



NOVEMBER 2008

BOARD INFORMATION PACKAGE



**MEMORANDUM**

TO: Members of the Airport Authority

FROM: David N. Edwards, Jr., A.A.E.

DATE: November 14, 2008

**Informational Reports:**

- A. September, 2008 Traffic Report ([document](#))
- B. November, 2008 Monthly Financial Report ([document](#))
- C. November, 2008 Marketing and Public Relations Report ([document](#))
- D. November, 2008 Development/Project Status Report ([document](#))
- E. Airport Facilities Review for Third Quarter 2008 ([document](#))



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## MEMORANDUM

TO: Members of the Airport Authority

FROM: David N. Edwards, Airport Director

DATE: November 14, 2008

### ITEM DESCRIPTION – Information Section Item A

September, 2008 Traffic Report - Asheville Regional Airport

### SUMMARY

September 2008 overall passenger traffic numbers were down 3.5%. Passenger traffic numbers reflect a 4.2% decrease in passenger enplanements from September 2007.

### AIRLINE PERFORMANCE

Atlantic Southeast Airlines (ASA): Delta/ASA's September 2008 enplanements decreased by 2.4% compared to September 2007. There was one (1) flight cancellation for the month.

Continental Airlines: Continental's September 2008 passenger enplanements decreased by 17.1% compared to September 2007. There were two (2) flight cancellations for the month.

Northwest Airlines: Year over Year passenger enplanements for Northwest in September 2008 were up 26.8%. There was one (1) flight cancellation for the month.

US Airways: US Airways' September 2008 passenger enplanements represent an 11.4% decrease. There were two (2) flight cancellations for the month.

# Monthly Traffic Report

## Asheville Regional Airport

### September 2008



Category	Sep 2008	Sep 2007	Percentage Change	*CYTD-2008	*CYTD-2007	Percentage Change	*MOV12-2008	*MOV12-2007	Percentage Change
<b>Passenger Traffic</b>									
Enplaned	24,236	25,289	-4.2%	202,818	215,201	-5.8%	277,035	287,822	-3.7%
Deplaned	<u>23,629</u>	<u>24,296</u>	-2.7%	<u>202,822</u>	<u>210,181</u>	-3.5%	<u>275,538</u>	<u>280,304</u>	-1.7%
<b>Total</b>	<b>47,865</b>	<b>49,585</b>	<b>-3.5%</b>	<b>405,640</b>	<b>425,382</b>	<b>-4.6%</b>	<b>552,573</b>	<b>568,126</b>	<b>-2.7%</b>
<b>Aircraft Operations</b>									
Airlines	190	168	13.1%	1,095	1,284	-14.7%	1,618	1,897	-14.7%
Commuter /Air Taxi	<u>1,676</u>	<u>1,631</u>	2.8%	14,237	14,515	-1.9%	18,979	19,202	-1.2%
<b>Subtotal</b>	<u>1,866</u>	<u>1,799</u>	3.7%	<u>15,332</u>	<u>15,799</u>	-3.0%	<u>20,597</u>	<u>21,099</u>	-2.4%
General Aviation	4,720	5,069	-6.9%	42,143	43,897	-4.0%	56,547	56,719	-0.3%
Military	<u>324</u>	<u>257</u>	26.1%	<u>2,081</u>	<u>1,798</u>	15.7%	<u>2,666</u>	<u>2,442</u>	9.2%
<b>Subtotal</b>	<u>5,044</u>	<u>5,326</u>	-5.3%	<u>44,224</u>	<u>45,695</u>	-3.2%	<u>59,213</u>	<u>59,161</u>	0.1%
<b>Total</b>	<b>6,910</b>	<b>7,125</b>	<b>-3.0%</b>	<b>59,556</b>	<b>61,494</b>	<b>-3.2%</b>	<b>79,810</b>	<b>80,260</b>	<b>-0.6%</b>
<b>Fuel Gallons</b>									
100LL	20,888	27,126	-23.0%	180,169	219,748	-18.0%	247,909	289,013	-14.2%
Jet A (GA)	126,217	136,359	-7.4%	1,073,938	1,314,180	-18.3%	1,501,167	1,714,865	-12.5%
<b>Subtotal</b>	<u>147,105</u>	<u>163,485</u>	-10.0%	<u>1,254,107</u>	<u>1,533,928</u>	-18.2%	<u>1,749,076</u>	<u>2,003,878</u>	-12.7%
Jet A (A/L)	<u>253,902</u>	<u>223,524</u>	13.6%	<u>2,132,511</u>	<u>2,074,133</u>	2.8%	<u>2,870,358</u>	<u>2,847,932</u>	0.8%
<b>Total</b>	<b>401,007</b>	<b>387,009</b>	<b>3.6%</b>	<b>3,386,618</b>	<b>3,608,061</b>	<b>-6.1%</b>	<b>4,619,434</b>	<b>4,851,810</b>	<b>-4.8%</b>

\*CYTD = Calendar Year to Date and \*Mov12 = Moving Twelve Months.

Monday, October 20, 2008

# Airline Enplanements, Seats, and Load Factors

## Asheville Regional Airport

September 2008



	Sep 2008	Sep 2007	Percentage Change	*CYTD-2008	*CYTD-2007	Percentage Change
<b>Continental Airlines</b>						
Enplanements	2,401	2,897	-17.1%	26,590	23,339	13.9%
Seats	4,150	3,864	7.4%	40,175	30,344	32.4%
Load Factor	57.9%	75.0%	-22.8%	66.2%	76.9%	-13.9%
<b>Delta Air Lines</b>						
Enplanements	9,814	10,053	-2.4%	77,563	90,199	-14.0%
Seats	13,815	12,899	7.1%	106,309	115,910	-8.3%
Load Factor	71.0%	77.9%	-8.9%	73.0%	77.8%	-6.2%
<b>Northwest Airlines</b>						
Enplanements	3,609	2,847	26.8%	31,237	26,862	16.3%
Seats	4,300	4,250	1.2%	43,400	38,296	13.3%
Load Factor	83.9%	67.0%	25.3%	72.0%	70.1%	2.6%
<b>US Airways</b>						
Enplanements	8,412	9,492	-11.4%	67,428	74,801	-9.9%
Seats	13,325	12,357	7.8%	99,205	102,018	-2.8%
Load Factor	63.1%	76.8%	-17.8%	68.0%	73.3%	-7.3%
<b>Totals</b>						
Enplanements	24,236	25,289	-4.2%	202,818	215,201	-5.8%
Seats	35,590	33,370	6.7%	289,089	286,568	0.9%
Load Factor	68.1%	75.8%	-10.1%	70.2%	75.1%	-6.6%

Monday, October 20, 2008

\*CTYD = Calendar Year to Date and \*Mov12 = Moving Twelve Months.

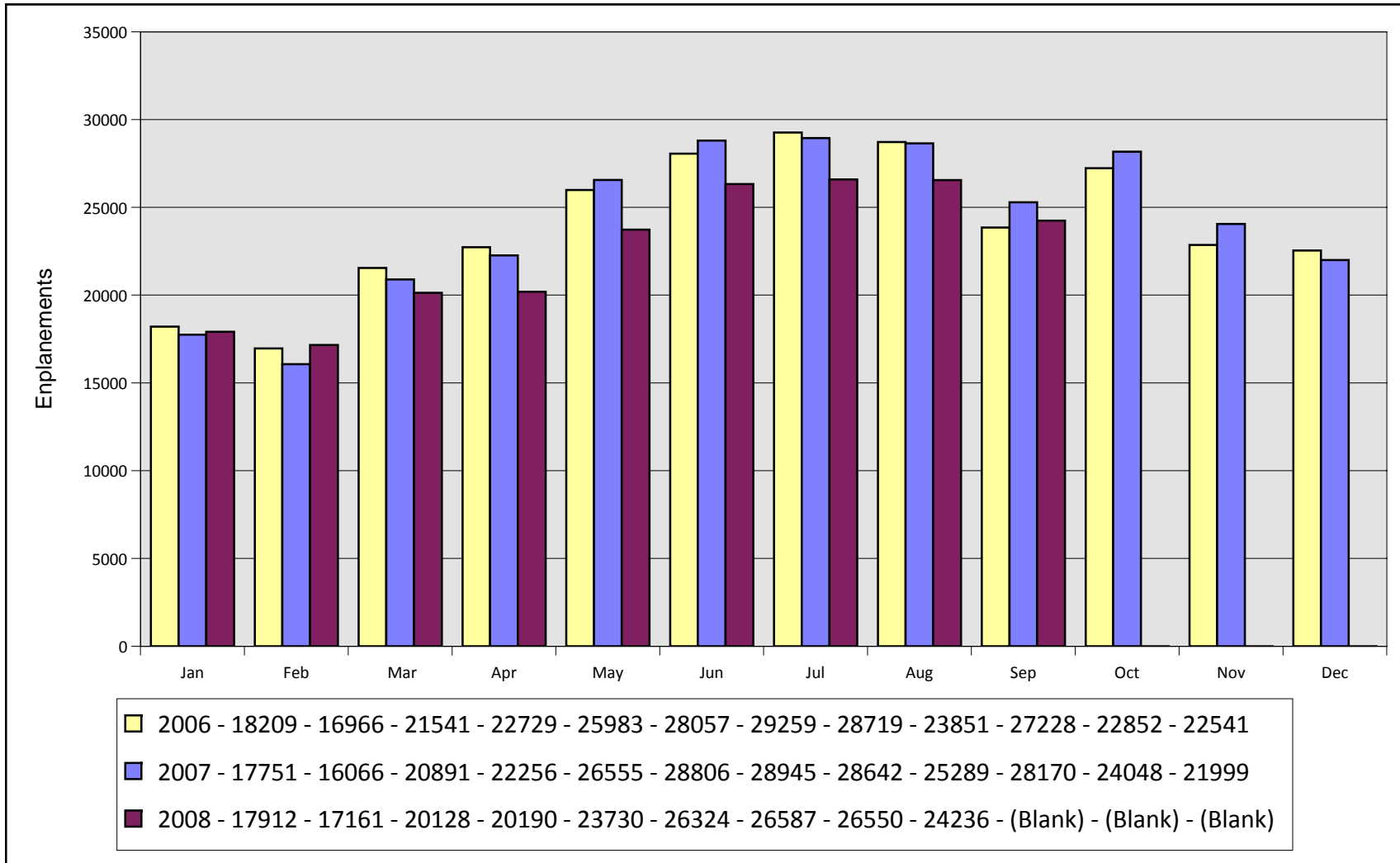
# Airline Flight Completions Asheville Regional Airport September 2008



