summary

➤ **Boyd Group International believes that there is potential for successful scheduled charter operations at RYY to/from select major metropolitan regions with high rates of travel currently at Atlanta Hartsfield – Jackson Atlanta International Airport**

❓ Based on analysis, the top markets with potential for scheduled charter operations include New York Metro, Washington, D.C. Metro, South Florida, and the Chicago Metro (Boston, Dallas, and Philadelphia are also possible markets)

➤ **However, there are significant hurdles which would need to be overcome in order for scheduled charter flights to be successful**

❓ High end business travelers in the RYY service area are likely loyal Delta customers, and enjoy the benefits of complimentary upgrades and frequent flyer miles – there must be a tangible benefit of scheduled charter service to sway them to utilize it over Delta

❓ Advertising and marketing must be aggressive in the zip codes that have been identified in order to create awareness of the RYY charter flights

❓ Frequency of flights to top business destinations from ATL are generally of utmost importance to business travelers, and the challenge exists to create a value proposition to potential RYY passengers who are accustomed to high frequency of flights from ATL

❓ Operational reliability would also be critical to the value proposition – if the passenger misses a flight at ATL there are a number of alternative options to get to the destination, however this is not necessarily the case with charter flights

❓ Pricing of the flights must be viewed as reasonable compared to pricing at ATL on Delta and other airlines

➤ **While the above challenges exist, there is opportunity at RYY for targeted flights and a carefully crafted plan by the community, airport, and potential charter operators**

III. Review of Current Hartsfield – Jackson Atlanta International Airport Passenger Demand

Top 50 Domestic Origin and Destination Markets at ATL YE Q3 2013

➤ As of the YE Q3 2012, the top 50 domestic markets at ATL account for 80% of the airport's total origin and destination passengers, with many business markets holding top positions

📄 This data will be utilized as a baseline to determine which markets may hold the greatest potential for scheduled charter service at RYY – zip code data will be analyzed to determine if there is a sample size large enough in the immediate RYY/Cobb County area to warrant potential charter service

| Rank | Market | Psgr | PDEW | % Originating @ ATL | Gross OW Fare | % of Pax |
|------|--------|-----------|---------|---------------------|---------------|----------|
| 1 | LGA | 1,598,432 | 2,189.6 | 54.5% | \$181.19 | 6.1% |
| 2 | FLL | 847,030 | 1,160.3 | 57.5% | \$126.54 | 3.3% |
| 3 | LAX | 842,996 | 1,154.8 | 54.7% | \$265.07 | 3.2% |
| 4 | DFW | 802,602 | 1,099.5 | 51.9% | \$224.56 | 3.1% |
| 5 | DCA | 733,407 | 1,004.7 | 57.3% | \$185.82 | 2.8% |
| 6 | BOS | 721,166 | 987.9 | 51.7% | \$202.43 | 2.8% |
| 7 | BWI | 706,193 | 967.4 | 46.8% | \$154.36 | 2.7% |
| 8 | PHL | 702,347 | 962.1 | 46.9% | \$192.87 | 2.7% |
| 9 | ORD | 685,550 | 939.1 | 50.2% | \$190.80 | 2.6% |
| 10 | DEN | 662,298 | 907.3 | 56.2% | \$172.18 | 2.5% |
| 11 | MCO | 661,471 | 906.1 | 66.0% | \$146.77 | 2.5% |
| 12 | SFO | 583,290 | 799.0 | 60.3% | \$288.12 | 2.2% |
| 13 | EWR | 547,325 | 749.8 | 44.4% | \$240.37 | 2.1% |
| 14 | LAS | 544,295 | 745.6 | 83.0% | \$242.31 | 2.1% |
| 15 | MDW | 525,395 | 719.7 | 54.2% | \$153.51 | 2.0% |
| 16 | TPA | 506,366 | 693.7 | 52.4% | \$160.04 | 1.9% |
| 17 | DTW | 475,415 | 651.3 | 42.8% | \$203.50 | 1.8% |
| 18 | MSP | 449,439 | 615.7 | 45.2% | \$227.78 | 1.7% |
| 19 | MIA | 412,394 | 564.9 | 65.7% | \$171.05 | 1.6% |
| 20 | SEA | 400,226 | 548.3 | 50.1% | \$285.38 | 1.5% |
| 21 | RDU | 387,056 | 530.2 | 46.6% | \$142.94 | 1.5% |
| 22 | PHX | 381,698 | 522.9 | 55.9% | \$223.87 | 1.5% |
| 23 | HOU | 370,574 | 507.6 | 52.8% | \$171.02 | 1.4% |
| 24 | MSY | 316,536 | 433.6 | 64.0% | \$154.44 | 1.2% |
| 25 | STL | 313,151 | 429.0 | 48.7% | \$170.88 | 1.2% |

| Rank | Market | Psgr | PDEW | % Originating @ ATL | Gross OW Fare | % of Pax |
|------|--------|---------|-------|---------------------|---------------|----------|
| 26 | IAH | 308,132 | 422.1 | 45.7% | \$204.27 | 1.2% |
| 27 | PIT | 303,862 | 416.2 | 47.5% | \$167.28 | 1.2% |
| 28 | PBI | 284,646 | 389.9 | 54.9% | \$143.63 | 1.1% |
| 29 | MCI | 283,878 | 388.9 | 45.3% | \$183.18 | 1.1% |
| 30 | IAD | 262,736 | 359.9 | 47.6% | \$192.68 | 1.0% |
| 31 | SAT | 261,660 | 358.4 | 57.1% | \$178.98 | 1.0% |
| 32 | IND | 256,651 | 351.6 | 49.4% | \$158.08 | 1.0% |
| 33 | RIC | 255,248 | 349.7 | 44.8% | \$157.76 | 1.0% |
| 34 | JAX | 246,516 | 337.7 | 54.2% | \$139.92 | 0.9% |
| 35 | MKE | 242,290 | 331.9 | 44.6% | \$177.79 | 0.9% |
| 36 | CMH | 241,527 | 330.9 | 42.9% | \$158.75 | 0.9% |
| 37 | AUS | 236,025 | 323.3 | 50.4% | \$207.22 | 0.9% |
| 38 | SAN | 227,237 | 311.3 | 58.2% | \$305.57 | 0.9% |
| 39 | MEM | 226,045 | 309.7 | 56.0% | \$161.86 | 0.9% |
| 40 | SLC | 225,136 | 308.4 | 53.3% | \$316.30 | 0.9% |
| 41 | JFK | 209,078 | 286.4 | 45.2% | \$186.91 | 0.8% |
| 42 | BUF | 198,496 | 271.9 | 51.4% | \$169.11 | 0.8% |
| 43 | CLT | 180,559 | 247.3 | 50.7% | \$144.79 | 0.7% |
| 44 | SJU | 180,494 | 247.3 | 71.2% | \$217.38 | 0.7% |
| 45 | ORF | 180,241 | 246.9 | 47.1% | \$150.72 | 0.7% |
| 46 | DAY | 176,387 | 241.6 | 42.2% | \$132.00 | 0.7% |
| 47 | SNA | 172,340 | 236.1 | 50.6% | \$296.66 | 0.7% |
| 48 | CLE | 171,438 | 234.8 | 45.3% | \$222.70 | 0.7% |
| 49 | BDL | 169,090 | 231.6 | 42.0% | \$267.39 | 0.6% |
| 50 | RSW | 164,394 | 225.2 | 55.4% | \$169.84 | 0.6% |

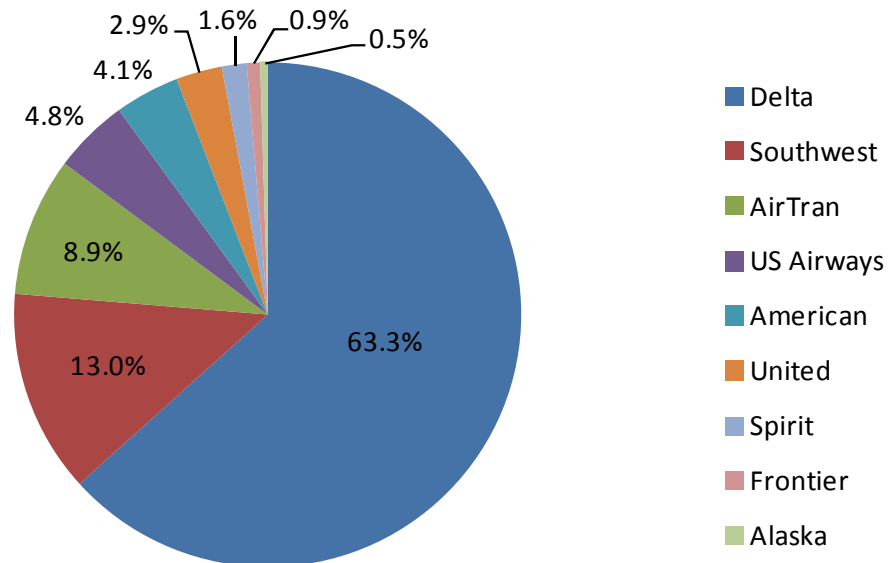
Source: Aviation DataMiner™ analysis of DOT/BTS O&D Survey

Airline Domestic Passenger Share and Revenue Performance at ATL – YE Q2 2013

➤ The graph and table illustrate the current incumbent airlines' performance at ATL, and highlight the competition scheduled charter service at RYY would encounter

☐ Atlanta's hometown carrier, Delta, captures 63% of all passengers at ATL and would a potential obstacle to successful scheduled charter service at RYY, as business travelers enjoy the frequent flyer benefits Delta offers – this obstacle is reviewed further in depth later in the analysis

Domestic Passenger Share at ATL – YE Q2 2013



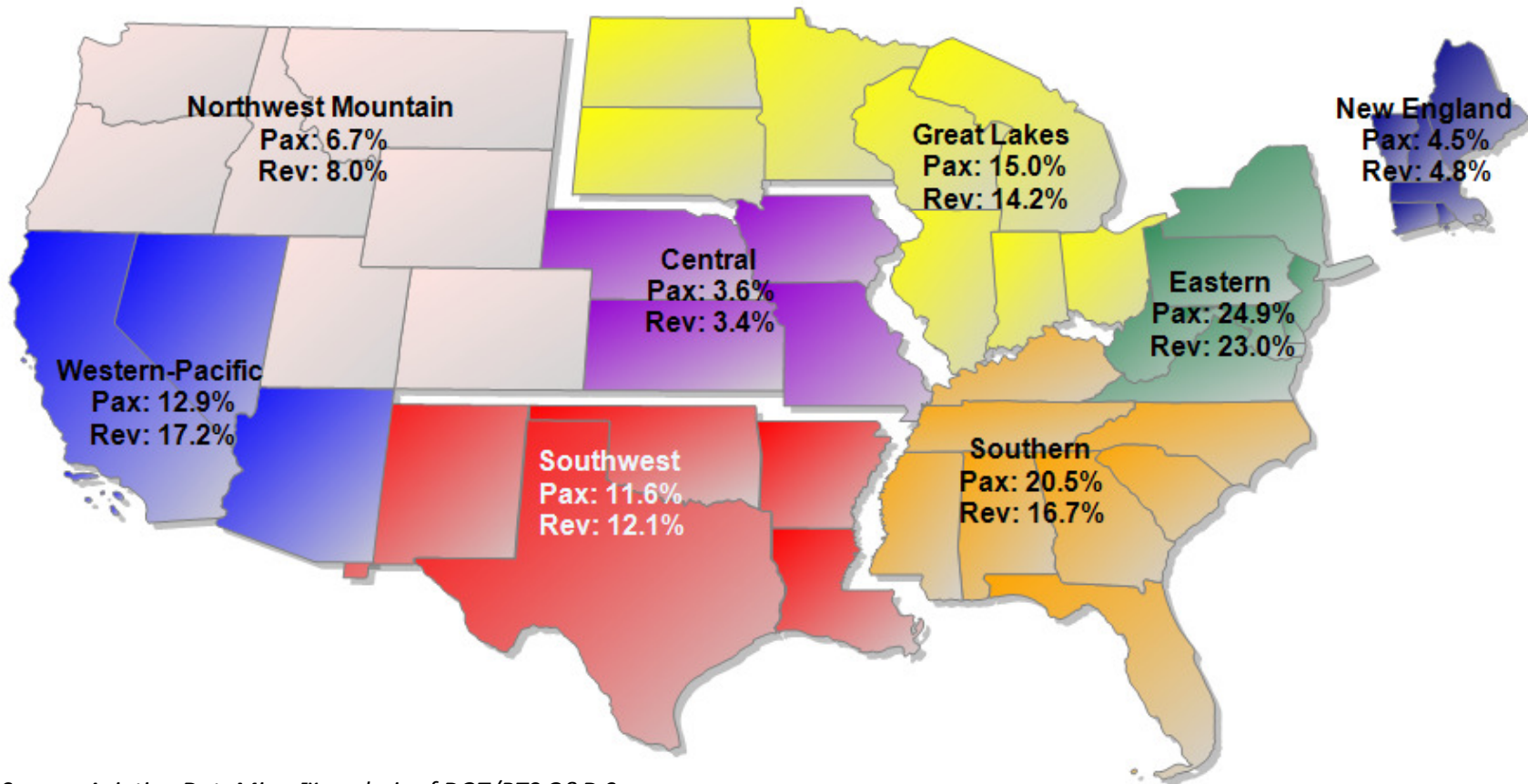
| Carrier | Psgr | PDEW | % Psgr | % Originating @ ATL | Gross OW Fare | Net OW Fare | Net Revenue | % Net Rev. | Ticket Yield | Routing Efficiency |
|--------------|-------------------|-----------------|---------------|---------------------|-----------------|-----------------|------------------------|---------------|---------------|--------------------|
| American | 1,076,396 | 1,474.5 | 4.1% | 38.2% | \$219.10 | \$191.32 | \$190,295,408 | 4.3% | 20.28¢ | 95.2% |
| Alaska | 122,024 | 167.2 | 0.5% | 29.8% | \$308.68 | \$273.92 | \$26,975,558 | 0.6% | 10.79¢ | 95.3% |
| Delta | 16,483,156 | 22,579.7 | 63.3% | 56.8% | \$219.74 | \$194.06 | \$3,018,533,353 | 68.7% | 22.18¢ | 97.7% |
| Frontier | 223,483 | 306.1 | 0.9% | 45.9% | \$177.03 | \$150.73 | \$32,836,714 | 0.7% | 11.22¢ | 95.8% |
| AirTran | 2,310,321 | 3,164.8 | 8.9% | 50.9% | \$139.44 | \$119.88 | \$265,282,729 | 6.0% | 16.29¢ | 99.3% |
| Spirit | 414,789 | 568.2 | 1.6% | 50.9% | \$80.78 | \$65.08 | \$26,799,209 | 0.6% | 9.52¢ | 98.0% |
| United | 767,603 | 1,051.5 | 2.9% | 31.7% | \$237.39 | \$207.46 | \$145,014,468 | 3.3% | 19.45¢ | 92.9% |
| US Airways | 1,252,063 | 1,715.2 | 4.8% | 42.2% | \$223.75 | \$191.28 | \$233,563,434 | 5.3% | 17.01¢ | 90.8% |
| Southwest | 3,379,101 | 4,628.9 | 13.0% | 45.8% | \$166.68 | \$143.94 | \$451,741,407 | 10.3% | 15.78¢ | 96.6% |
| Total | 26,034,754 | 35,664.0 | 100.0% | 52.3% | \$204.06 | \$178.89 | \$4,392,508,545 | 100.0% | 19.98¢ | 96.9% |