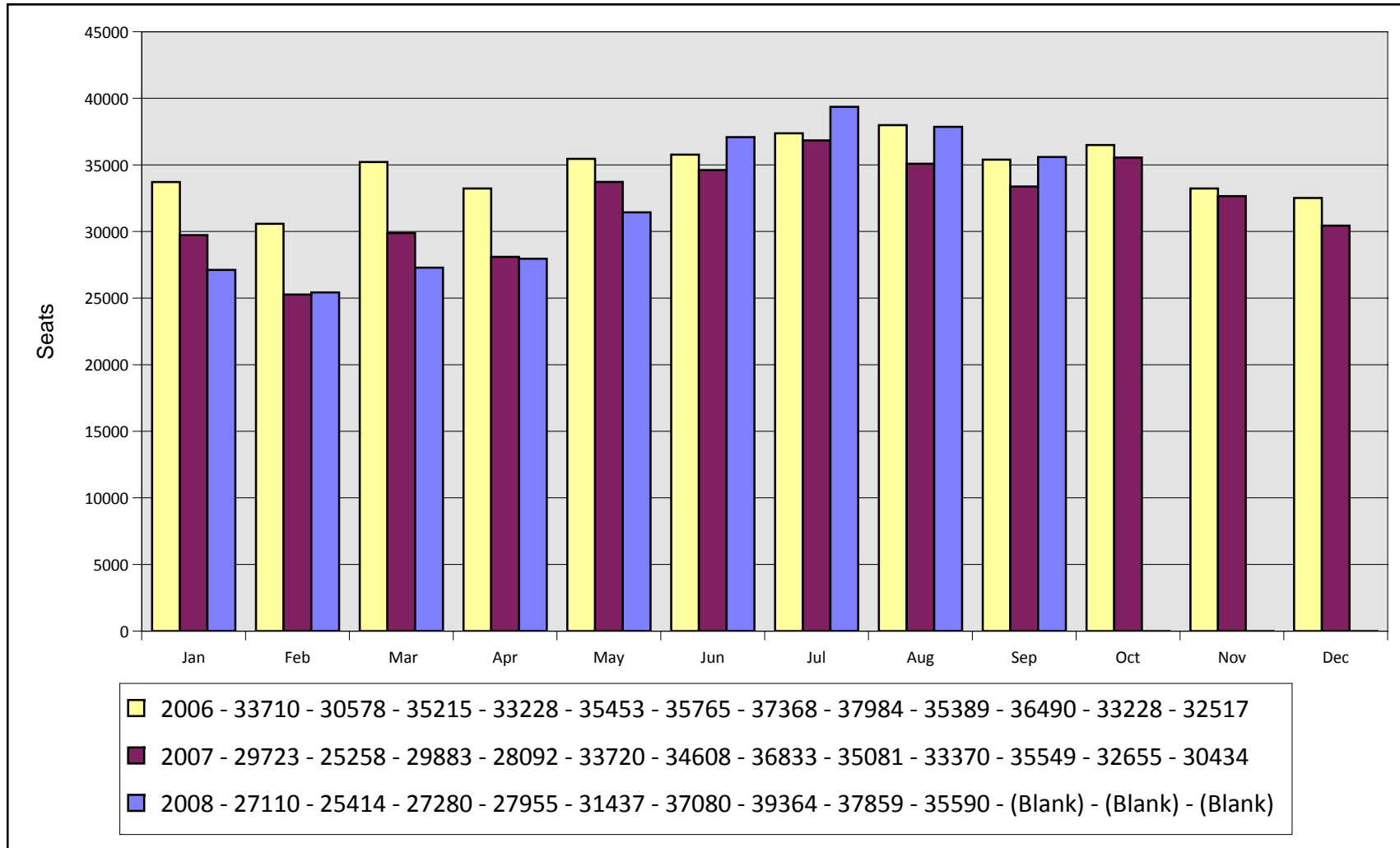
Airline	Scheduled Flights	Field	Cancellations Due To			Total Cancellations	Percentage of Completed Flights
			Mechanical	Weather	Other		
Continental Airlines	85	0	0	2	0	2	97.6%
Delta Air Lines	247	0	1	0	0	1	99.6%
Northwest Airlines	86	0	1	0	0	1	98.8%
US Airways	271	0	1	1	0	2	99.3%
<b>Total</b>	<b>689</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>99.1%</b>

Monday, October 20, 2008

# Monthly Enplanements By Year Asheville Regional Airport

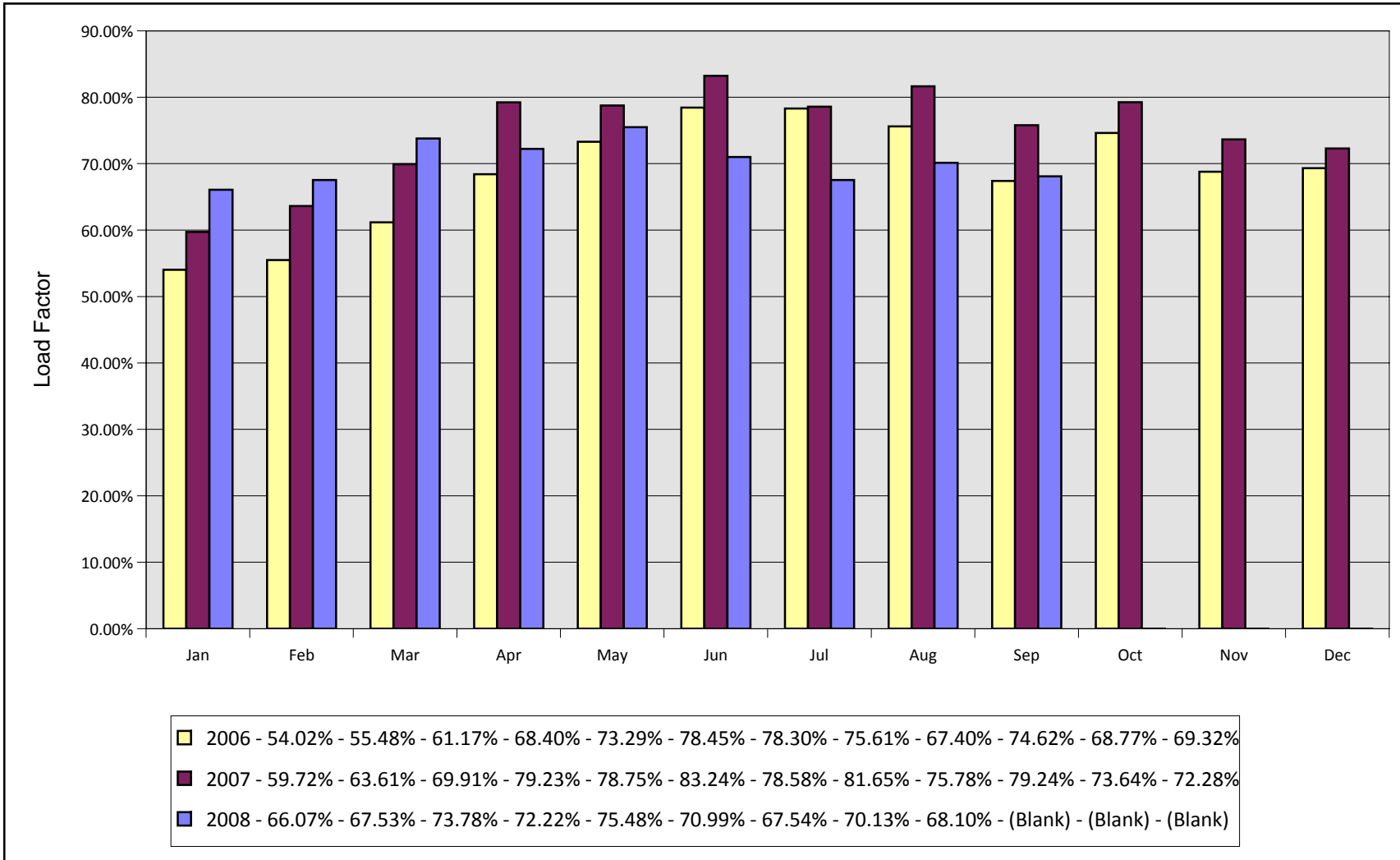


# Monthly Seats By Year Asheville Regional Airport

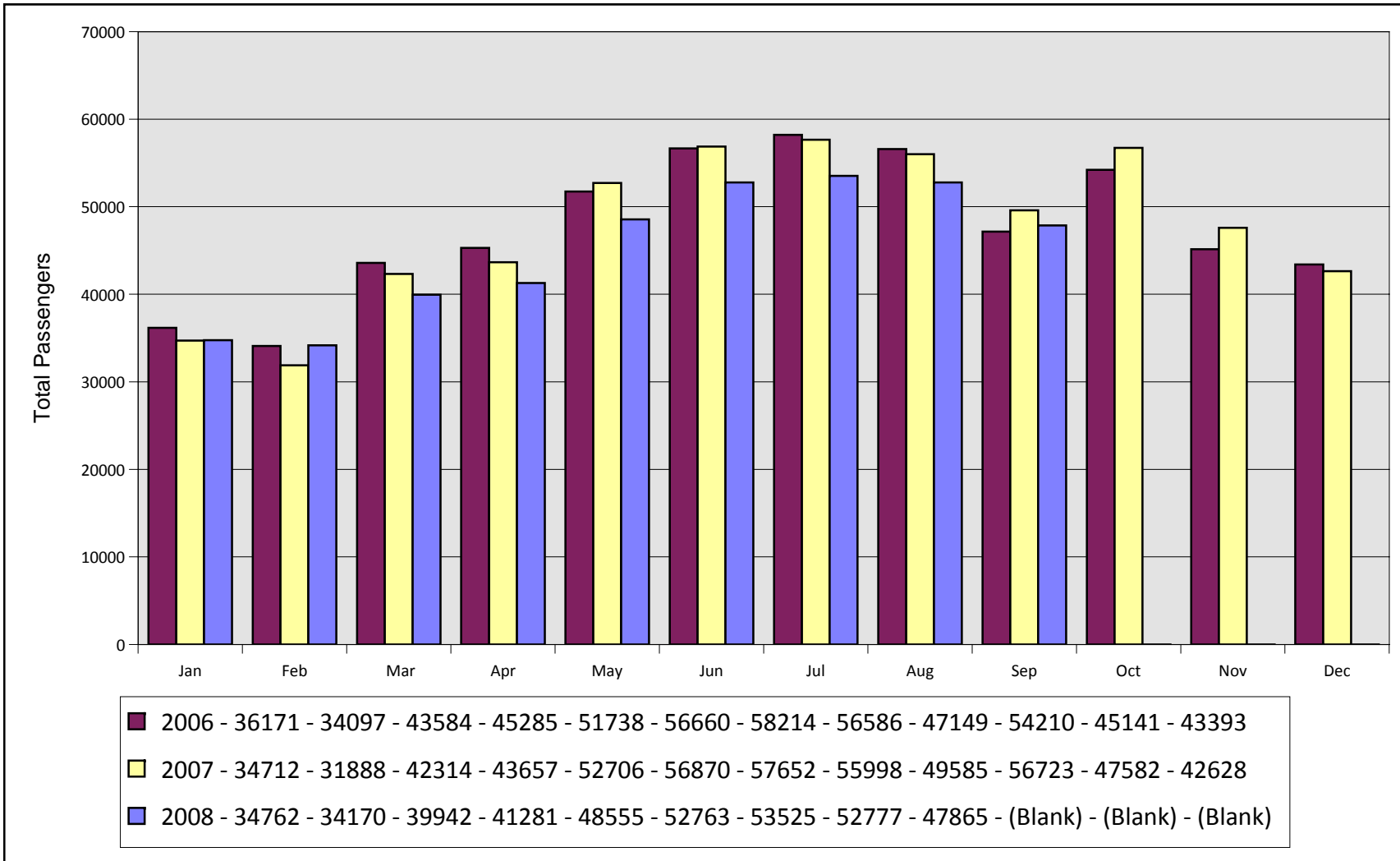




# Monthly Load Factors By Year Asheville Regional Airport

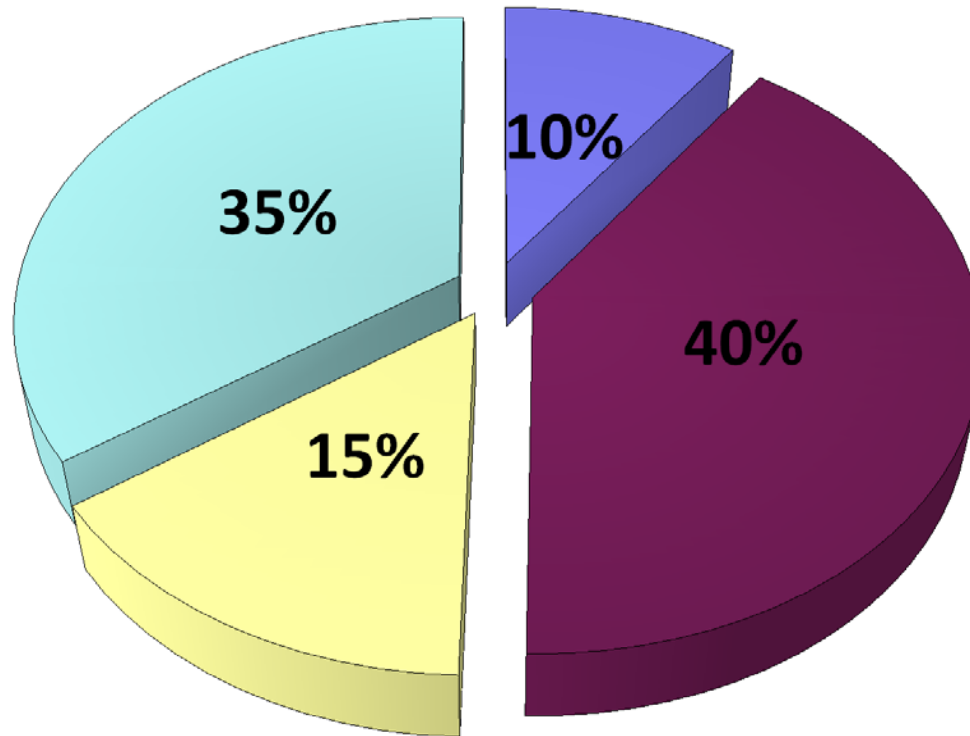


# Total Monthly Passengers By Year Asheville Regional Airport

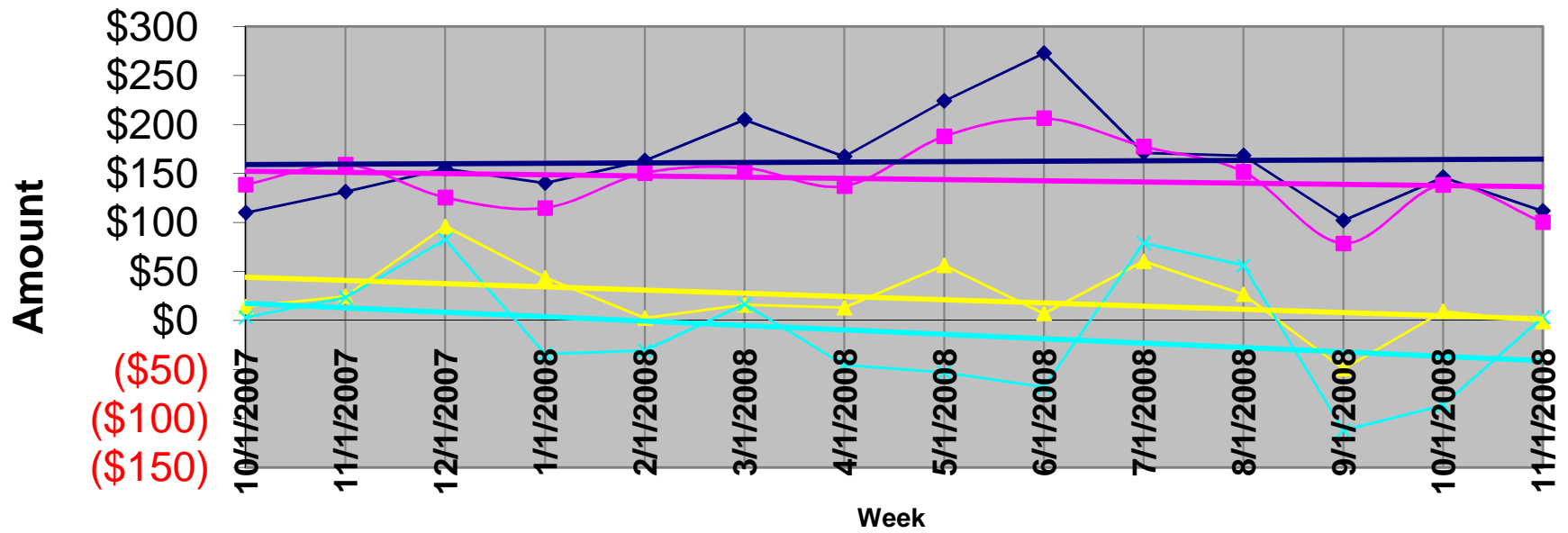


# Airline Market Share Analysis (Enplanements) Asheville Regional Airport

Report Period From September 2008 Through September 2008



## AVL Average Airfare Differences 21 Day Advance Purchase, 3 Day Stay



◆ ATL   
 ■ CLT   
 ▲ GSP   
 ✦ TRI   
 — Linear (ATL)   
 — Linear (CLT)   
 — Linear (GSP)   
 — Linear (TRI)

**Asheville Regional Airport**  
**Sample airfares as of 11/06/08**  
**21 Day Advance Purchase, 3 Day Stay**

**Difference in Fares**

		<u>ASHEVILLE</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREEVILLE</u>	<u>TRI-CITIES</u>
ABQ	Albuquerque	\$439	\$453	\$389	\$449	\$487	(\$14)	\$50	(\$10)	(\$48)
ATL	Atlanta	\$298		\$167	\$280	\$325	\$298	\$131	\$18	(\$27)
AUS	Austin	\$653	\$330	\$318	\$573	\$641	\$323	\$335	\$80	\$12
BWI	Baltimore	\$341	\$269	\$204	\$413	\$379	\$72	\$137	(\$72)	(\$38)
BOS	Boston	\$377	\$344	\$283	\$444	\$422	\$33	\$94	(\$67)	(\$45)
ORD	Chicago	\$308	\$229	\$289	\$375	\$270	\$79	\$19	(\$67)	\$38
CVG	Cincinnati	\$299	\$284	\$328	\$290	\$288	\$15	(\$29)	\$9	\$11
CLE	Cleveland	\$355	\$268	\$312	\$310	\$317	\$87	\$43	\$45	\$38
DFW	Dallas	\$487	\$264	\$298	\$482	\$427	\$223	\$189	\$5	\$60
DEN	Denver	\$490	\$324	\$282	\$590	\$436	\$166	\$208	(\$100)	\$54
DTW	Detroit	\$265	\$254	\$339	\$312	\$303	\$11	(\$74)	(\$47)	(\$38)
FLL	Fort Lauderdale	\$467	\$273	\$382	\$447	\$525	\$194	\$85	\$20	(\$58)
RSW	Ft. Myers	\$574	\$364	\$379	\$532	\$583	\$210	\$195	\$42	(\$9)
BDL	Hartford	\$397	\$484	\$368	\$362	\$443	(\$87)	\$29	\$35	(\$46)
IAH	Houston	\$546	\$268	\$254	\$411	\$457	\$278	\$292	\$135	\$89
IND	Indianapolis	\$243	\$224	\$204	\$220	\$276	\$19	\$39	\$23	(\$33)
JAX	Jacksonville	\$340	\$319	\$389	\$441	\$420	\$21	(\$49)	(\$101)	(\$80)
MCI	Kansas City	\$494	\$294	\$278	\$526	\$580	\$200	\$216	(\$32)	(\$86)
LAS	Las Vegas	\$472	\$479	\$498	\$613	\$493	(\$7)	(\$26)	(\$141)	(\$21)
LAX	Los Angeles	\$390	\$385	\$304	\$485	\$415	\$5	\$86	(\$95)	(\$25)
MHT	Manchester	\$452	\$423	\$377	\$498	\$387	\$29	\$75	(\$46)	\$65
MEM	Memphis	\$416	\$229	\$290	\$296	\$300	\$187	\$126	\$120	\$116
MIA	Miami	\$592	\$368	\$492	\$447	\$584	\$224	\$100	\$145	\$8
MKE	Milwaukee	\$272	\$232	\$280	\$320	\$246	\$40	(\$8)	(\$48)	\$26
MSP	Minneapolis/Saint Paul	\$315	\$165	\$317	\$401	\$372	\$150	(\$2)	(\$86)	(\$57)
BNA	Nashville	\$218	\$323	\$137	\$302	\$389	(\$105)	\$81	(\$84)	(\$171)
MSY	New Orleans	\$338	\$234	\$273	\$339	\$317	\$104	\$65	(\$1)	\$21
LGA	New York	\$442	\$344	\$327	\$379	\$402	\$98	\$115	\$63	\$40
EWR	Newark	\$427	\$349	\$252	\$234	\$482	\$78	\$175	\$193	(\$55)
MCO	Orlando	\$447	\$233	\$248	\$375	\$428	\$214	\$199	\$72	\$19
PHL	Philadelphia	\$364	\$339	\$318	\$373	\$355	\$25	\$46	(\$9)	\$9
PHX	Phoenix	\$537	\$350	\$293	\$555	\$546	\$187	\$244	(\$18)	(\$9)
PIT	Pittsburgh	\$396	\$234	\$224	\$308	\$360	\$162	\$172	\$88	\$36
PDX	Portland	\$638	\$573	\$428	\$637	\$510	\$65	\$210	\$1	\$128

**Asheville Regional Airport  
Sample airfares as of 11/06/08  
21 Day Advance Purchase, 3 day Stay**

PVD	Providence	\$422	\$413	\$427	\$374	\$392	\$9	(\$5)	\$48	\$30
RDU	Raleigh/Durham	\$438	\$274	\$367	\$381	\$431	\$164	\$71	\$57	\$7
RIC	Richmond	\$438	\$249	\$317	\$322	\$367	\$189	\$121	\$116	\$71
STL	Saint Louis	\$545	\$264	\$364	\$429	\$405	\$281	\$181	\$116	\$140
SLC	Salt Lake City	\$476	\$475	\$361	\$545	\$455	\$1	\$115	(\$69)	\$21
SAT	San Antonio	\$560	\$305	\$366	\$452	\$597	\$255	\$194	\$108	(\$37)
SAN	San Diego	\$513	\$374	\$434	\$578	\$509	\$139	\$79	(\$65)	\$4
SFO	San Francisco	\$509	\$405	\$368	\$566	\$356	\$104	\$141	(\$57)	\$153
SRQ	Sarasota/Bradenton	\$572	\$299	\$388	\$645	\$538	\$273	\$184	(\$73)	\$34
SEA	Seattle	\$497	\$484	\$414	\$573	\$521	\$13	\$83	(\$76)	(\$24)
SYR	Syracuse	\$402	\$369	\$488	\$398	\$425	\$33	(\$86)	\$4	(\$23)
TPA	Tampa	\$360	\$224	\$268	\$451	\$500	\$136	\$92	(\$91)	(\$140)
YYZ	Toronto	\$549	\$518	\$481	\$551	\$619	\$31	\$68	(\$2)	(\$70)
DCA	Washington DC	\$337	\$244	\$300	\$316	\$354	\$93	\$37	\$21	(\$17)
IAD	Washington DC	\$365	\$244	\$311	\$323	\$354	\$121	\$54	\$42	\$11
PBI	West Palm Beach	\$457	\$299	\$337	\$671	\$373	\$158	\$120	(\$214)	\$84
							\$112	\$100	(\$1)	\$3

**Average Fare difference**

\*These sample airfares were available 11/06/08, based on a 21 day advance purchase and a 3 day stay. Other restrictions may apply. To obtain the most up-to-date pricing information for your travel needs, please contact your professional travel agent or visit the following web sites: [www.continental.com](http://www.continental.com); [www.delta.com](http://www.delta.com); [www.nwa.com](http://www.nwa.com); [www.usairways.com](http://www.usairways.com); [www.travelocity.com](http://www.travelocity.com); [www.orbitz.com](http://www.orbitz.com); or [www.expedia.com](http://www.expedia.com). Airfares are subject to change without notice - and lower airfares are often not available on all dates. Please see our "special airfares" section on our web site for any last minute airfare specials. Sample airfares will be updated each Tuesday.