Source: Aviation DataMiner™ analysis of DOT/BTS O&D Survey

Geographical Distribution of Current Domestic ATL O&D Pax YE Q2 2013

➤ The majority of the passengers and revenue come from the Southern, Eastern, Great Lakes, and Southwest regions

☐ Bodes well for potential scheduled charter service because a small/medium sized jet would likely be utilized. These sized jets generally have decreasing economics the longer the stage length of flights due to fuel costs



Source: Aviation DataMiner™ analysis of DOT/BTS O&D Survey

Delta Airlines Load Factor Performance at ATL – YE Q2 2013

➤ **The load factor table illustrates the percentage of seats on nonstop flights that are full at ATL to key business markets for Delta**

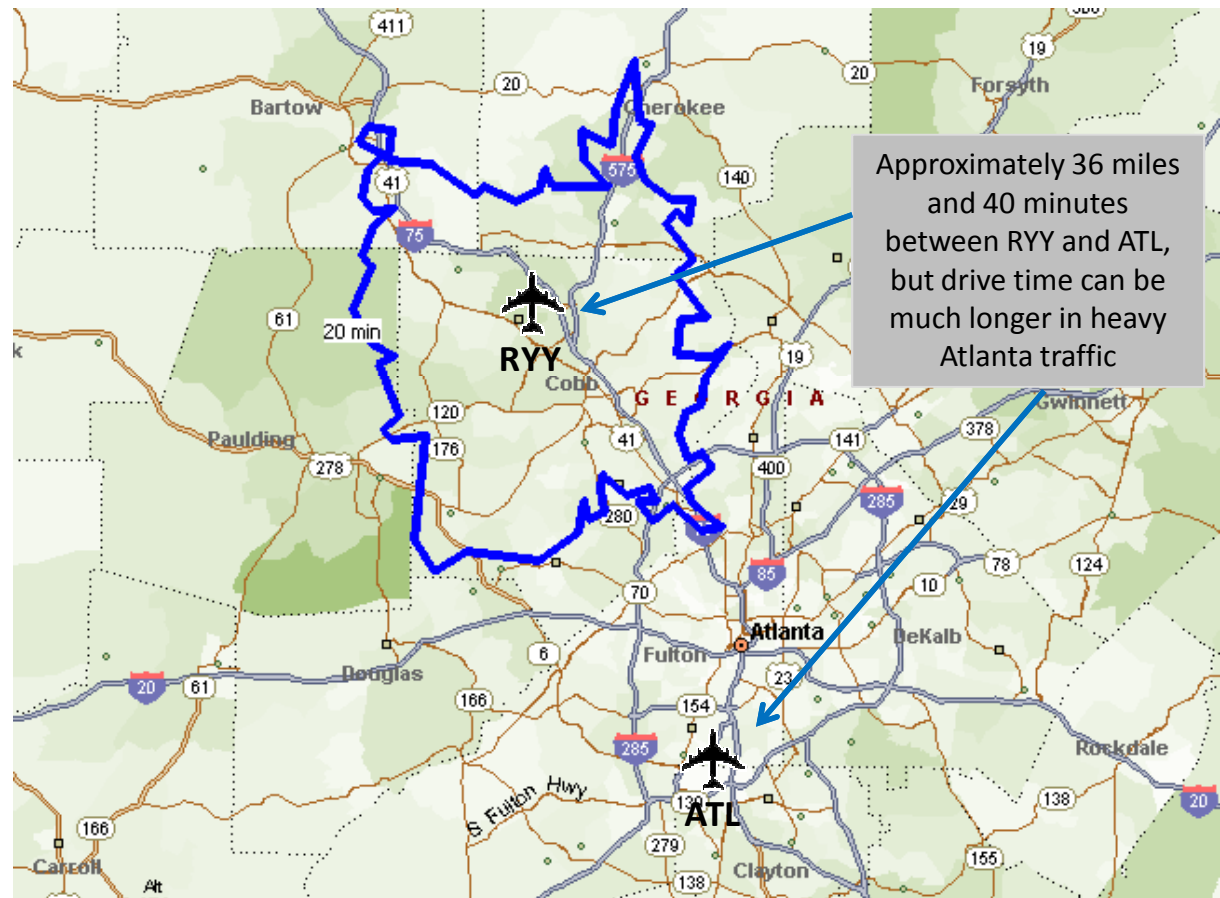
- ❓ Because Delta accounts for over 60% of all passenger capture at ATL, the airline's performance is highlighted
- ❓ Reviewing load factor performance is helpful in that it shows which nonstop flights are more full than others to key business markets
- ❓ The markets in the table are representative key cities and not meant to be an all inclusive set of cities – additional cities will be reviewed for potential for scheduled charter service in this analysis

| Market | Delta Airlines Load Factor |
|--------------------------|----------------------------|
| LGA | 83.2% |
| LAX | 93.5% |
| DFW | 76.5% |
| DCA | 76.9% |
| BWI | 80.5% |
| PHL | 83.2% |
| ORD | 79.8% |
| DEN | 91.5% |
| SFO | 93.7% |
| EWR | 83.8% |
| MDW | 70.0% |
| DTW | 82.2% |
| MSP | 85.1% |
| RDU | 81.4% |
| HOU | 77.1% |
| IAH | 77.1% |
| STL | 82.6% |
| PIT | 79.6% |
| Total All Markets | 82.6% |

IV. Key City Passenger Demand by Zip Code in the Greater Atlanta Region

Cobb County Airport – McCollum Field Service Area

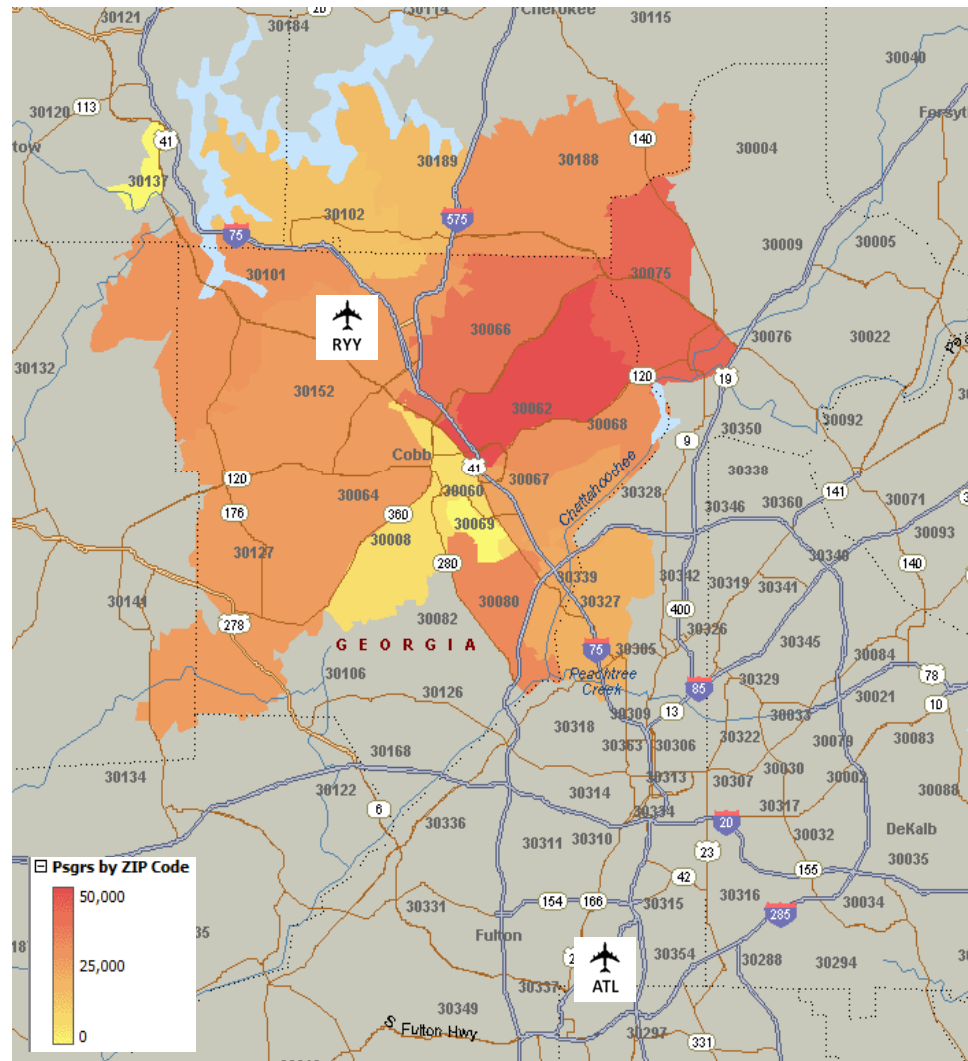
- It is critical to define the projected service area at RYY in order to project possible demand for scheduled charter service
- The projected primary service area for passengers that may utilize RYY scheduled charter service is a 20 minute drive time from the airport
 - ❑ Cobb County has a population of over 700,000, which is similar to the population within a 20 minute drive time from RYY
 - ❑ It is approximately 40 minutes drive time from RYY to ATL, however, heavy Atlanta traffic can occasionally double the drive time
 - ❑ The convenience of possible scheduled charter service at RYY would be appealing to some business travelers for whom time truly is money



Heat Map of All Zip Codes Analyzed – Propensity to Travel By Zip Code

- Based on Airline Reporting Corporation (ARC) zip code based data, over 345,000 passengers originated trips from the service area under review
- The top zip codes where passengers originated from are as follows (complete list in Appendix):

- 📄 30062: 35,410 originating passengers
- 📄 30075: 32,120 originating passengers
- 📄 30066: 26,910 originating passengers
- 📄 30080: 22,980 originating passengers
- 📄 30188: 21,840 originating passengers
- 📄 30068: 21,320 originating passengers
- 📄 30101: 21,100 originating passengers
- 📄 30064: 20,100 originating passengers
- 📄 30127: 19,710 originating passengers
- 📄 30152: 19,570 originating passengers



*Data is sourced from Airline Reporting Corporation (ARC) data, which is approximately a 10% sample and has been grossed up to 100% for this study

Top Destination Markets by Zip Code From Within the RYY Service Area

- The table illustrates the top 20 O&D markets at ATL which generate the most originating passengers from the zip codes within the RYY service area
- The New York metro region, Washington, D.C. region, and Chicagoland are the top geographic areas where passengers from the RYY service area are traveling to/from
- Having the top geographic regions being major business markets demonstrates that there is potential for scheduled charter service with a high end product from RYY

| ARC Zip Code Rank | Market | Total Annual Originating Passengers | Mileage To/From RYY |
|-------------------|--------|-------------------------------------|---------------------|
| 1 | LGA | 23,340 | 751 |
| 2 | DEN | 14,090 | 1,179 |
| 3 | LAX | 12,510 | 1,932 |
| 4 | MIA | 11,700 | 622 |
| 5 | ORD | 11,090 | 578 |
| 6 | BOS | 10,020 | 936 |
| 7 | DFW | 9,600 | 722 |
| 8 | EWR | 9,330 | 735 |
| 9 | DCA | 9,150 | 537 |
| 10 | PHL | 9,060 | 656 |
| 11 | SFO | 8,870 | 2,122 |
| 12 | BWI | 7,680 | 566 |
| 13 | FLL | 7,150 | 608 |
| 14 | SEA | 6,860 | 2,159 |
| 15 | IAD | 6,230 | 523 |
| 16 | CLT | 5,910 | 224 |
| 17 | JFK | 5,200 | 750 |
| 18 | MDW | 5,120 | 563 |
| 19 | IAH | 5,110 | 689 |
| 20 | MSP | 4,980 | 879 |