**Blue highlighted numbers represent fare differentials in excess of \$35 for GSP, \$70 for CLT, \$100 for ATL, and \$35 for TRI.**

**Asheville Regional Airport**  
**Sample airfares as of 11/06/08**  
**0 Day Advance Purchase, 3 day Stay**

		<u>Difference in Fares</u>								
		<u>ASHEVILLE</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>
ABQ	Albuquerque	\$788	\$786	\$879	\$948	\$755	\$2	(\$91)	(\$160)	\$33
ATL	Atlanta	\$861		\$497	\$808	\$818	\$861	\$364	\$53	\$43
AUS	Austin	\$723	\$762	\$659	\$442	\$487	(\$39)	\$64	\$281	\$236
BWI	Baltimore	\$317	\$497	\$277		\$271	(\$180)	\$40	\$317	\$46
BOS	Boston	\$277	\$517	\$218	\$418	\$317	(\$240)	\$59	(\$141)	(\$40)
ORD	Chicago	\$275	\$398	\$476	\$790	\$317	(\$123)	(\$201)	(\$515)	(\$42)
CVG	Cincinnati	\$678	\$708	\$1,089	\$713	\$608	(\$30)	(\$411)	(\$35)	\$70
CLE	Cleveland	\$793	\$723	\$697	\$442	\$831	\$70	\$96	\$351	(\$38)
DFW	Dallas	\$566	\$517	\$679	\$534	\$526	\$49	(\$113)	\$32	\$40
DEN	Denver	\$635	\$570	\$728	\$1,020	\$681	\$65	(\$93)	(\$385)	(\$46)
DTW	Detroit	\$527	\$449	\$644	\$1,028	\$1,023	\$78	(\$117)	(\$501)	(\$496)
FLL	Fort Lauderdale	\$320	\$336	\$333	\$1,181	\$357	(\$16)	(\$13)	(\$861)	(\$37)
RSW	Ft. Myers	\$853	\$507	\$358	\$1,048	\$893	\$346	\$495	(\$195)	(\$40)
BDL	Hartford	\$257	\$813	\$241	\$270	\$297	(\$556)	\$16	(\$13)	(\$40)
IAH	Houston	\$588	\$463	\$913	\$548	\$1,072	\$125	(\$325)	\$40	(\$484)
IND	Indianapolis	\$277	\$503	\$208	\$271	\$337	(\$226)	\$69	\$6	(\$60)
JAX	Jacksonville	\$237	\$407	\$438	\$1,119	\$277	(\$170)	(\$201)	(\$882)	(\$40)
MCI	Kansas City	\$277	\$469	\$209	\$865	\$317	(\$192)	\$68	(\$588)	(\$40)
LAS	Las Vegas	\$647	\$766	\$583	\$855	\$634	(\$119)	\$64	(\$208)	\$13
LAX	Los Angeles	\$411	\$483	\$319	\$1,240	\$460	(\$72)	\$92	(\$829)	(\$49)
MHT	Manchester	\$277	\$447	\$308	\$622	\$237	(\$170)	(\$31)	(\$345)	\$40
MEM	Memphis	\$1,428	\$522	\$811	\$1,150	\$886	\$906	\$617	\$278	\$542
MIA	Miami	\$553	\$420	\$518	\$998	\$593	\$133	\$35	(\$445)	(\$40)
MKE	Milwaukee	\$225	\$465	\$217	\$411	\$265	(\$240)	\$8	(\$186)	(\$40)
MSP	Minneapolis/Saint Paul	\$641	\$454	\$706	\$964	\$497	\$187	(\$65)	(\$323)	\$144
BNA	Nashville	\$797	\$973	\$637	\$685	\$1,138	(\$176)	\$160	\$112	(\$341)
MSY	New Orleans	\$301	\$517	\$209	\$871	\$347	(\$216)	\$92	(\$570)	(\$46)
LGA	New York	\$420	\$562	\$397	\$612	\$460	(\$142)	\$23	(\$192)	(\$40)
EWR	Newark	\$437	\$567	\$397	\$492	\$1,054	(\$130)	\$40	(\$55)	(\$617)
MCO	Orlando	\$717	\$476	\$339	\$861	\$668	\$241	\$378	(\$144)	\$49
PHL	Philadelphia	\$307	\$674	\$218	\$315	\$317	(\$367)	\$89	(\$8)	(\$10)
PHX	Phoenix	\$440	\$539	\$461	\$1,093	\$480	(\$99)	(\$21)	(\$653)	(\$40)
PIT	Pittsburgh	\$237	\$497	\$228	\$680	\$277	(\$260)	\$9	(\$443)	(\$40)
PDX	Portland	\$525	\$1,003	\$328	\$974	\$574	(\$478)	\$197	(\$449)	(\$49)

**Asheville Regional Airport  
Sample airfares as of 11/06/08  
0 Day Advance Purchase, 3 day Stay**

PVD	Providence	\$257	\$441	\$298	\$274	\$237	(\$184)	(\$41)	(\$17)	\$20
RDU	Raleigh/Durham	\$1,119	\$271	\$757	\$524	\$1,019	\$848	\$362	\$595	\$100
RIC	Richmond	\$717	\$488	\$536	\$580	\$1,287	\$229	\$181	\$137	(\$570)
STL	Saint Louis	\$719	\$359	\$692	\$713	\$761	\$360	\$27	\$6	(\$42)
SLC	Salt Lake City	\$810	\$870	\$721	\$1,154	\$850	(\$60)	\$89	(\$344)	(\$40)
SAT	San Antonio	\$495	\$528	\$696	\$490	\$535	(\$33)	(\$201)	\$5	(\$40)
SAN	San Diego	\$531	\$490	\$439	\$994	\$580	\$41	\$92	(\$463)	(\$49)
SFO	San Francisco	\$437	\$497	\$298	\$1,117	\$477	(\$60)	\$139	(\$680)	(\$40)
SRQ	Sarasota/Bradenton	\$861	\$558	\$522	\$1,040	\$897	\$303	\$339	(\$179)	(\$36)
SEA	Seattle	\$357	\$697	\$339	\$897	\$397	(\$340)	\$18	(\$540)	(\$40)
SYR	Syracuse	\$327	\$722	\$238	\$670	\$363	(\$395)	\$89	(\$343)	(\$36)
TPA	Tampa	\$327	\$457	\$458	\$1,122	\$357	(\$130)	(\$131)	(\$795)	(\$30)
YYZ	Toronto	\$1,739	\$1,012	\$1,313	\$936	\$1,628	\$727	\$426	\$803	\$111
DCA	Washington DC	\$310	\$449	\$528	\$1,219	\$1,164	(\$139)	(\$218)	(\$909)	(\$854)
IAD	Washington DC	\$297	\$449	\$528	\$1,209	\$1,166	(\$152)	(\$231)	(\$912)	(\$869)
PBI	West Palm Beach	\$717	\$447	\$516	\$1,359	\$757	\$270	\$201	(\$642)	(\$40)
							\$2	\$51	(\$239)	(\$78) Average Fare difference

\*These sample airfares were available 11/06/08, based on a 0 day advance purchase and a 3 day stay. Other restrictions may apply. To obtain the most up-to-date pricing information for your travel needs, please contact your professional travel agent or visit the following web sites: [www.continental.com](http://www.continental.com); [www.delta.com](http://www.delta.com); [www.nwa.com](http://www.nwa.com); [www.usairways.com](http://www.usairways.com); [www.travelocity.com](http://www.travelocity.com); [www.orbitz.com](http://www.orbitz.com); or [www.expedia.com](http://www.expedia.com). Airfares are subject to change without notice - and lower airfares are often not available on all dates. Please see our "special airfares" section on our web site for any last minute airfare specials. Sample airfares will be updated each Tuesday.

**Blue highlighted numbers represent fare differentials in excess of \$35 for GSP, \$70 for CLT, \$100 for ATL, and \$35 for TRI.**





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## MEMORANDUM

TO: Members of the Airport Authority  
FROM: Christy Brunson, Finance Manager  
DATE: November 14, 2008

### ITEM DESCRIPTION – Information Section Item B

Asheville Regional Airport – Explanation of Extraordinary Variances  
Month Ended September 30, 2008 (Month 3 of FY-2009)

#### SUMMARY

Operating Revenue (page 5 of 10) for the month of September was \$660,378; 6.4% above the budgeted amount. Year-to-date Operating Revenue is .9% or \$16,766 over the budget figure. Operating Expenses (page 5 of 10) were 17.54% lower than the budget amount on a year-to-date basis. Passenger Facility Charges earned were \$128,936. Income from Investments was \$15,798 for the month of September. Operating Revenue from operations and land use before depreciation was \$210,140 for the month of September 2008.

#### REVENUES

Monthly revenues were higher than the budget amount in all but a few areas. These include increases in revenue from Terminal, Hangar, and Parking Lot/Roadway. Operating Revenue for the month of September 2008 was \$45,298 higher than the amount of Operating Revenue at the Airport for the month of September 2007 (\$615,080).

Terminal	7.27%	Higher than expected concessions from the rental car agencies
Airfield	(18.67%)	Landed weights were lower than expected
Parking	18.48%	Higher than expected public parking
PFC	28.94%	Receipt of quarterly payments for carriers

Year to date Operating Revenue is \$1,878,775; an increase of .9% over the budget figure.



## **EXPENSES**

Total Operating Expenses for the month were 15.32% lower than the budget amount. Staff continues to reevaluate the 2009 budget and remains cautious on expense items.

Administrative	(47.16%)	Filling of positions delayed until October 1; delays in purchases of equipment
Terminal	12.63%	Startup of janitorial services

## **STATEMENT OF NET ASSETS**

The prior month balance sheet numbers contain an adjustment that was carried back to the prior period for accounts receivable. Cash increased by over \$2 million due primarily to collection of receivables.