*Excludes leisure markets including LAS, TPA, MCO, MSY, and SJU

**Data is sourced from Airline Reporting Corporation (ARC) data, which is approximately a 10% sample and has been grossed up to 100% for this study

Ranking of Potential Markets For Scheduled Charter Service at RYY

- The markets with the greatest potential for successful scheduled charter operations include the New York Metro area, Washington, D.C., South Florida, and Chicagoland
- Miami/Ft. Lauderdale combine to create South Florida, which is both a leisure and business destination
- Boston, Dallas-Ft. Worth, and Philadelphia round out the top markets with opportunity for successful scheduled charter operations at RYY
- A high end product scheduled at RYY has potential to attract high end business travelers (and potentially leisure travelers) to the destinations illustrated in the table

| Market | Total Annual Originating Passengers |
|--------------------------|-------------------------------------|
| New York Metro* | 37,870 |
| Washington, D.C. Metro** | 23,060 |
| Miami/Ft. Lauderdale | 18,850 |
| Chicago Metro*** | 16,210 |
| Boston | 10,020 |
| Dallas-Ft. Worth | 9,600 |
| Philadelphia | 9,060 |

*New York Metro includes LGA, EWR, and JFK

**Washington, D.C. Metro includes DCA, IAD, and BWI

***Chicago Metro includes ORD and MDW

Passengers by Class of Service for the Top Potential Markets at RYY

➤ While the majority of passengers from the RYY service area purchase Discount Economy tickets, approximately 11% (4,000 passengers) of NYC travelers purchased higher fare tickets – this is the target market for RYY scheduled charter service

➤ The following are the % and corresponding number of passengers that purchased higher value tickets from the other top potential markets:

📍 Washington, D.C.: 6.4% (1,473 pax)

📍 S. Florida: 8.1% (1,518 pax)

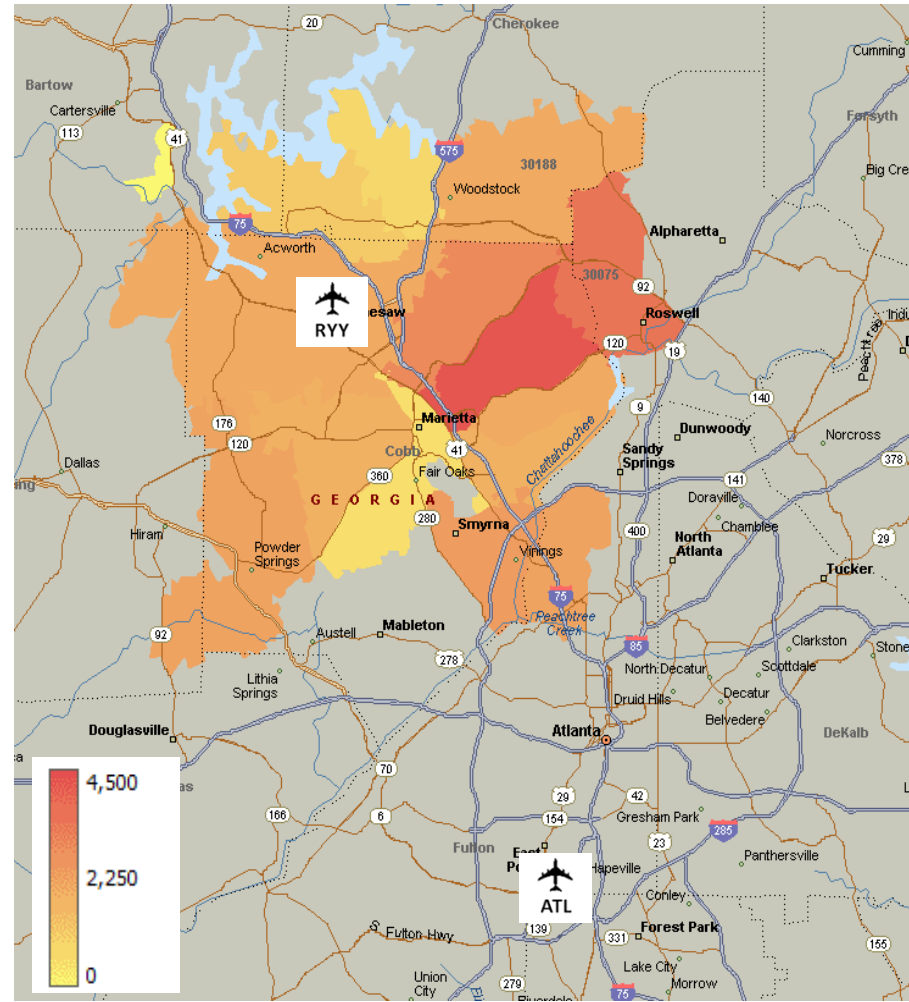
📍 Chicago: 6.3% (1,022 pax)

| % Passengers by Class of Service | | | | | | |
|----------------------------------|-------|----------|--------------|------------------|-------|--------|
| Market | First | Business | Full Economy | Discount Economy | Other | Total |
| NYC | 2.1% | 4.9% | 3.7% | 67.1% | 22.2% | 100.0% |
| Washington, D.C. | 0.9% | 1.0% | 4.5% | 65.5% | 28.1% | 100.0% |
| S. Florida | 2.6% | 0.6% | 4.9% | 74.0% | 17.9% | 100.0% |
| Chicago | 1.6% | 1.8% | 2.8% | 73.8% | 19.9% | 100.0% |

| Total Passengers by Class of Service | | | | | | |
|--------------------------------------|-------|----------|--------------|------------------|-------|--------|
| Market | First | Business | Full Economy | Discount Economy | Other | Total |
| NYC | 805 | 1,856 | 1,405 | 25,393 | 8,411 | 37,870 |
| Washington, D.C. | 203 | 235 | 1,036 | 15,106 | 6,480 | 23,060 |
| S. Florida | 489 | 114 | 915 | 13,953 | 3,379 | 18,850 |
| Chicago | 266 | 298 | 458 | 11,963 | 3,225 | 16,210 |

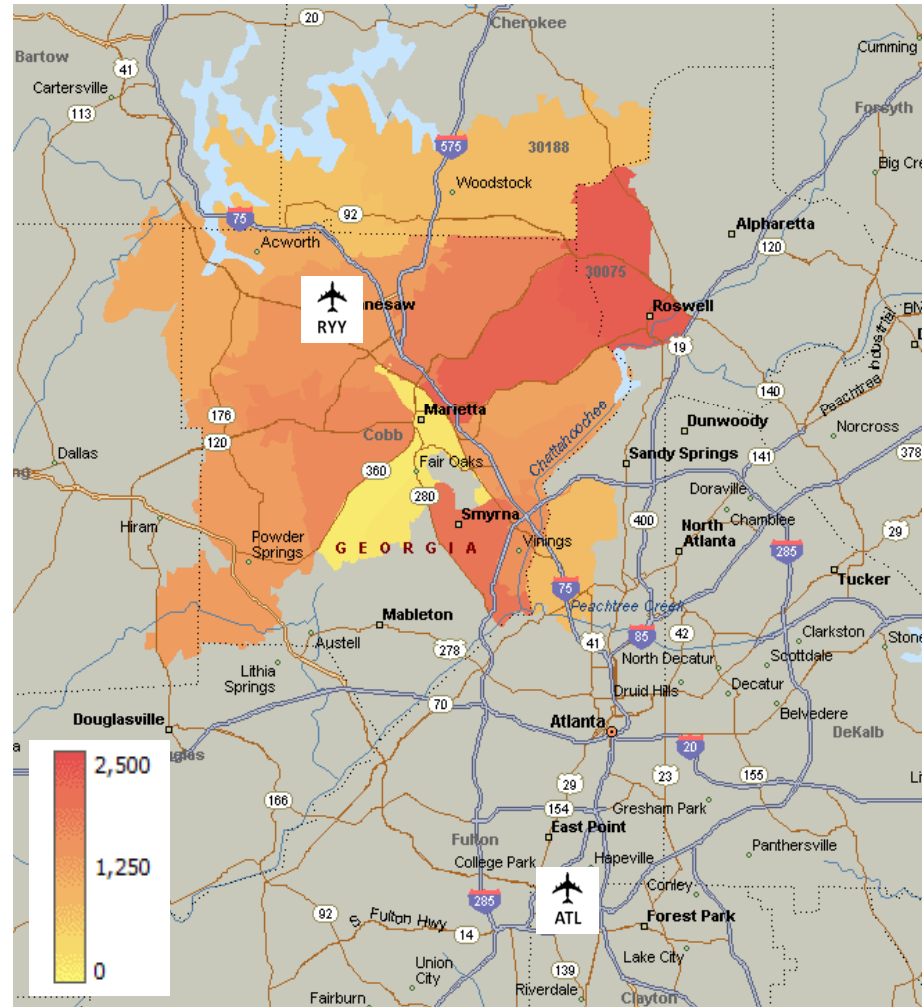
Total Originating Passengers by Zip Code: New York Metro Region (LGA/EWR/JFK)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30062 | 4,250 |
| 30075 | 3,430 |
| 30066 | 2,960 |
| 30080 | 2,520 |
| 30339 | 2,510 |
| 30327 | 2,180 |
| 30127 | 2,160 |
| 30144 | 2,120 |
| 30101 | 2,110 |
| 30152 | 2,090 |
| 30188 | 2,060 |
| 30068 | 2,060 |
| 30067 | 1,920 |
| 30064 | 1,830 |
| 30102 | 1,230 |
| 30189 | 960 |
| 30008 | 740 |
| 30060 | 720 |



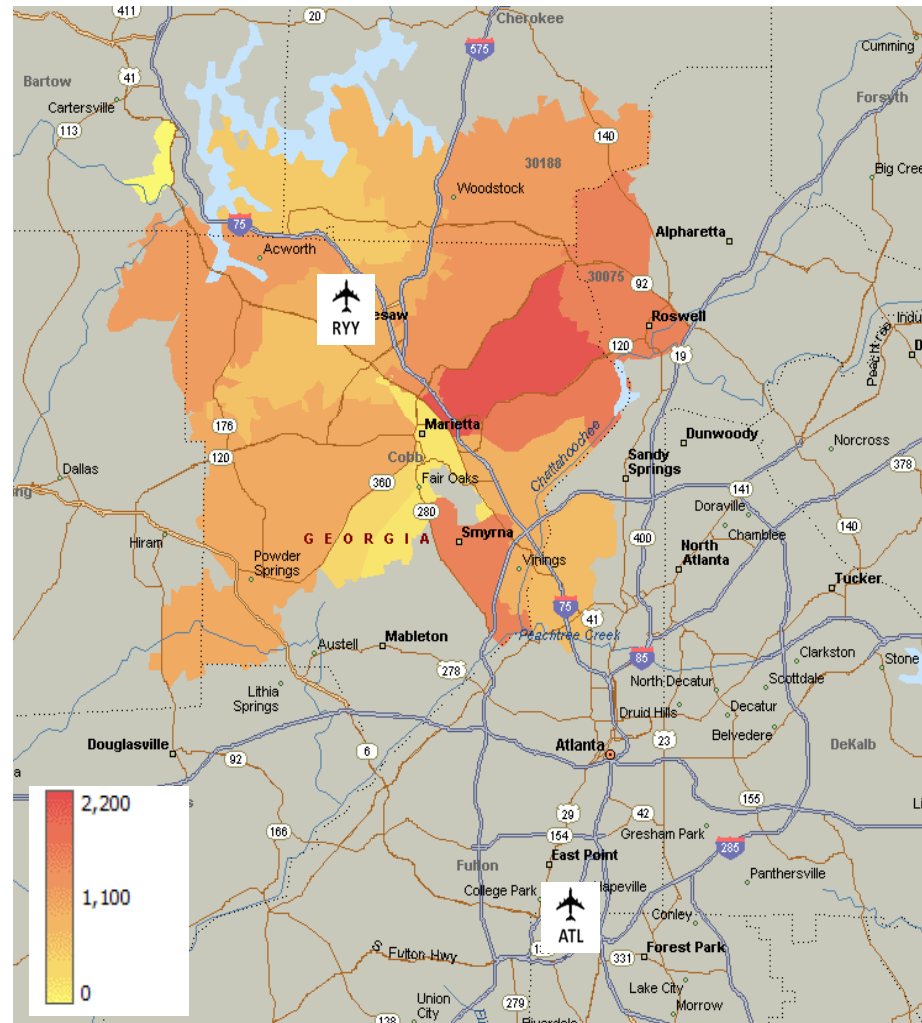
Total Originating Passengers by Zip Code: Washington, D.C. Metro Region (DCA/IAD/BWI)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30075 | 2,250 |
| 30062 | 2,190 |
| 30080 | 1,920 |
| 30066 | 1,700 |
| 30064 | 1,570 |
| 30339 | 1,530 |
| 30152 | 1,430 |
| 30067 | 1,400 |
| 30144 | 1,330 |
| 30127 | 1,320 |
| 30068 | 1,250 |
| 30101 | 1,100 |
| 30188 | 940 |
| 30189 | 930 |
| 30327 | 900 |
| 30102 | 790 |
| 30060 | 310 |
| 30008 | 200 |