**ASHEVILLE REGIONAL AIRPORT  
INVESTMENT AND INTEREST INCOME SUMMARY  
For the Month Ended September 2008**

<b><u>Institution:</u></b>	<b><u>Date of Purchase</u></b>	<b><u>Date of Maturity</u></b>	<b><u>Interest Rate</u></b>	<b><u>Investment Amount</u></b>	<b><u>Monthly Interest</u></b>
Bank of America			1.93%	\$ 2,726,275	\$ 3,937
Petty Cash				100	
NC Capital Trust				2,701,204	5,783
Restricted Cash:					
PFC Revenue Account			1.23%	347,124	290
Wachovia-Gov. Advantage Acct.			1.43%	3,327,924	3,625
Rental Car Project Fund			1.23%	748,848	491
CFC Revenue			0.00%	1,230,491	751
<b><u>Commercial Paper:</u></b>					
General Electric	6/13/2008	09/12/08	2.45%		923
<b>Total</b>				<b><u>\$ 11,081,966</u></b>	<b><u>\$ 15,798</u></b>

**Investment Diversification:**

1.BANKS	38.84%
2.CAP.TRUST	24.37%
3.GOV.ADV.ACCT.	36.79%
4.COM.PAPER	0.00%
5. FED. AGY	0%
	<u>100.00%</u>

**ASHEVILLE REGIONAL AIRPORT  
STATEMENT OF CHANGES IN FINANCIAL POSITION  
For the Month Ended September 2008**

	<u>Month</u>	<u>Prior Period</u>
<b>Cash and Investments Beginning of Period (Month 9-01-08, Prior Period 8-01-08)</b>	<b>\$ 9,736,444</b>	<b>\$ 10,886,514</b>
Net Income before Contributions	210,140	(53,775)
Depreciation	243,432	243,432
Decrease/(Increase) in Receivables	(160,868)	(1,011,420)
Increase/(Decrease) in Payables	299,087	(1,363,516)
Decrease/(Increase) in Prepaid Expenses	(11,529)	(10,516)
Decrease/(Increase) in Long Term Assets	530,521	779,702
Contributed Capital		
Capital Funds	(1,750)	(2,526)
Carryback of Payments to Prior Period	266,520	298,435
Bonds Payable - Current	(30,031)	(29,886)
Bonds Payable - Non-Current		
<b>Increase(Decrease) in Cash</b>	<b><u>1,345,522</u></b>	<b><u>(1,150,070)</u></b>
<b>Cash and Investments End of Period (09/30/2008)</b>	<b><u>\$ 11,081,966</u></b>	<b><u>\$ 9,736,444</u></b>

Asheville Regional Airport Authority  
Statement of Revenue, Expenses and Changes in Net Assets

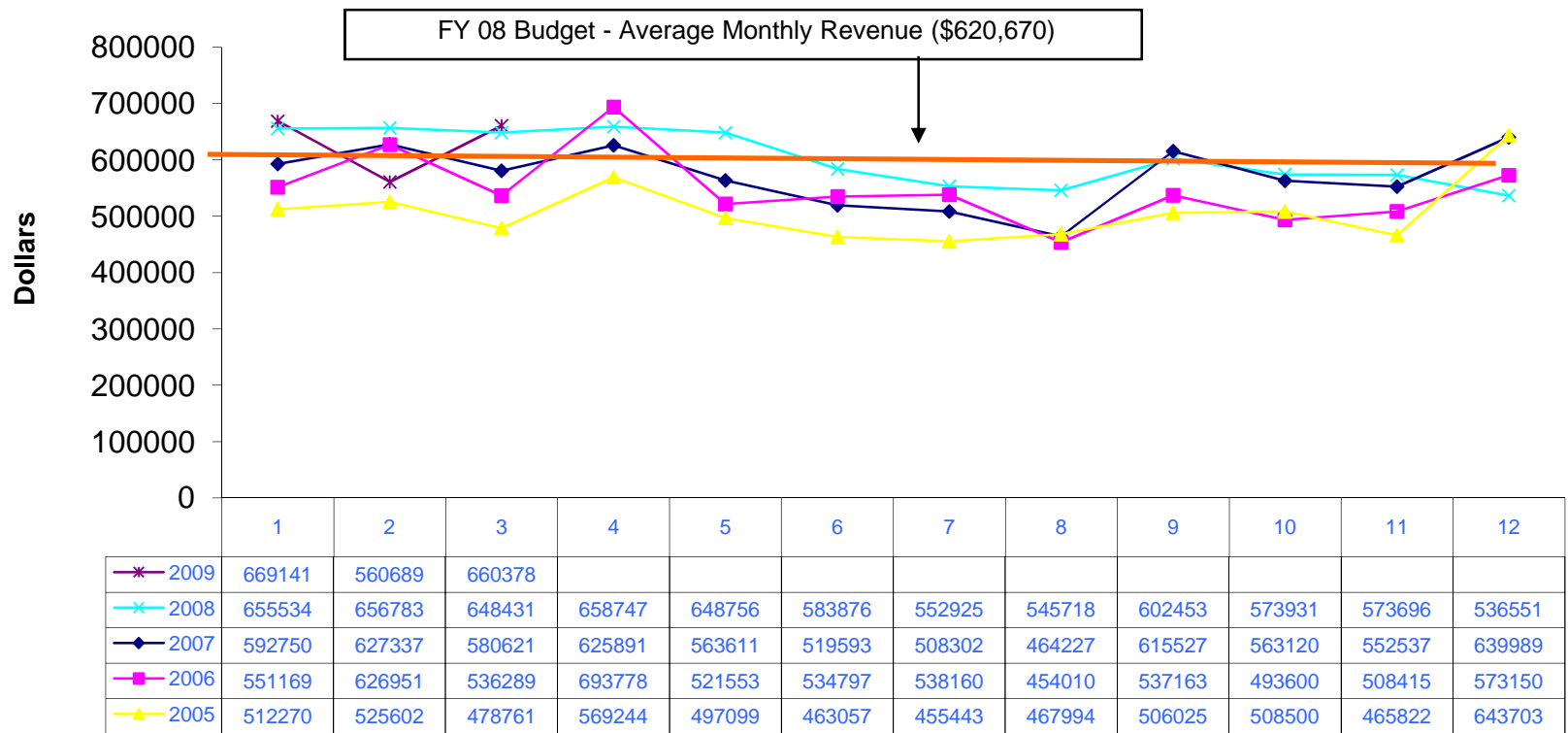
For the Month Ending September 30th, 2008

	September Actual	September Budget	Variance %	YTD Actual	YTD Budget	Variance %	Annual Budget
<b>Operating Revenue:</b>							
Terminal	\$292,482	\$272,657	7.27%	\$814,853	\$817,971	(0.38%)	\$3,271,885
Airfield	69,785	85,807	(18.67%)	241,399	257,420	(6.22%)	1,029,681
Hangar	58,482	56,127	4.20%	172,636	168,381	2.53%	763,344
Parking Lot/Roadway	230,030	194,158	18.48%	618,346	582,475	6.16%	2,329,898
Land Use Fees	9,599	11,921	(19.48%)	31,541	35,762	(11.80%)	143,050
<b>Total Operating Revenue</b>	<b>\$660,378</b>	<b>\$620,670</b>	<b>6.40%</b>	<b>\$1,878,775</b>	<b>\$1,862,009</b>	<b>0.90%</b>	<b>\$7,537,858</b>
<b>Operating Expenses:</b>							
Administrative	\$117,434	\$222,238	(47.16%)	\$379,378	\$693,403	(45.29%)	\$2,681,477
Terminal	227,504	201,987	12.63%	662,110	605,962	9.27%	2,423,847
Airfield	104,400	104,716	(0.30%)	294,939	314,149	(6.11%)	1,256,595
Hangar	-	614	(100.00%)	-	1,841	(100.00%)	7,363
Parking Lot	-	1,534	(100.00%)	-	4,602	(100.00%)	18,408
Land Use Expenses	901	614	46.74%	901	1,841	(51.06%)	7,363
<b>Total Operating Expenses</b>	<b>\$450,239</b>	<b>\$531,703</b>	<b>(15.32%)</b>	<b>\$1,337,328</b>	<b>\$1,621,798</b>	<b>(17.54%)</b>	<b>\$6,395,053</b>
<b>Operating Revenue before Depreciation</b>							
	\$210,140	\$88,967	136.20%	\$541,447	\$240,211	125.40%	\$1,142,805
Depreciation	243,432	230,705	5.52%	732,838	742,076	(1.24%)	2,768,461
<b>Operating Income(Loss) Before Non-Operating Revenue and Expenses</b>							
	(\$33,293)	(\$141,738)	(76.51%)	(\$191,391)	(\$501,865)	(61.86%)	(\$1,625,656)
<b>Non-Operating Revenue and Expense</b>							
Customer Facility Charges	73,496	66,250	10.94%	211,920	198,750	6.63%	795,000
Passenger Facility Charges	128,936	100,000	28.94%	164,588	300,000	(45.14%)	1,200,000
Interest Revenue	15,798	20,000	(21.01%)	48,501	60,000	(19.17%)	240,000
Interest Expense	(22,205)	(22,205)	0.00%	(67,046)	(67,046)	0.00%	(260,282)
Sale of Assets	-	-	0.00%	-	-	0.00%	-
<b>Non-Operating Revenue-Net</b>	<b>\$196,025</b>	<b>\$164,045</b>	<b>19.49%</b>	<b>\$357,963</b>	<b>\$491,704</b>	<b>(27.20%)</b>	<b>\$1,974,718</b>
<b>Income (Loss) Before Capital Contributions</b>							
	\$162,733	\$22,307	629.51%	\$166,572	(\$10,161)	(1,739.33%)	\$349,062
<b>Capital Contributions</b>							
	\$1,125,716	\$0	0.00%	\$1,125,716	\$0	0.00%	\$0
<b>Increase in Net Assets</b>							
	<b>\$1,288,449</b>	<b>\$22,307</b>	<b>5,675.98%</b>	<b>\$1,292,288</b>	<b>(\$10,161)</b>	<b>(12,818.12%)</b>	<b>\$349,062</b>

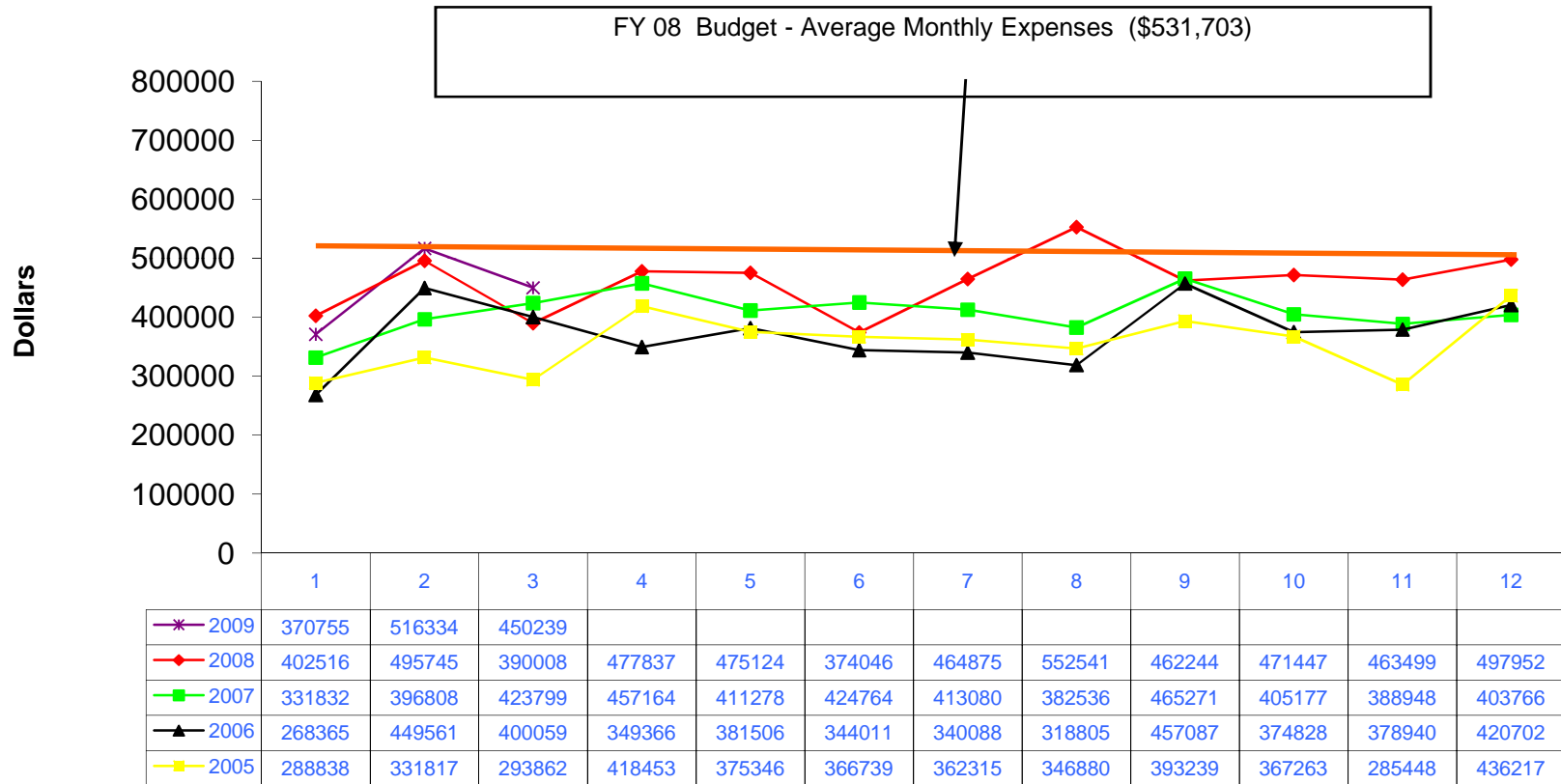
**ASHEVILLE REGIONAL AIRPORT AUTHORITY**  
**STATEMENT OF FINANCIAL POSITION**  
**September 30, 2008**