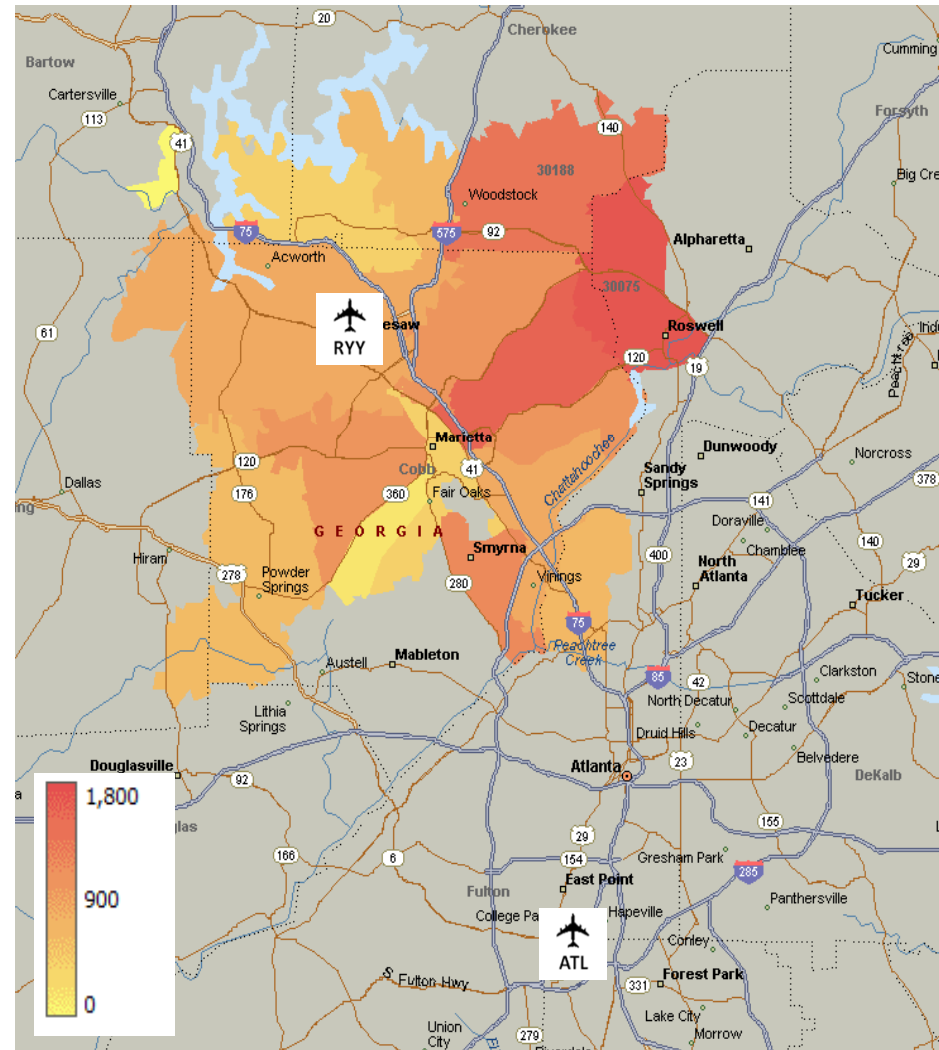
Total Originating Passengers by Zip Code: South Florida (MIA/FLL)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30062 | 2,110 |
| 30068 | 1,570 |
| 30080 | 1,540 |
| 30075 | 1,510 |
| 30066 | 1,290 |
| 30188 | 1,170 |
| 30101 | 1,150 |
| 30064 | 1,050 |
| 30127 | 1,000 |
| 30067 | 960 |
| 30144 | 900 |
| 30339 | 890 |
| 30189 | 870 |
| 30327 | 760 |
| 30152 | 730 |
| 30102 | 570 |
| 30008 | 460 |
| 30060 | 290 |



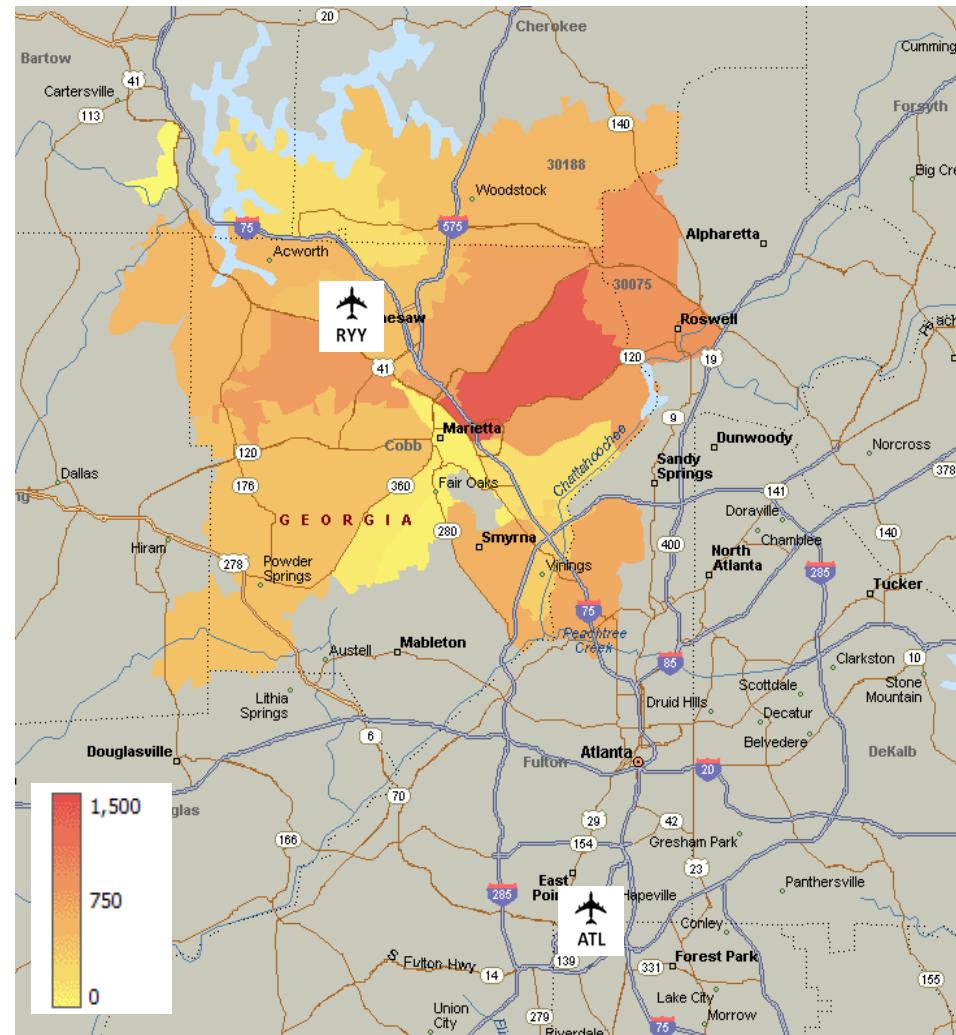
Total Originating Passengers by Zip Code: Chicago Metro Region (ORD/MDW)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30075 | 1,690 |
| 30062 | 1,590 |
| 30188 | 1,400 |
| 30080 | 1,160 |
| 30064 | 1,080 |
| 30066 | 1,080 |
| 30068 | 1,050 |
| 30152 | 840 |
| 30144 | 830 |
| 30067 | 830 |
| 30339 | 800 |
| 30101 | 790 |
| 30189 | 700 |
| 30327 | 680 |
| 30127 | 650 |
| 30060 | 410 |
| 30102 | 390 |
| 30008 | 220 |



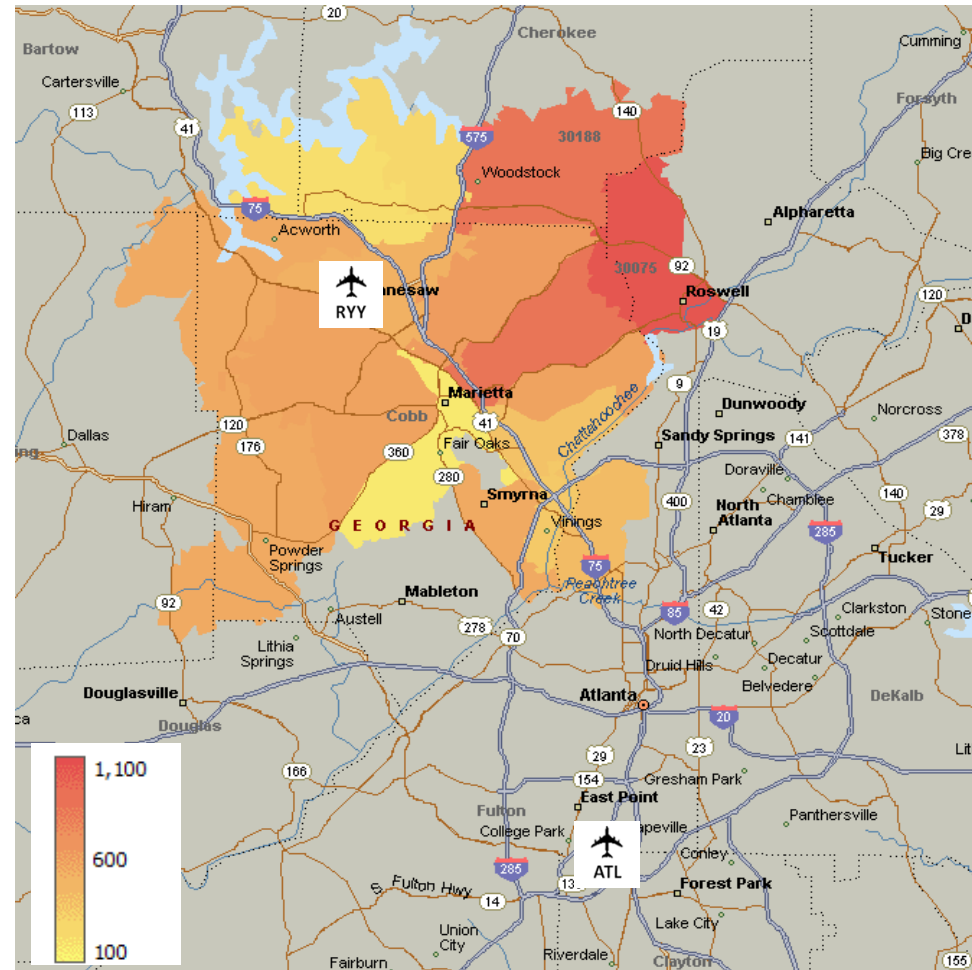
Total Originating Passengers by Zip Code: Boston (BOS)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30062 | 1,370 |
| 30075 | 860 |
| 30152 | 810 |
| 30066 | 780 |
| 30068 | 740 |
| 30327 | 710 |
| 30080 | 640 |
| 30101 | 580 |
| 30188 | 570 |
| 30064 | 490 |
| 30189 | 490 |
| 30127 | 490 |
| 30144 | 460 |
| 30339 | 370 |
| 30067 | 250 |
| 30102 | 200 |
| 30008 | 120 |
| 30060 | 80 |



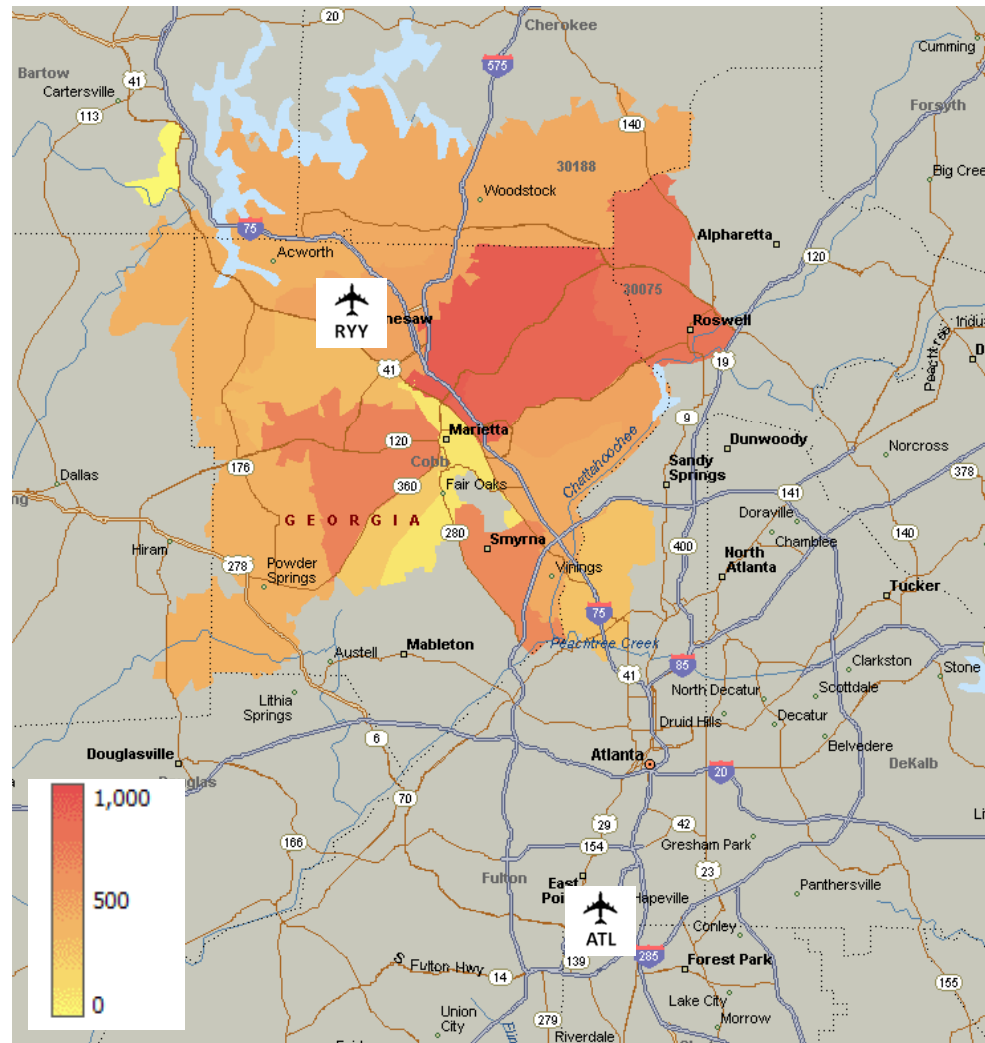
Total Originating Passengers by Zip Code: Dallas-Ft. Worth Metro Region (DFW)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30075 | 1,060 |
| 30062 | 880 |
| 30188 | 870 |
| 30066 | 630 |
| 30152 | 590 |
| 30068 | 590 |
| 30064 | 580 |
| 30101 | 560 |
| 30080 | 560 |
| 30127 | 550 |
| 30144 | 530 |
| 30327 | 460 |
| 30067 | 410 |
| 30339 | 370 |
| 30189 | 310 |
| 30102 | 260 |
| 30008 | 200 |
| 30060 | 190 |



Total Originating Passengers by Zip Code: Philadelphia (PHL)

| Zip Code | Total Annual Originating Passengers |
|----------|-------------------------------------|
| 30066 | 920 |
| 30062 | 860 |
| 30075 | 770 |
| 30064 | 680 |
| 30080 | 630 |
| 30144 | 520 |
| 30068 | 490 |
| 30339 | 460 |
| 30188 | 460 |
| 30102 | 440 |
| 30189 | 440 |
| 30067 | 440 |
| 30101 | 430 |
| 30127 | 430 |
| 30152 | 370 |
| 30327 | 300 |
| 30008 | 280 |
| 30060 | 120 |



V. Potential Obstacles to Scheduled Charter Operation at McCollum Field

Number of Nonstop Flights at ATL to Key Business Markets CY 2013

- The table illustrates the average number of daily nonstops and the number of airline brands offering nonstops to several of the top business markets at ATL
- It is important to understand that schedule frequency and operational reliability of flights are of the utmost importance to the business traveler – the convenience factor
- While there are a significant number of existing nonstop flights at ATL to the top business markets, a premium product offering coupled with aggressive marketing of the charter flights to create awareness has the potential to capture some of the already existing passenger traffic at ATL

| Market | Avg. Daily Nonstops | Number of Airlines | Airline Brands |
|--------|---------------------|--------------------|-------------------|
| LGA | 28 | 3 | DL, AA, WN/FL |
| LAX | 14 | 2 | DL, WN/FL |
| DFW | 22 | 3 | DL, AA, NK |
| DCA | 20 | 2 | DL, WN/FL |
| BWI | 19 | 2 | DL, WN/FL |
| PHL | 20 | 3 | DL, US, WN/FL |
| ORD | 24 | 3 | DL, AA, UA |
| DEN | 15 | 4 | DL, F9, UA, WN/FL |
| SFO | 9 | 2 | DL, WN/FL |
| EWR | 16 | 2 | DL, UA |
| MDW | 15 | 2 | DL, WN/FL |
| DTW | 14 | 2 | DL, WN/FL |
| MSP | 15 | 2 | DL, WN/FL |
| RDU | 15 | 2 | DL, WN/FL |
| HOU | 14 | 2 | DL, WN/FL |
| IAH | 15 | 2 | DL, UA |
| STL | 11 | 2 | DL, WN/FL |
| PIT | 11 | 2 | DL, WN/FL |

Product Must be High Quality, But Cost Effective

- In order to attract the high end business traveler, any scheduled charter service is recommended to be an all first/business class configuration
- In addition to being a high end product, the cost to the passenger must be within reason for the business traveler to be interested, but not prohibitively high which would deter passengers
- Furthermore, the cost to operate such flights for the prospective carrier(s) would need to be reasonable for them to be profitable, otherwise these flights will be unsuccessful



Intended for illustrative purposes only. There many high quality configurations of charter aircraft which would be suitable for RYY.

VI. Conclusion and Recommendations

VII. Appendix

- **Psgr**: Represents total origin and destination passengers at a specific airport
- **PDEW**: Passengers Daily Each Way
- **Average Fare**: Average fares are based on the value of all classes of tickets used for travel in a given market. Average fare calculations do not include frequent-flyer or zero fare tickets.
- **Gross OW Fare**: Average Gross One Way Fare includes all taxes and fees and is representative of what the consumers pays to travel
- **Net OW Fare**: Average Net One Way Fare excludes taxes and fees and is representative of the airline's share of the revenue
- **Ticket Yield**: This is a revenue measure and is representative of the average fare paid per mile
- **Routing Efficiency**: The difference between a nonstop flight between two destinations and having to connect between the two destinations therefore becoming less efficient
- **Load Factor**: A measurement of the utilization of the aircraft and is calculated by the number of revenue passenger miles traveled divided by the total available seat miles (the higher the load factor, the more full the flight)
- **Airline Abbreviations**: F9 = Frontier; WN/FL = Southwest/AirTran; DL = Delta; UA = United; AA = American; US = US Airways

51-100 Domestic Origin and Destination Markets at ATL YE Q2 2013

➤ The top 50 origin and destination markets at ATL were identified earlier in the report. The following are numbers 51 – 100 as of YE Q2 2013

| Rank | Market | Psgr | PDEW | % Originating @ ATL | Gross OW Fare | % of Pax |
|------|--------|---------|-------|---------------------|---------------|----------|
| 51 | PDX | 161,660 | 221.5 | 45.2% | \$333.84 | 0.6% |
| 52 | HPN | 160,369 | 219.7 | 47.1% | \$204.47 | 0.6% |
| 53 | CAK | 153,669 | 210.5 | 38.8% | \$152.98 | 0.6% |
| 54 | SDF | 146,049 | 200.1 | 50.1% | \$145.08 | 0.6% |
| 55 | FNT | 126,814 | 173.7 | 40.9% | \$153.23 | 0.5% |
| 56 | SMF | 122,343 | 167.6 | 43.3% | \$300.74 | 0.5% |
| 57 | ROC | 117,649 | 161.2 | 45.4% | \$175.02 | 0.5% |
| 58 | CVG | 116,940 | 160.2 | 43.1% | \$233.22 | 0.4% |
| 59 | DAL | 115,915 | 158.8 | 50.3% | \$194.29 | 0.4% |
| 60 | PVD | 99,534 | 136.3 | 46.6% | \$229.30 | 0.4% |
| 61 | HNL | 92,721 | 127.0 | 72.8% | \$555.46 | 0.4% |
| 62 | OMA | 92,613 | 126.9 | 41.1% | \$256.37 | 0.4% |
| 63 | ICT | 90,887 | 124.5 | 39.5% | \$174.02 | 0.3% |
| 64 | OKC | 81,405 | 111.5 | 46.6% | \$290.11 | 0.3% |
| 65 | GSO | 80,944 | 110.9 | 46.5% | \$177.83 | 0.3% |
| 66 | SYR | 75,976 | 104.1 | 47.7% | \$254.48 | 0.3% |
| 67 | PNS | 75,892 | 104.0 | 58.5% | \$135.17 | 0.3% |
| 68 | SRQ | 74,560 | 102.1 | 53.0% | \$173.39 | 0.3% |
| 69 | ALB | 73,957 | 101.3 | 45.6% | \$279.62 | 0.3% |
| 70 | SJC | 72,641 | 99.5 | 48.6% | \$291.14 | 0.3% |
| 71 | GRR | 69,984 | 95.9 | 38.1% | \$267.94 | 0.3% |
| 72 | ABQ | 68,472 | 93.8 | 53.7% | \$255.89 | 0.3% |
| 73 | LIT | 68,227 | 93.5 | 41.5% | \$263.00 | 0.3% |
| 74 | PWM | 66,082 | 90.5 | 53.7% | \$234.71 | 0.3% |
| 75 | TUL | 64,442 | 88.3 | 43.8% | \$296.98 | 0.2% |

| Rank | Market | Psgr | PDEW | % Originating @ ATL | Gross OW Fare | % of Pax |
|------|--------|--------|------|---------------------|---------------|----------|
| 76 | ONT | 63,770 | 87.4 | 40.7% | \$259.95 | 0.2% |
| 77 | BNA | 62,909 | 86.2 | 63.2% | \$291.02 | 0.2% |
| 78 | CHS | 57,304 | 78.5 | 55.5% | \$246.42 | 0.2% |
| 79 | MHT | 55,207 | 75.6 | 37.2% | \$217.06 | 0.2% |
| 80 | STT | 53,237 | 72.9 | 79.2% | \$308.91 | 0.2% |
| 81 | TUS | 52,480 | 71.9 | 53.9% | \$282.78 | 0.2% |
| 82 | ACY | 51,430 | 70.5 | 47.6% | \$70.56 | 0.2% |
| 83 | DSM | 51,078 | 70.0 | 44.4% | \$256.31 | 0.2% |
| 84 | MDT | 50,596 | 69.3 | 43.5% | \$281.47 | 0.2% |
| 85 | XNA | 50,481 | 69.2 | 50.3% | \$364.48 | 0.2% |
| 86 | ANC | 46,643 | 63.9 | 51.8% | \$469.76 | 0.2% |
| 87 | ELP | 44,857 | 61.4 | 49.6% | \$300.61 | 0.2% |
| 88 | SAV | 44,628 | 61.1 | 62.5% | \$181.27 | 0.2% |
| 89 | BTR | 44,534 | 61.0 | 45.7% | \$240.25 | 0.2% |
| 90 | MSN | 43,093 | 59.0 | 40.0% | \$251.65 | 0.2% |
| 91 | OAK | 41,490 | 56.8 | 44.3% | \$262.81 | 0.2% |
| 92 | RNO | 40,050 | 54.9 | 65.2% | \$291.87 | 0.2% |
| 93 | DAB | 39,301 | 53.8 | 52.7% | \$176.29 | 0.2% |
| 94 | JAN | 37,287 | 51.1 | 53.5% | \$335.88 | 0.1% |
| 95 | COS | 37,109 | 50.8 | 47.7% | \$234.99 | 0.1% |
| 96 | PHF | 36,747 | 50.3 | 44.1% | \$187.26 | 0.1% |
| 97 | GEG | 36,699 | 50.3 | 45.3% | \$281.63 | 0.1% |
| 98 | MLB | 35,834 | 49.1 | 50.9% | \$170.30 | 0.1% |
| 99 | MLI | 32,855 | 45.0 | 46.2% | \$239.86 | 0.1% |
| 100 | ABE | 32,217 | 44.1 | 39.5% | \$246.30 | 0.1% |