	<u>September</u>	<u>Last Month</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Unrestricted Net Assets:</b>		
Cash and Cash Equivalents	\$5,427,579	\$4,054,337
Investments	0	993,807
Accounts Receivable	1,039,779	878,911
Prepaid Expenses	174,551	163,022
<b>Total Unrestricted Assets</b>	<u>6,641,909</u>	<u>6,090,077</u>
<b>Restricted Assets:</b>		
Capital Funds	101,897	100,147
Cash and Cash Equivalents	5,654,387	4,688,300
Receivables		
Passenger Facility Charge Funds: Receivables		
<b>Total Restricted Assets</b>	<u>5,756,284</u>	<u>4,788,447</u>
<b>Total Current Assets</b>	12,398,193	10,878,524
<b>Noncurrent Assets</b>		
Capital Assets	16,489,959	15,959,438
Property and Equipment - Net	38,736,645	38,980,078
<b>TOTAL ASSETS</b>	<u><u>\$67,624,797</u></u>	<u><u>\$65,818,040</u></u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts Payable	\$364,168	\$65,081
<b>Total Payable from Unrestricted Assets</b>	364,168	65,081
<b>Payable from Restricted Assets:</b>		
Construction Contracts Payable	605,319	605,319
Construction Contract Retainages	762,213	762,213
Bonds Payable - Current Portion	276,880	306,911
<b>Total Payable From Restricted Assets</b>	<u>1,644,412</u>	<u>1,674,443</u>
<b>Total Current Liabilities</b>	2,008,580	1,739,524
<b>Non-Current Liabilities:</b>		
Rental Car Project Bond	4,295,086	4,295,086
<b>Total Non-Current Liabilities</b>	<u>4,295,086</u>	<u>4,295,086</u>
<b>Total Liabilities</b>	6,303,666	6,034,610
<b>Net Assets:</b>		
Invested in Capital Assets	38,736,645	38,980,078
<b>Unrestricted</b>	<u>22,584,486</u>	<u>20,803,352</u>
<b>Total Net Assets</b>	<u>61,321,131</u>	<u>59,783,430</u>
<b>TOTAL LIABILITIES</b>	<u><u>\$67,624,797</u></u>	<u><u>\$65,818,040</u></u>

# ASHEVILLE REGIONAL AIRPORT Annual Operating Revenue by Month September 2008

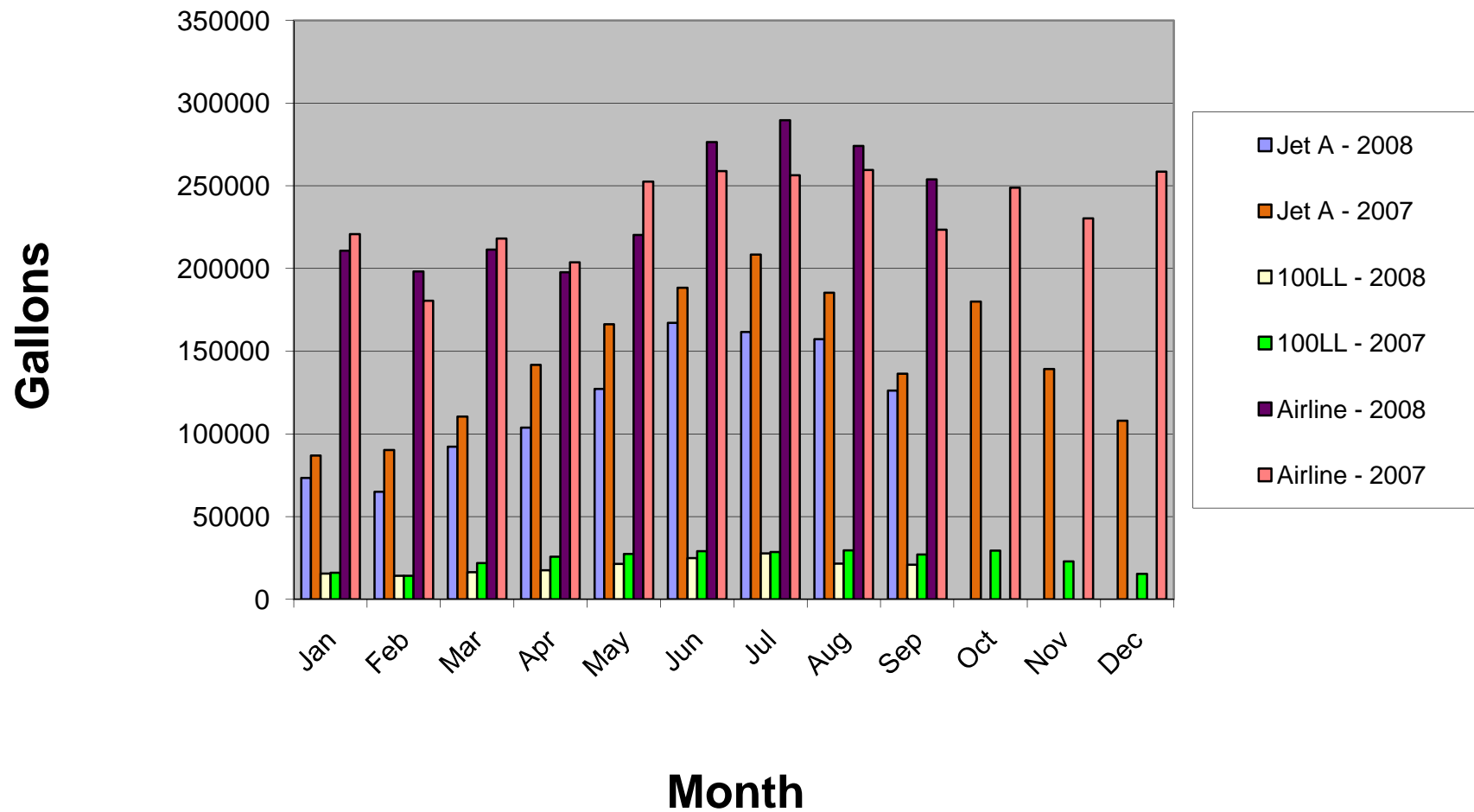


# ASHEVILLE REGIONAL AIRPORT Annual Operating Expenses by Month September 2008

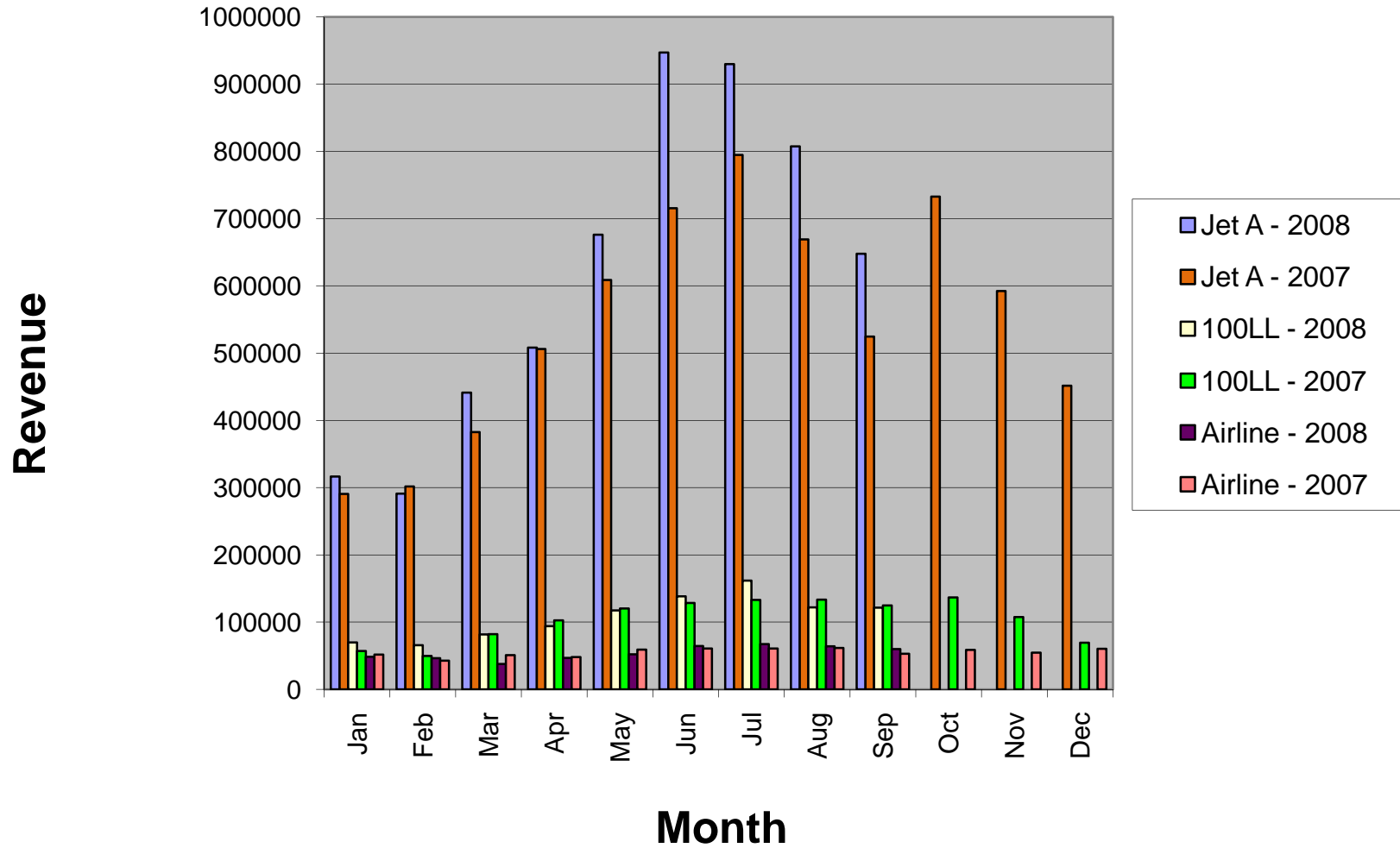




# AVL Fuels Sales - Gallons September 2008



# AVL Fuels Sales - Revenue September





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## MEMORANDUM

TO: Members of the Airport Authority

FROM: Patti L. Michel, Director of Marketing and Public Relations

DATE: November 14, 2008

### ITEM DESCRIPTION – Information Section Item C

November, 2008 Marketing and Public Relations Report

- Star 104.3 – third “Direct Flight Fun” winner drawn. Solidified 12 Days of Christmas promotion. Received letter of thanks from Fly Away Winner (see attachment)
- Met with WOXL; Yellowbook; and Henderson County Music on Main regarding ad buys and sponsorships; Solidified Houston ad buy with Clear Channel. Promotion will run beginning in Mid-January and coincide with Southern Living Texas buy. Also signed annual contract with Clear Channel encompassing 5 stations.
- Coordinated Regional Honor Air Flight November 1.
- Attended/Formulated talking points – Land of Sky Regional Council Annual Meeting; Attended Asheville Rotary Club Luncheon, Asheville Chamber of Commerce Awards, and Public Relations Association of Western North Carolina (PRAWNC) luncheon.
- Sent out Holiday Decoration contest invitations. Preparing for Holiday Choirs and Holiday decoration participants.
- Completed artwork for Advantage West Ad; Purple Pages Ad; Art Brochure; Art Postcard; Holiday Card. Approved proofs of promotional items.
- Conducted Business Travel Forum; sending out follow up surveys.
- Coordinated/Held Tenant Barbecue for November 1.