Source: Aviation DataMiner™ analysis of DOT/BTS O&D Survey

Top 50 ATL Passenger Markets By Zip Code From Within RYY Service Area – YE Q2 2013

| ARC Zip Code Rank | BTS O&D Rank | Market | 30008 | 30060 | 30062 | 30064 | 30066 | 30067 | 30068 | 30075 | 30080 | 30101 | 30102 | 30127 | 30137 | 30144 | 30152 | 30189 | 30327 | 30339 | 30188 | Total |
|-------------------|--------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| 1 | 1 | LGA | 500 | 480 | 2,600 | 1,130 | 1,810 | 1,060 | 1,160 | 2,480 | 1,400 | 1,370 | 590 | 1,480 | 20 | 1,130 | 1,310 | 510 | 1,530 | 1,510 | 1,270 | 23,340 |
| 2 | 10 | DEN | 220 | 370 | 1,440 | 1,040 | 1,320 | 640 | 870 | 1,260 | 730 | 680 | 430 | 550 | 0 | 800 | 740 | 650 | 700 | 630 | 1,020 | 14,090 |
| 3 | 14 | LAS | 340 | 200 | 1,230 | 720 | 1,070 | 420 | 390 | 770 | 1,000 | 1,310 | 690 | 830 | 50 | 560 | 810 | 760 | 340 | 660 | 1,010 | 13,160 |
| 4 | 3 | LAX | 220 | 280 | 1,270 | 730 | 1,040 | 560 | 890 | 990 | 600 | 710 | 650 | 990 | 0 | 680 | 910 | 390 | 560 | 500 | 540 | 12,510 |
| 5 | 19 | MIA | 310 | 220 | 1,260 | 660 | 750 | 570 | 1,020 | 870 | 870 | 670 | 310 | 670 | 10 | 640 | 490 | 450 | 580 | 630 | 720 | 11,700 |
| 6 | 9 | ORD | 110 | 230 | 1,070 | 840 | 770 | 570 | 660 | 1,210 | 850 | 460 | 280 | 450 | 20 | 540 | 640 | 400 | 570 | 560 | 860 | 11,090 |
| 7 | 6 | BOS | 120 | 80 | 1,370 | 490 | 780 | 250 | 740 | 860 | 640 | 580 | 200 | 490 | 10 | 460 | 810 | 490 | 710 | 370 | 570 | 10,020 |
| 8 | 4 | DFW | 200 | 190 | 880 | 580 | 630 | 410 | 590 | 1,060 | 560 | 560 | 260 | 550 | 0 | 530 | 590 | 310 | 460 | 370 | 870 | 9,600 |
| 9 | 11 | MCO | 160 | 150 | 1,130 | 720 | 590 | 350 | 490 | 1,060 | 500 | 860 | 290 | 640 | 0 | 270 | 530 | 490 | 350 | 370 | 620 | 9,570 |
| 10 | 22 | PHX | 100 | 160 | 920 | 740 | 690 | 590 | 490 | 710 | 610 | 680 | 350 | 710 | 40 | 660 | 570 | 260 | 360 | 400 | 380 | 9,420 |
| 11 | 13 | EWR | 120 | 100 | 1,040 | 460 | 850 | 580 | 620 | 590 | 560 | 550 | 470 | 400 | 0 | 550 | 540 | 250 | 380 | 690 | 580 | 9,330 |
| 12 | 5 | DCA | 140 | 160 | 750 | 670 | 580 | 590 | 530 | 910 | 630 | 440 | 280 | 370 | 0 | 530 | 670 | 250 | 480 | 820 | 350 | 9,150 |
| 13 | 8 | PHL | 280 | 120 | 860 | 680 | 920 | 440 | 490 | 770 | 630 | 430 | 440 | 430 | 20 | 520 | 370 | 440 | 300 | 460 | 460 | 9,060 |
| 14 | 12 | SFO | 80 | 140 | 1,040 | 420 | 760 | 470 | 600 | 1,030 | 700 | 380 | 260 | 320 | 0 | 430 | 550 | 270 | 440 | 540 | 440 | 8,870 |
| 15 | 7 | BWI | 30 | 70 | 680 | 470 | 600 | 410 | 330 | 720 | 550 | 460 | 320 | 630 | 0 | 500 | 460 | 490 | 280 | 320 | 360 | 7,680 |
| 16 | 2 | FLL | 150 | 70 | 850 | 390 | 540 | 390 | 550 | 640 | 670 | 480 | 260 | 330 | 20 | 260 | 240 | 420 | 180 | 260 | 450 | 7,150 |
| 17 | 20 | SEA | 190 | 160 | 820 | 390 | 590 | 460 | 460 | 500 | 390 | 270 | 160 | 440 | 0 | 390 | 510 | 330 | 190 | 270 | 340 | 6,860 |
| 18 | 30 | IAD | 30 | 80 | 760 | 430 | 520 | 400 | 390 | 620 | 740 | 200 | 190 | 320 | 0 | 300 | 300 | 190 | 140 | 390 | 230 | 6,230 |
| 19 | 43 | CLT | 100 | 80 | 510 | 380 | 580 | 170 | 420 | 440 | 380 | 460 | 240 | 570 | 0 | 300 | 280 | 140 | 180 | 300 | 380 | 5,910 |
| 20 | 16 | TPA | 60 | 60 | 380 | 260 | 310 | 180 | 290 | 550 | 370 | 370 | 100 | 380 | 0 | 330 | 350 | 410 | 190 | 220 | 420 | 5,230 |
| 21 | 41 | JFK | 120 | 140 | 610 | 240 | 300 | 280 | 280 | 360 | 560 | 190 | 170 | 280 | 0 | 440 | 240 | 200 | 270 | 310 | 210 | 5,200 |
| 22 | 15 | MDW | 110 | 180 | 520 | 240 | 310 | 260 | 390 | 480 | 310 | 330 | 110 | 200 | 0 | 290 | 200 | 300 | 110 | 240 | 540 | 5,120 |
| 23 | 26 | IAH | 100 | 70 | 710 | 150 | 410 | 250 | 570 | 400 | 170 | 250 | 120 | 530 | 0 | 120 | 460 | 240 | 100 | 190 | 270 | 5,110 |
| 24 | 18 | MSP | 90 | 50 | 640 | 460 | 310 | 250 | 370 | 570 | 430 | 310 | 170 | 200 | 0 | 340 | 140 | 220 | 80 | 110 | 240 | 4,980 |
| 25 | 44 | SJU | 70 | 190 | 300 | 280 | 410 | 440 | 100 | 270 | 380 | 400 | 210 | 440 | 10 | 190 | 260 | 100 | 50 | 240 | 340 | 4,680 |
| 26 | 24 | MSY | 110 | 30 | 380 | 230 | 380 | 150 | 300 | 400 | 360 | 240 | 130 | 140 | 0 | 230 | 230 | 90 | 190 | 300 | 250 | 4,140 |
| 27 | 17 | DTW | 110 | 110 | 370 | 150 | 250 | 200 | 230 | 450 | 310 | 170 | 210 | 230 | 0 | 280 | 270 | 80 | 100 | 160 | 450 | 4,130 |
| 28 | 38 | SAN | 100 | 40 | 390 | 340 | 280 | 140 | 300 | 240 | 270 | 210 | 100 | 270 | 0 | 190 | 320 | 180 | 250 | 150 | 350 | 4,120 |
| 29 | 27 | PIT | 40 | 40 | 450 | 210 | 330 | 190 | 220 | 490 | 190 | 240 | 80 | 140 | 0 | 200 | 300 | 160 | 130 | 320 | 260 | 3,990 |
| 30 | 28 | PBI | 40 | 50 | 650 | 120 | 330 | 90 | 330 | 260 | 240 | 280 | 160 | 140 | 0 | 220 | 250 | 100 | 270 | 190 | 230 | 3,950 |
| 31 | 40 | SLC | 20 | 10 | 230 | 210 | 210 | 230 | 280 | 250 | 140 | 410 | 220 | 110 | 40 | 270 | 220 | 160 | 460 | 160 | 240 | 3,870 |
| 32 | 23 | HOU | 40 | 60 | 300 | 190 | 250 | 80 | 190 | 240 | 210 | 250 | 130 | 200 | 0 | 560 | 230 | 330 | 40 | 170 | 270 | 3,740 |
| 33 | 31 | SAT | 60 | 80 | 340 | 210 | 380 | 180 | 380 | 350 | 170 | 220 | 150 | 210 | 0 | 150 | 120 | 110 | 380 | 40 | 210 | 3,740 |
| 34 | 21 | RDU | 20 | 70 | 360 | 220 | 320 | 190 | 150 | 360 | 340 | 200 | 140 | 130 | 0 | 170 | 100 | 160 | 200 | 130 | 160 | 3,420 |
| 35 | 25 | STL | 40 | 60 | 350 | 120 | 180 | 160 | 230 | 370 | 210 | 200 | 60 | 230 | 20 | 150 | 200 | 150 | 40 | 200 | 230 | 3,200 |
| 36 | 32 | IND | 30 | 50 | 250 | 140 | 330 | 220 | 250 | 140 | 190 | 140 | 160 | 220 | 0 | 170 | 240 | 140 | 40 | 200 | 130 | 3,040 |
| 37 | 42 | BUF | 120 | 70 | 250 | 140 | 230 | 110 | 230 | 270 | 390 | 60 | 140 | 180 | 0 | 170 | 70 | 120 | 10 | 280 | 190 | 3,030 |
| 38 | 47 | SNA | 50 | 40 | 510 | 120 | 250 | 170 | 150 | 300 | 150 | 180 | 80 | 80 | 0 | 240 | 140 | 170 | 80 | 80 | 130 | 2,920 |
| 39 | 29 | MCI | 30 | 0 | 510 | 200 | 150 | 80 | 90 | 290 | 150 | 250 | 80 | 120 | 0 | 190 | 150 | 160 | 120 | 130 | 210 | 2,910 |
| 40 | 33 | RIC | 30 | 20 | 270 | 190 | 280 | 70 | 120 | 450 | 150 | 200 | 100 | 90 | 0 | 170 | 130 | 50 | 100 | 160 | 150 | 2,730 |
| 41 | 35 | MKE | 60 | 10 | 210 | 170 | 230 | 190 | 140 | 370 | 100 | 150 | 70 | 50 | 20 | 120 | 70 | 140 | 140 | 110 | 310 | 2,660 |
| 42 | 37 | AUS | 20 | 70 | 340 | 190 | 120 | 70 | 50 | 230 | 220 | 250 | 40 | 90 | 0 | 180 | 100 | 80 | 130 | 150 | 220 | 2,550 |
| 43 | 34 | JAX | 30 | 20 | 190 | 140 | 130 | 100 | 150 | 280 | 170 | 200 | 90 | 170 | 0 | 210 | 120 | 90 | 90 | 140 | 200 | 2,520 |
| 44 | 61 | HNL | 20 | 40 | 170 | 230 | 90 | 90 | 140 | 350 | 120 | 240 | 50 | 330 | 0 | 90 | 180 | 90 | 60 | 130 | 90 | 2,510 |
| 45 | 36 | CMH | 60 | 10 | 130 | 50 | 220 | 140 | 120 | 400 | 170 | 210 | 40 | 140 | 0 | 130 | 60 | 70 | 40 | 240 | 170 | 2,400 |
| 46 | 52 | HPN | 20 | 10 | 300 | 120 | 150 | 170 | 70 | 190 | 130 | 150 | 100 | 110 | 0 | 170 | 140 | 50 | 180 | 170 | 170 | 2,400 |
| 47 | 51 | PDX | 0 | 80 | 200 | 90 | 240 | 110 | 80 | 200 | 100 | 250 | 50 | 30 | 10 | 140 | 180 | 130 | 110 | 180 | 180 | 2,360 |
| 48 | 48 | CLE | 30 | 110 | 260 | 100 | 210 | 120 | 60 | 140 | 150 | 110 | 40 | 180 | 0 | 150 | 30 | 200 | 170 | 50 | 120 | 2,230 |
| 49 | 45 | ORF | 60 | 10 | 100 | 110 | 130 | 10 | 150 | 310 | 180 | 220 | 70 | 170 | 0 | 100 | 60 | 90 | 100 | 100 | 90 | 2,060 |
| 50 | 39 | MEM | 20 | 10 | 110 | 70 | 170 | 160 | 90 | 430 | 190 | 100 | 90 | 110 | 0 | 80 | 110 | 90 | 50 | 10 | 130 | 2,020 |

Source: Airline Reporting Corporation (ARC) data – ATL Originating Passengers Only

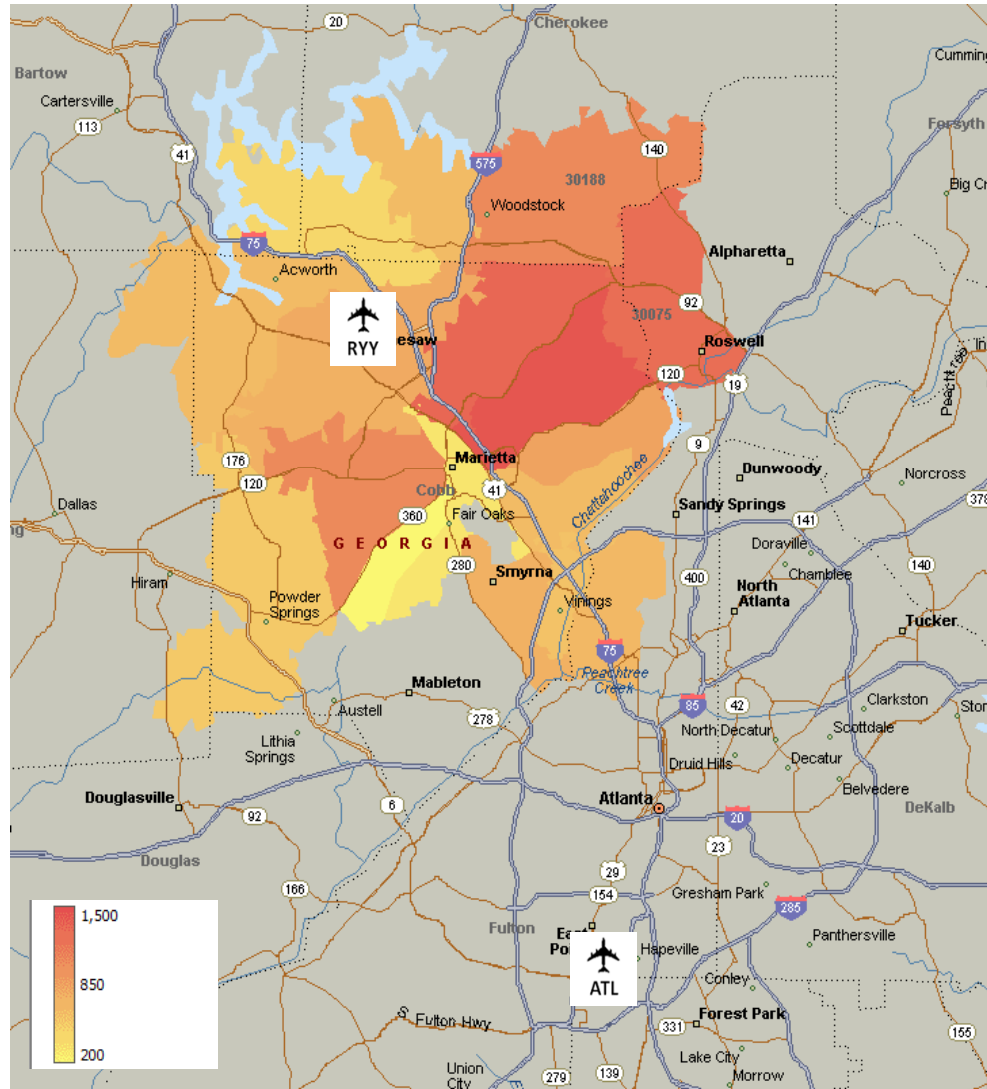
51 -100 ATL Passenger Markets By Zip Code From Within RYY Service Area – YE Q2 2013