Information Section – Item C

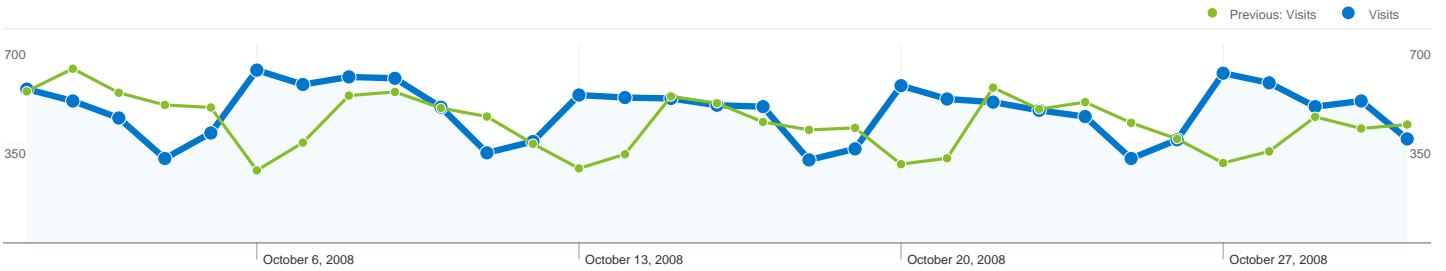


- Began search, conducting interviews for new Guest Services Coordinator.
- Assisted with formulating Display Advertising Concession RFP; RFP sent out October 31.
- Received an average of 29 phone calls per day during business hours.
- Received/responded to 15 media calls during month of October.
- Website Statistics - Google Analytics: See attached data regarding October activity at [www.flyavl.com](http://www.flyavl.com).
- Booking Engine Statistics – Since October 1, AVL has had a total of 42 hotel, air and rental car reservations for a total of \$352.00 in booking fees collected.

Dear Patti @ Asheville Regional Airport

I'm writing to you as we have just returned from our trip to New York. It was just fabulous. I had never been to New York and always had wanted to go and your opportunity to enter the 'fly away' contest provided that opportunity.

Thanks from the bottom of my heart. It was truly one for the memory book. Warmly, Mary Jo Eschitt



**Site Usage**

 **14,448 Visits**


Previous: 13,155 (9.83%)

 **37.20% Bounce Rate**

Previous: 36.21% (2.75%)

 **53,472 Pageviews**

Previous: 50,880 (5.09%)

 **00:04:42 Avg. Time on Site**

Previous: 00:06:44 (-30.10%)

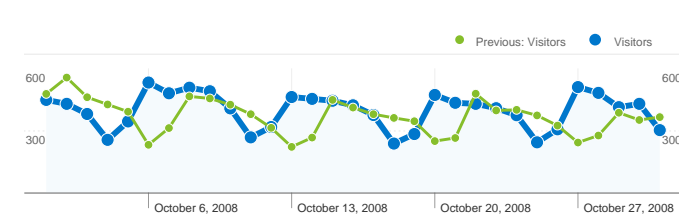
 **3.70 Pages/Visit**

Previous: 3.87 (-4.31%)

 **68.12% % New Visits**

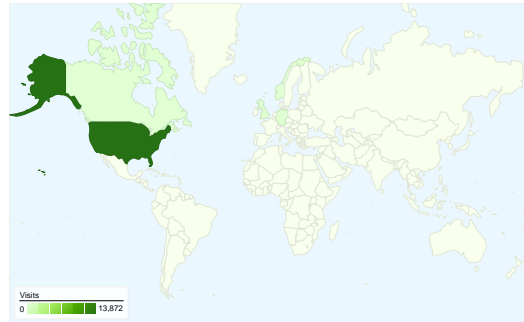
Previous: 70.13% (-2.87%)

**Visitors Overview**

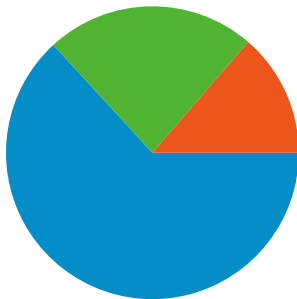


**Visitors**  
**10,900**

**Map Overlay world**

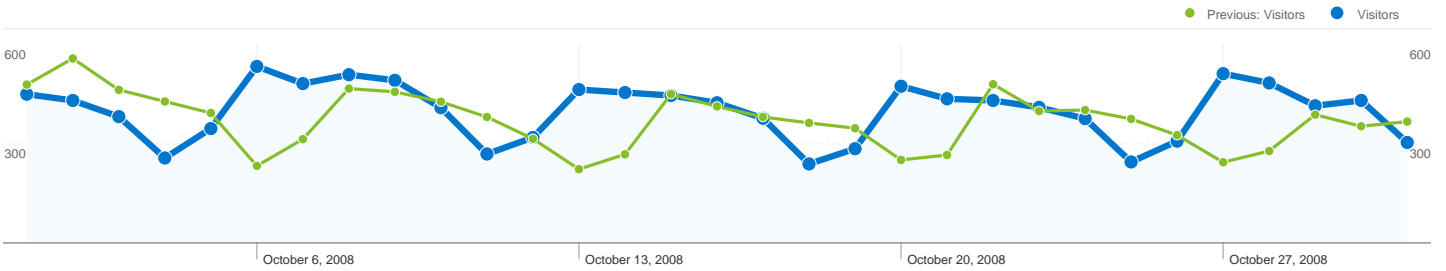


**Traffic Sources Overview**



- **Search Engines**  
9,127.00 (63.17%)
- **Direct Traffic**  
3,350.00 (23.19%)
- **Referring Sites**  
1,971.00 (13.64%)

Content Overview		
Pages	Pageviews	% Pageviews
/		
Oct 1, 2008 - Oct 31, 2008	14,509	27.13%
Oct 1, 2007 - Oct 31, 2007	17,564	34.52%
% Change	-17.39%	-17.39%
/flights/flight-view---real-time.html		
Oct 1, 2008 - Oct 31, 2008	7,381	13.80%
Oct 1, 2007 - Oct 31, 2007	3,429	6.74%
% Change	115.25%	115.25%
/flights/arrivals---real-time.html		
Oct 1, 2008 - Oct 31, 2008	2,247	4.20%
Oct 1, 2007 - Oct 31, 2007	1,857	3.65%
% Change	21.00%	21.00%
/rental-cars/		
Oct 1, 2008 - Oct 31, 2008	1,703	3.18%
Oct 1, 2007 - Oct 31, 2007	1,147	2.25%
% Change	48.47%	48.47%
/airport-administration/employment.html		
Oct 1, 2008 - Oct 31, 2008	1,599	2.99%
Oct 1, 2007 - Oct 31, 2007	917	1.80%
% Change	74.37%	74.37%



## 10,900 people visited this site

**14,448 Visits**

Previous: 13,155 (9.83%)

**10,900 Absolute Unique Visitors**

Previous: 10,168 (7.20%)

**53,472 Pageviews**

Previous: 50,880 (5.09%)

**3.70 Average Pageviews**

Previous: 3.87 (-4.31%)

**00:04:42 Time on Site**

Previous: 00:06:44 (-30.10%)

**37.20% Bounce Rate**

Previous: 36.21% (2.75%)

**68.12% New Visits**

Previous: 70.13% (-2.87%)

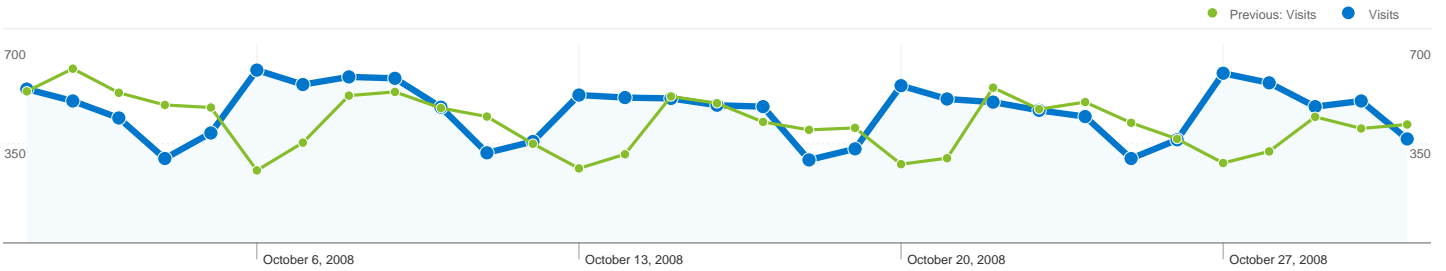
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Oct 1, 2008 - Oct 31, 2008	10,684	73.95%	Oct 1, 2008 - Oct 31, 2008	4,752	32.89%
Oct 1, 2007 - Oct 31, 2007	10,452	79.45%	Oct 1, 2007 - Oct 31, 2007	3,790	28.81%
% Change	2.22%	2.22%	% Change	25.38%	25.38%
Firefox			Unknown		
Oct 1, 2008 - Oct 31, 2008	2,724	18.85%	Oct 1, 2008 - Oct 31, 2008	3,913	27.08%
Oct 1, 2007 - Oct 31, 2007	2,034	15.46%	Oct 1, 2007 - Oct 31, 2007	3,554	27.02%
% Change	33.92%	33.92%	% Change	10.10%	10.10%



Safari		
Oct 1, 2008 - Oct 31, 2008	819	5.67%
Oct 1, 2007 - Oct 31, 2007	540	4.10%
% Change	51.67%	51.67%
Opera		
Oct 1, 2008 - Oct 31, 2008	68	0.47%
Oct 1, 2007 - Oct 31, 2007	16	0.12%
% Change	325.00%	325.00%
Chrome		
Oct 1, 2008 - Oct 31, 2008	67	0.46%
Oct 1, 2007 - Oct 31, 2007	0	0.00%
% Change	100.00%	100.00%

DSL		
Oct 1, 2008 - Oct 31, 2008	3,748	25.94%
Oct 1, 2007 - Oct 31, 2007	3,590	27.29%
% Change	4.40%	4.40%
T1		
Oct 1, 2008 - Oct 31, 2008	1,337	9.25%
Oct 1, 2007 - Oct 31, 2007	1,374	10.44%
% Change	-2.69%	-2.69%
Dialup		
Oct 1, 2008 - Oct 31, 2008	484	3.35%
Oct 1, 2007 - Oct 31, 2007	617	4.69%
% Change	-21.56%	-21.56%