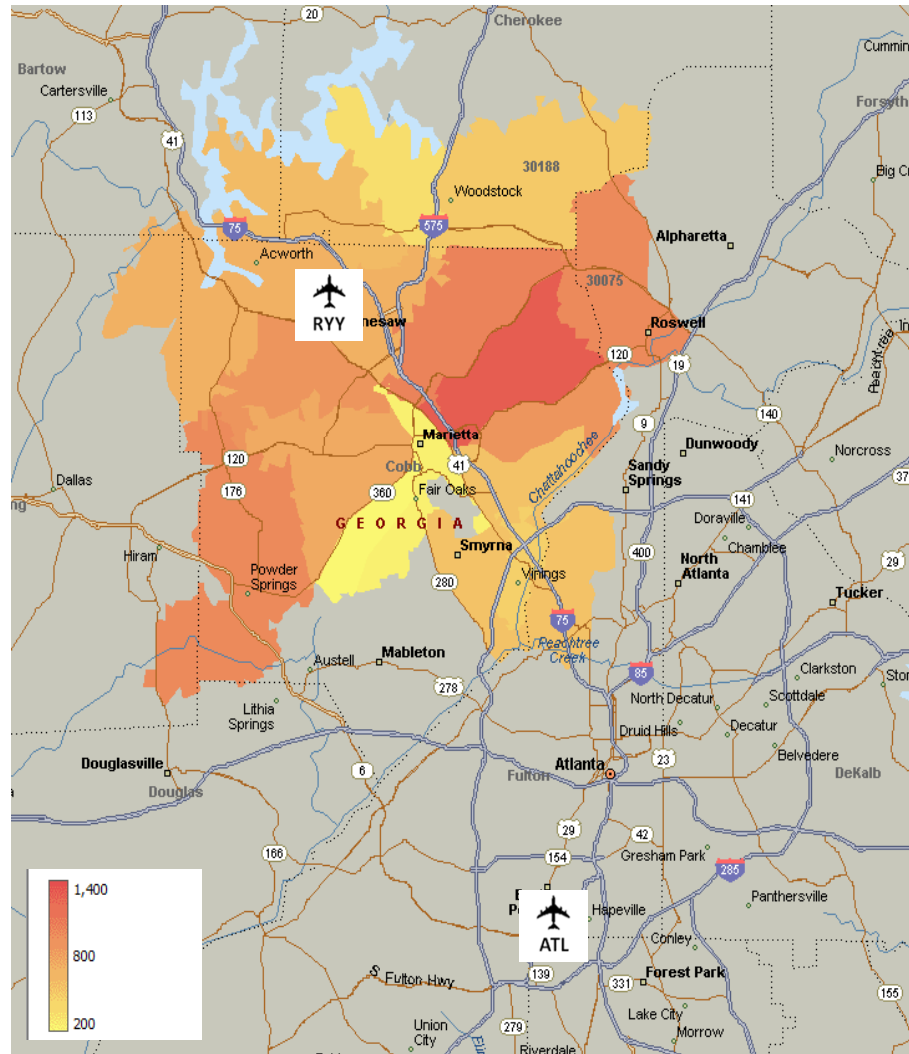
| ARC Zip Code Rank | BTS O&D Rank | Market | 30008 | 30060 | 30062 | 30064 | 30066 | 30067 | 30068 | 30075 | 30080 | 30101 | 30102 | 30127 | 30137 | 30144 | 30152 | 30189 | 30327 | 30339 | 30188 | Total |
|-------------------|--------------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|--------|---------|
| 51 | 49 | BDL | 30 | 30 | 120 | 170 | 240 | 50 | 110 | 200 | 220 | 60 | 50 | 30 | 0 | 190 | 110 | 90 | 40 | 100 | 150 | 1,990 |
| 52 | 50 | RSW | 20 | 10 | 320 | 70 | 180 | 100 | 110 | 240 | 60 | 180 | 60 | 80 | 0 | 120 | 70 | 60 | 110 | 10 | 150 | 1,950 |
| 53 | 46 | DAY | 30 | 30 | 110 | 110 | 120 | 90 | 120 | 420 | 90 | 70 | 10 | 70 | 0 | 60 | 230 | 70 | 20 | 80 | 180 | 1,910 |
| 54 | 56 | SMF | 0 | 0 | 110 | 230 | 70 | 70 | 190 | 40 | 70 | 170 | 50 | 40 | 0 | 70 | 140 | 100 | 50 | 50 | 220 | 1,670 |
| 55 | 57 | ROC | 10 | 0 | 160 | 50 | 110 | 70 | 50 | 90 | 150 | 50 | 70 | 150 | 0 | 90 | 30 | 110 | 80 | 130 | 220 | 1,620 |
| 56 | 60 | PVD | 10 | 30 | 140 | 40 | 150 | 50 | 120 | 200 | 140 | 130 | 130 | 60 | 0 | 40 | 50 | 30 | 40 | 120 | 90 | 1,570 |
| 57 | 54 | SDF | 0 | 30 | 40 | 90 | 80 | 50 | 370 | 120 | 220 | 40 | 50 | 40 | 0 | 30 | 80 | 0 | 80 | 50 | 100 | 1,470 |
| 58 | 53 | CAK | 30 | 10 | 120 | 30 | 80 | 70 | 90 | 330 | 30 | 90 | 60 | 110 | 0 | 100 | 50 | 50 | 20 | 20 | 130 | 1,420 |
| 59 | 55 | FNT | 0 | 50 | 140 | 40 | 100 | 10 | 70 | 90 | 50 | 10 | 90 | 190 | 0 | 50 | 60 | 80 | 60 | 30 | 120 | 1,240 |
| 60 | 70 | SJC | 30 | 30 | 170 | 100 | 80 | 30 | 40 | 100 | 80 | 30 | 40 | 20 | 0 | 100 | 90 | 10 | 60 | 120 | 40 | 1,170 |
| 61 | 69 | ALB | 20 | 30 | 50 | 120 | 100 | 20 | 70 | 130 | 30 | 20 | 70 | 70 | 0 | 70 | 70 | 80 | 50 | 70 | 80 | 1,150 |
| 62 | 66 | SYR | 60 | 0 | 140 | 60 | 130 | 10 | 0 | 100 | 50 | 60 | 110 | 130 | 0 | 70 | 40 | 30 | 50 | 40 | 40 | 1,120 |
| 63 | 74 | PWM | 0 | 30 | 130 | 90 | 90 | 70 | 80 | 120 | 60 | 60 | 30 | 140 | 0 | 20 | 110 | 30 | 10 | 0 | 20 | 1,090 |
| 64 | 86 | ANC | 20 | 30 | 100 | 40 | 50 | 0 | 70 | 40 | 70 | 150 | 180 | 90 | 0 | 20 | 70 | 30 | 0 | 20 | 80 | 1,060 |
| 65 | 80 | STT | 10 | 0 | 80 | 120 | 150 | 60 | 80 | 140 | 60 | 50 | 30 | 20 | 0 | 50 | 60 | 20 | 20 | 20 | 70 | 1,040 |
| 66 | 62 | OMA | 60 | 10 | 90 | 40 | 20 | 20 | 50 | 140 | 70 | 30 | 0 | 30 | 0 | 110 | 90 | 50 | 30 | 50 | 100 | 990 |
| 67 | 92 | RNO | 0 | 10 | 100 | 30 | 60 | 30 | 50 | 120 | 90 | 20 | 30 | 30 | 0 | 120 | 30 | 70 | 70 | 80 | 10 | 950 |
| 68 | 90 | MSN | 0 | 10 | 190 | 30 | 80 | 20 | 50 | 0 | 100 | 110 | 10 | 10 | 0 | 40 | 70 | 30 | 50 | 70 | 70 | 940 |
| 69 | 58 | CVG | 0 | 20 | 130 | 20 | 60 | 20 | 110 | 140 | 40 | 10 | 0 | 50 | 0 | 80 | 80 | 10 | 70 | 70 | 20 | 930 |
| 70 | 76 | ONT | 0 | 20 | 80 | 80 | 60 | 40 | 40 | 40 | 50 | 70 | 20 | 160 | 0 | 60 | 120 | 20 | 0 | 10 | 30 | 900 |
| 71 | 67 | PNS | 10 | 20 | 50 | 80 | 30 | 20 | 50 | 50 | 70 | 60 | 10 | 60 | 0 | 20 | 30 | 110 | 20 | 40 | 140 | 870 |
| 72 | 64 | OKC | 10 | 10 | 60 | 30 | 50 | 30 | 90 | 80 | 50 | 140 | 20 | 70 | 0 | 50 | 0 | 40 | 40 | 20 | 40 | 830 |
| 73 | 65 | GSO | 0 | 10 | 80 | 30 | 90 | 10 | 50 | 60 | 40 | 60 | 20 | 60 | 0 | 50 | 110 | 10 | 60 | 30 | 50 | 820 |
| 74 | 72 | ABQ | 0 | 10 | 10 | 30 | 100 | 30 | 30 | 180 | 30 | 50 | 30 | 70 | 0 | 50 | 40 | 50 | 30 | 20 | 50 | 810 |
| 75 | 84 | MDT | 0 | 40 | 20 | 150 | 40 | 40 | 80 | 90 | 0 | 30 | 70 | 20 | 0 | 80 | 20 | 10 | 20 | 20 | 80 | 810 |
| 76 | 75 | TUL | 30 | 0 | 80 | 0 | 70 | 10 | 60 | 130 | 40 | 70 | 20 | 70 | 0 | 60 | 60 | 10 | 0 | 10 | 50 | 770 |
| 77 | 68 | SRQ | 0 | 30 | 110 | 50 | 30 | 50 | 20 | 90 | 60 | 10 | 10 | 80 | 0 | 80 | 0 | 30 | 40 | 20 | 20 | 730 |
| 78 | 71 | GRR | 0 | 0 | 100 | 60 | 50 | 10 | 100 | 20 | 40 | 40 | 20 | 0 | 0 | 60 | 20 | 60 | 10 | 70 | 60 | 720 |
| 79 | 63 | ICT | 10 | 30 | 20 | 50 | 40 | 30 | 80 | 80 | 20 | 40 | 60 | 40 | 0 | 60 | 40 | 20 | 10 | 10 | 70 | 710 |
| 80 | 81 | TUS | 30 | 0 | 30 | 90 | 40 | 20 | 30 | 20 | 60 | 70 | 30 | 80 | 0 | 20 | 60 | 10 | 70 | 20 | 20 | 700 |
| 81 | 79 | MHT | 0 | 0 | 210 | 20 | 20 | 50 | 20 | 50 | 40 | 60 | 0 | 30 | 0 | 20 | 20 | 10 | 0 | 20 | 120 | 690 |
| 82 | 87 | ELP | 10 | 0 | 40 | 20 | 130 | 0 | 50 | 20 | 90 | 70 | 50 | 0 | 0 | 0 | 80 | 60 | 10 | 40 | 20 | 690 |
| 83 | 85 | XNA | 10 | 0 | 120 | 0 | 20 | 10 | 30 | 100 | 100 | 20 | 0 | 10 | 0 | 100 | 30 | 0 | 30 | 40 | 50 | 670 |
| 84 | 73 | LIT | 0 | 0 | 70 | 20 | 80 | 30 | 20 | 30 | 30 | 20 | 40 | 0 | 0 | 50 | 50 | 10 | 100 | 80 | 30 | 660 |
| 85 | 59 | DAL | 30 | 10 | 80 | 20 | 80 | 30 | 20 | 20 | 30 | 30 | 20 | 40 | 0 | 30 | 40 | 20 | 110 | 10 | 10 | 630 |
| 86 | 89 | BTR | 10 | 20 | 20 | 20 | 210 | 20 | 30 | 30 | 60 | 20 | 0 | 90 | 0 | 20 | 20 | 40 | 0 | 0 | 20 | 630 |
| 87 | 78 | CHS | 10 | 10 | 40 | 40 | 40 | 10 | 50 | 70 | 40 | 30 | 40 | 10 | 0 | 20 | 50 | 40 | 80 | 20 | 20 | 620 |
| 88 | 83 | DSM | 0 | 20 | 20 | 20 | 150 | 10 | 90 | 20 | 30 | 0 | 0 | 10 | 40 | 0 | 20 | 20 | 10 | 0 | 70 | 590 |
| 89 | 97 | GEG | 40 | 30 | 80 | 30 | 70 | 0 | 90 | 10 | 10 | 10 | 30 | 0 | 0 | 20 | 40 | 20 | 10 | 10 | 90 | 590 |
| 90 | 95 | COS | 0 | 0 | 60 | 30 | 10 | 30 | 10 | 60 | 10 | 60 | 10 | 50 | 0 | 100 | 30 | 30 | 0 | 20 | 60 | 570 |
| 91 | 77 | BNA | 0 | 0 | 50 | 40 | 90 | 20 | 60 | 50 | 30 | 90 | 20 | 40 | 0 | 10 | 0 | 30 | 10 | 0 | 0 | 540 |
| 92 | 93 | DAB | 10 | 0 | 50 | 10 | 20 | 30 | 30 | 10 | 30 | 50 | 0 | 70 | 0 | 60 | 10 | 60 | 0 | 0 | 40 | 480 |
| 93 | 96 | PHF | 10 | 0 | 30 | 40 | 30 | 0 | 40 | 10 | 50 | 10 | 0 | 30 | 0 | 10 | 30 | 20 | 50 | 40 | 80 | 480 |
| 94 | 100 | ABE | 0 | 10 | 30 | 0 | 40 | 40 | 0 | 40 | 20 | 10 | 130 | 10 | 0 | 10 | 20 | 20 | 20 | 10 | 40 | 450 |
| 95 | 94 | JAN | 10 | 0 | 50 | 0 | 20 | 20 | 20 | 10 | 0 | 110 | 0 | 80 | 0 | 0 | 60 | 20 | 10 | 0 | 0 | 410 |
| 96 | 99 | MLI | 10 | 0 | 50 | 30 | 20 | 30 | 0 | 10 | 10 | 0 | 40 | 20 | 0 | 10 | 0 | 20 | 10 | 20 | 60 | 340 |
| 97 | 98 | MLB | 10 | 0 | 70 | 0 | 10 | 10 | 0 | 70 | 10 | 0 | 20 | 20 | 0 | 0 | 40 | 10 | 20 | 20 | 20 | 330 |
| 98 | 91 | OAK | 10 | 0 | 0 | 0 | 10 | 0 | 80 | 10 | 10 | 0 | 0 | 20 | 0 | 50 | 10 | 20 | 10 | 0 | 0 | 230 |
| 99 | 88 | SAV | 0 | 0 | 0 | 0 | 30 | 10 | 30 | 20 | 10 | 0 | 40 | 10 | 0 | 20 | 0 | 20 | 10 | 0 | 10 | 210 |
| 100 | 82 | ACY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | | | 5,700 | 5,760 | 35,410 | 20,100 | 26,910 | 15,890 | 21,320 | 32,120 | 22,980 | 21,100 | 11,960 | 19,710 | 290 | 19,060 | 19,570 | 13,930 | 14,700 | 17,110 | 21,840 | 345,460 |

Source: Airline Reporting Corporation (ARC) data – ATL Originating Passengers Only

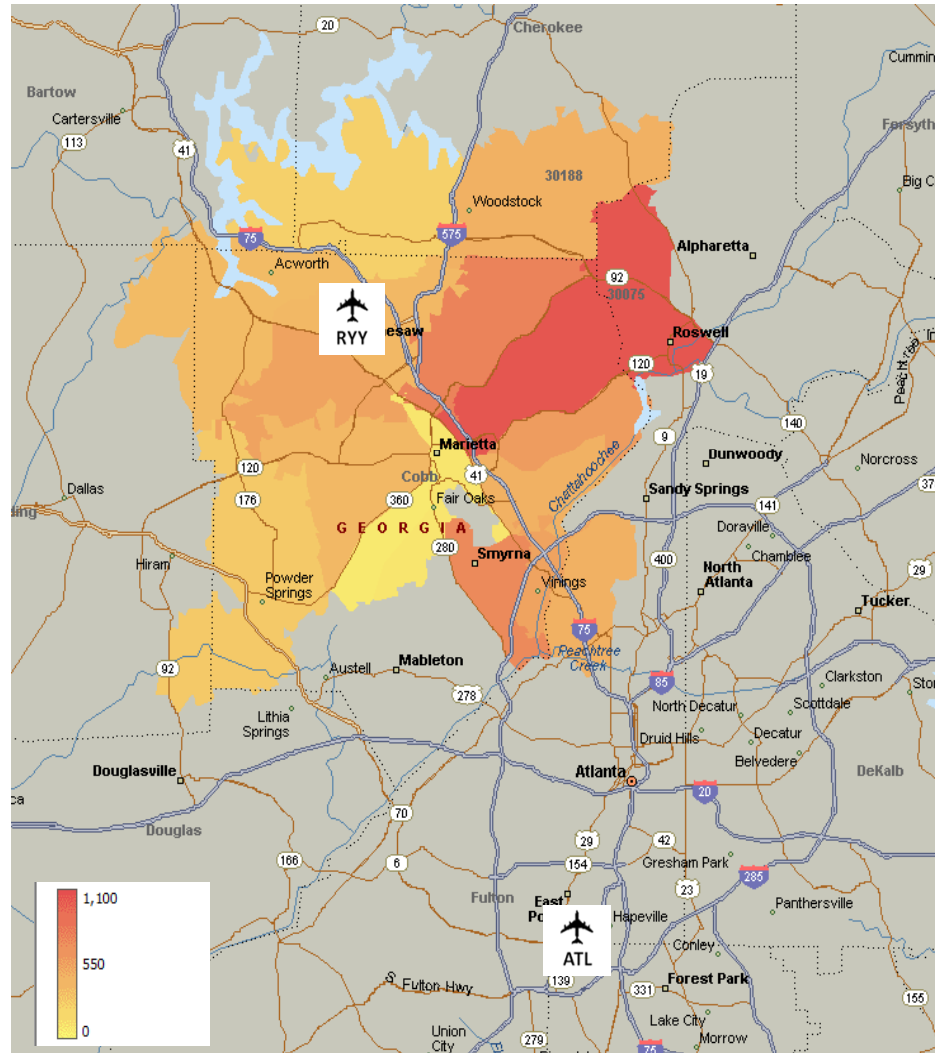
Total Originating Passengers by Zip Code: Denver (DEN)



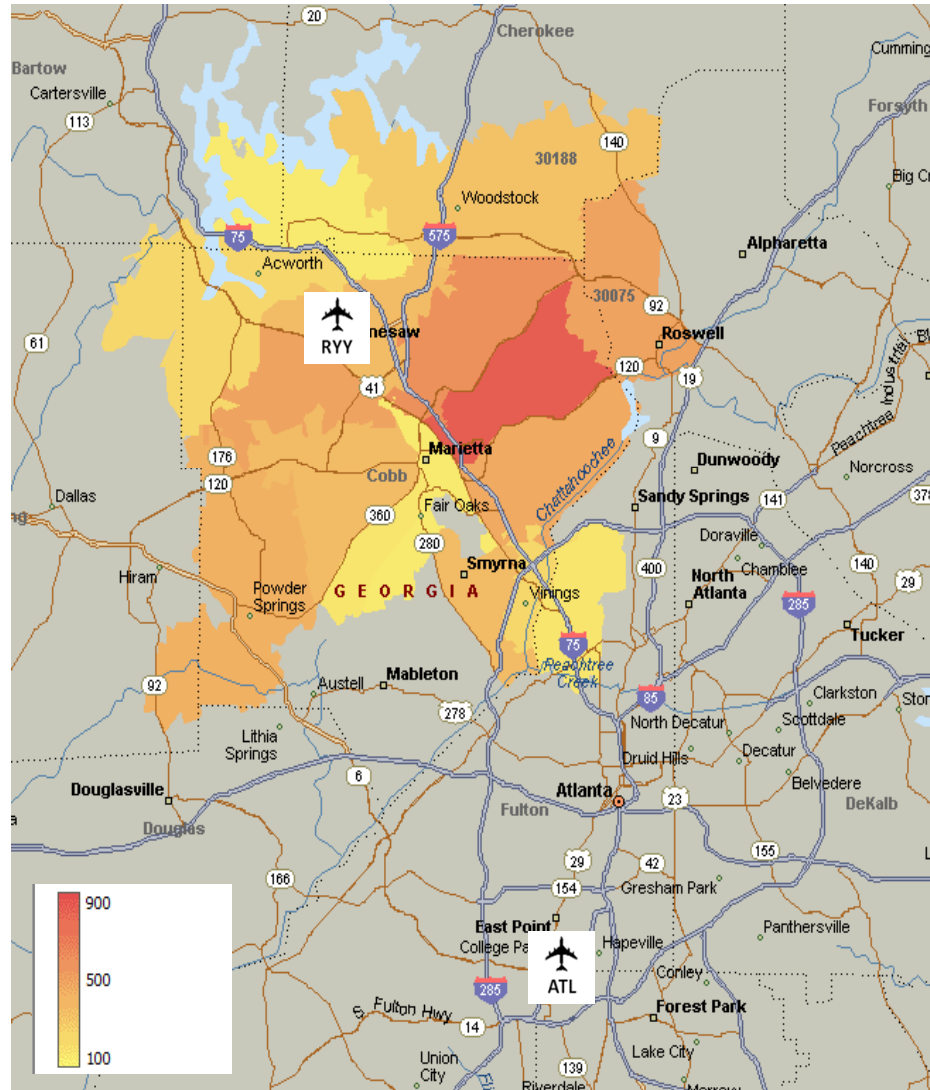
Total Originating Passengers by Zip Code: Los Angeles (LAX)



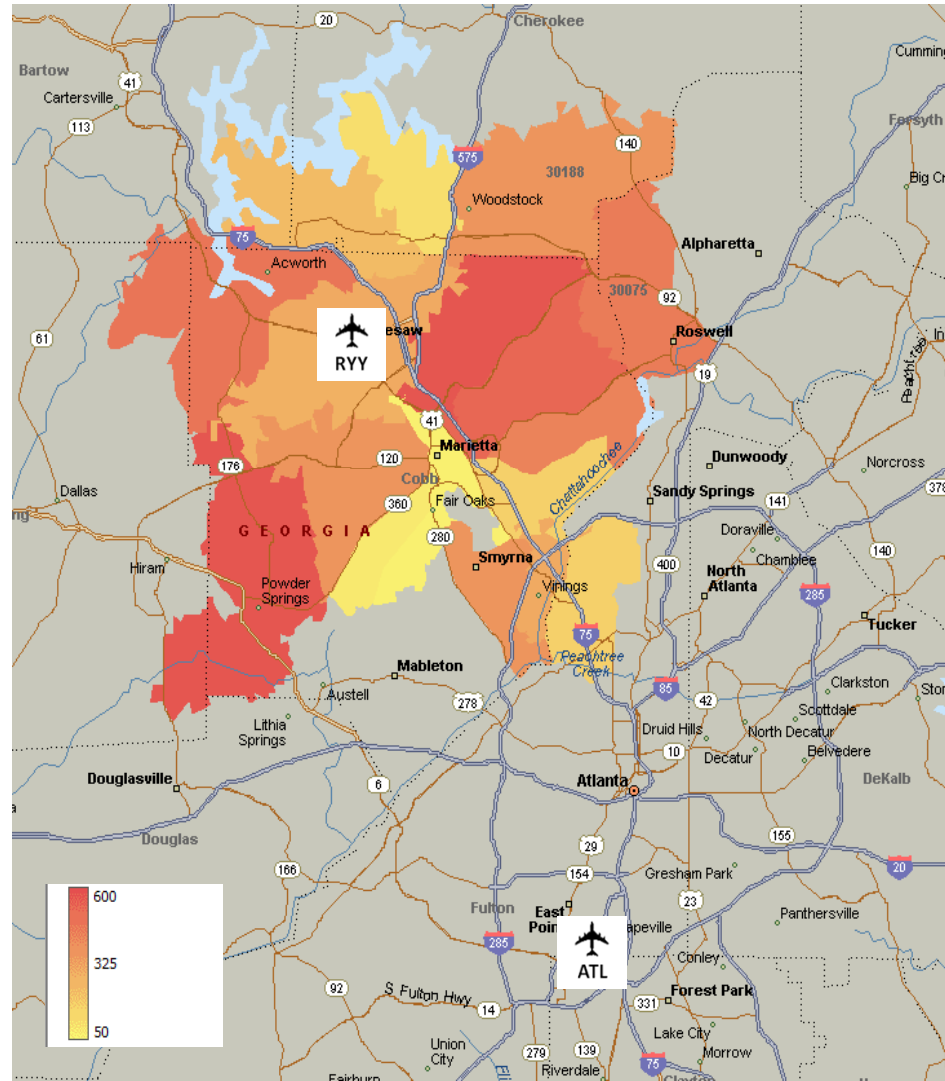
Total Originating Passengers by Zip Code: San Francisco (SFO)



Total Originating Passengers by Zip Code: Seattle (SEA)



Total Originating Passengers by Zip Code: Charlotte (CLT)



Total Originating Passengers by Zip Code: Houston (IAH)