## All traffic sources sent a total of 14,448 visits

### 23.19% Direct Traffic

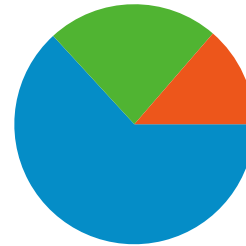
Previous: 18.94% (22.45%)

### 13.64% Referring Sites

Previous: 19.52% (-30.12%)

### 63.17% Search Engines

Previous: 61.53% (2.67%)



- Search Engines  
9,127.00 (63.17%)
- Direct Traffic  
3,350.00 (23.19%)
- Referring Sites  
1,971.00 (13.64%)

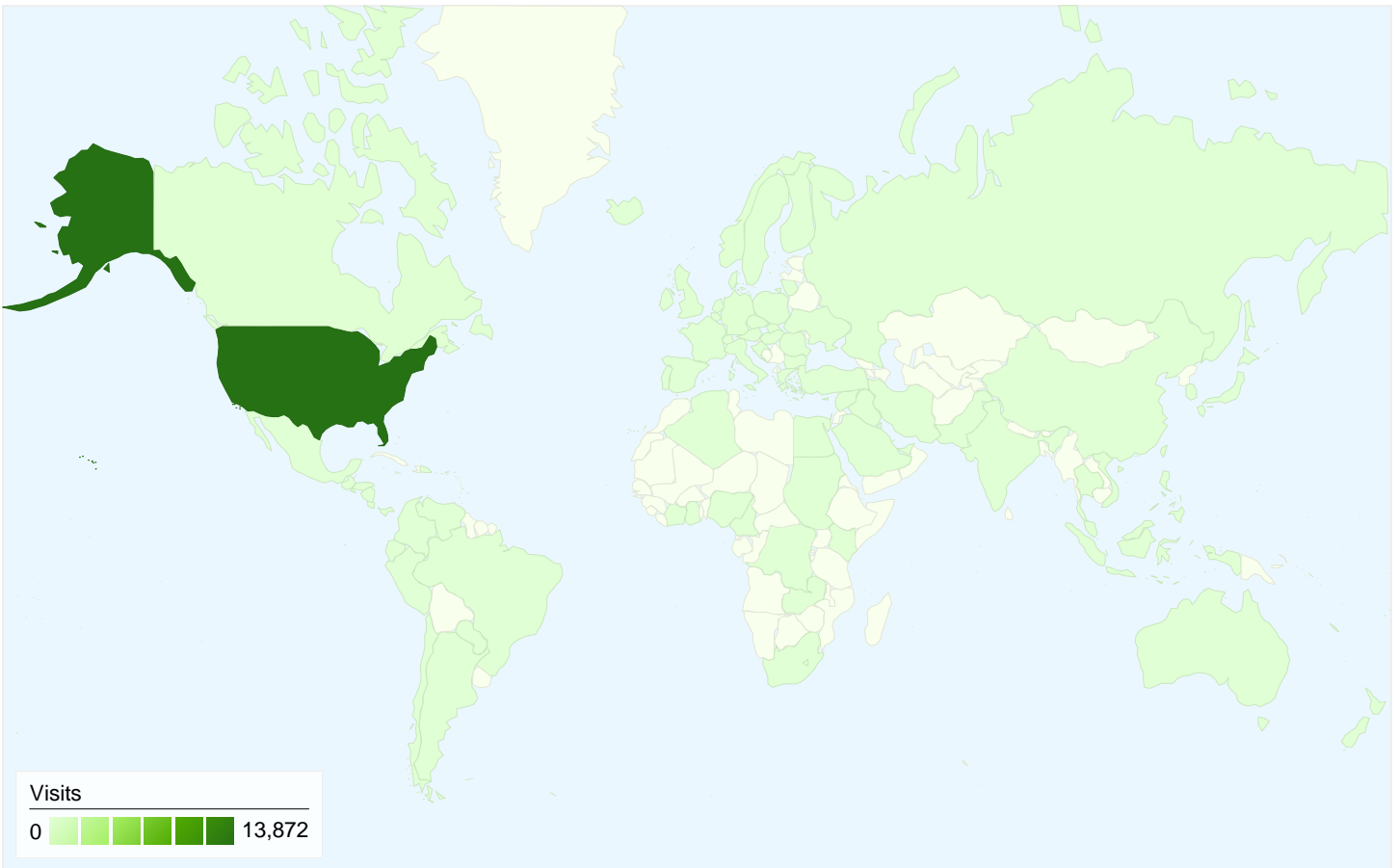
## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Oct 1, 2008 - Oct 31, 2008	6,967	48.22%
Oct 1, 2007 - Oct 31, 2007	6,204	47.16%
% Change	12.30%	12.30%
(direct) ((none))		
Oct 1, 2008 - Oct 31, 2008	3,350	23.19%
Oct 1, 2007 - Oct 31, 2007	2,491	18.94%
% Change	34.48%	34.48%
yahoo (organic)		
Oct 1, 2008 - Oct 31, 2008	1,087	7.52%
Oct 1, 2007 - Oct 31, 2007	951	7.23%
% Change	14.30%	14.30%
msn (organic)		
Oct 1, 2008 - Oct 31, 2008	422	2.92%
Oct 1, 2007 - Oct 31, 2007	344	2.61%
% Change	22.67%	22.67%
aol (organic)		

Keywords	Visits	% visits
asheville airport		
Oct 1, 2008 - Oct 31, 2008	2,865	31.39%
Oct 1, 2007 - Oct 31, 2007	2,896	35.78%
% Change	-1.07%	-1.07%
asheville regional airport		
Oct 1, 2008 - Oct 31, 2008	929	10.18%
Oct 1, 2007 - Oct 31, 2007	844	10.43%
% Change	10.07%	10.07%
asheville nc airport		
Oct 1, 2008 - Oct 31, 2008	738	8.09%
Oct 1, 2007 - Oct 31, 2007	549	6.78%
% Change	34.43%	34.43%
avl		
Oct 1, 2008 - Oct 31, 2008	394	4.32%
Oct 1, 2007 - Oct 31, 2007	334	4.13%
% Change	17.96%	17.96%
asheville, nc airport		

Oct 1, 2008 - Oct 31, 2008	285	1.97%
Oct 1, 2007 - Oct 31, 2007	238	1.81%
% Change	19.75%	19.75%

Oct 1, 2008 - Oct 31, 2008	303	3.32%
Oct 1, 2007 - Oct 31, 2007	305	3.77%
% Change	-0.66%	-0.66%



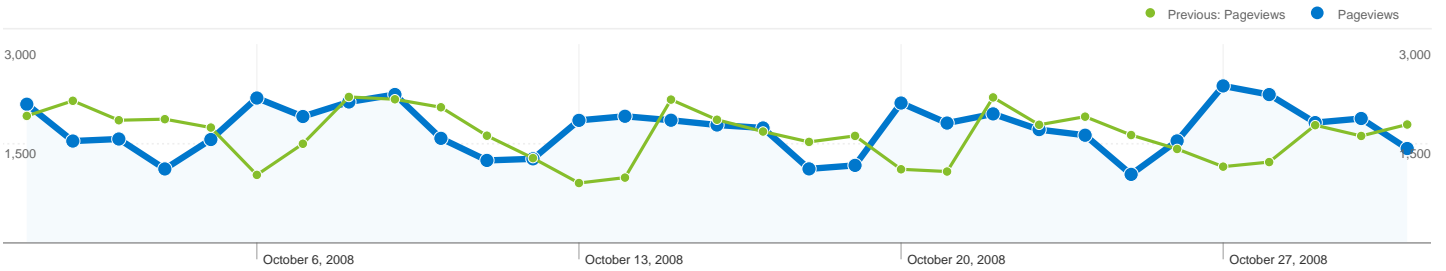
## 14,448 visits came from 98 countries/territories

### Site Usage


Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>14,448</b> Previous: 13,155 (9.83%)	<b>3.70</b> Previous: 3.87 (-4.31%)	<b>00:04:42</b> Previous: 00:06:44 (-30.10%)	<b>68.19%</b> Previous: 70.28% (-2.97%)	<b>37.20%</b> Previous: 36.21% (2.75%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
October 1, 2008 - October 31, 2008	<b>13,872</b>	3.73	00:04:47	68.04%	36.65%
October 1, 2007 - October 31, 2007	<b>12,668</b>	3.89	00:06:54	69.90%	35.96%
% Change	<b>9.50%</b>	<b>-4.03%</b>	<b>-30.83%</b>	<b>-2.67%</b>	<b>1.90%</b>
<b>United Kingdom</b>					
October 1, 2008 - October 31, 2008	<b>105</b>	3.57	00:03:16	70.48%	39.05%
October 1, 2007 - October 31, 2007	<b>79</b>	3.77	00:02:57	77.22%	45.57%
% Change	<b>32.91%</b>	<b>-5.32%</b>	<b>11.11%</b>	<b>-8.73%</b>	<b>-14.31%</b>
<b>Germany</b>					
October 1, 2008 - October 31, 2008	<b>61</b>	4.39	00:06:25	55.74%	31.15%


October 1, 2007 - October 31, 2007	39	3.08	00:01:24	66.67%	33.33%
% Change	56.41%	42.79%	356.99%	-16.39%	-6.56%
<b>Canada</b>					
October 1, 2008 - October 31, 2008	57	3.33	00:01:35	91.23%	45.61%
October 1, 2007 - October 31, 2007	96	3.80	00:02:18	73.96%	39.58%
% Change	-40.62%	-12.33%	-30.67%	23.35%	15.24%
<b>Norway</b>					
October 1, 2008 - October 31, 2008	53	1.42	00:06:21	1.89%	77.36%
October 1, 2007 - October 31, 2007	1	5.00	00:01:21	100.00%	0.00%
% Change	5,200.00%	-71.70%	370.35%	-98.11%	100.00%
<b>(not set)</b>					
October 1, 2008 - October 31, 2008	51	3.12	00:01:31	74.51%	39.22%
October 1, 2007 - October 31, 2007	6	4.83	00:01:09	83.33%	33.33%
% Change	750.00%	-35.50%	33.48%	-10.59%	17.65%
<b>France</b>					
October 1, 2008 - October 31, 2008	21	1.86	00:00:52	61.90%	76.19%
October 1, 2007 - October 31, 2007	9	3.67	00:01:37	100.00%	33.33%
% Change	133.33%	-49.35%	-46.85%	-38.10%	128.57%
<b>South Korea</b>					
October 1, 2008 - October 31, 2008	16	2.25	00:03:23	93.75%	50.00%
October 1, 2007 - October 31, 2007	11	2.00	00:01:37	36.36%	27.27%
% Change	45.45%	12.50%	108.76%	157.81%	83.33%
<b>India</b>					
October 1, 2008 - October 31, 2008	14	2.00	00:01:43	100.00%	57.14%
October 1, 2007 - October 31, 2007	31	4.39	00:04:40	83.87%	35.48%
% Change	-54.84%	-54.41%	-63.25%	19.23%	61.04%
<b>Ireland</b>					
October 1, 2008 - October 31, 2008	13	1.46	00:01:06	92.31%	76.92%
October 1, 2007 - October 31, 2007	14	1.79	00:00:53	78.57%	64.29%
% Change	-7.14%	-18.15%	26.08%	17.48%	19.66%


1 - 10 of 98



## Pages on this site were viewed a total of 53,472 times

 **53,472 Pageviews**  
Previous: 50,880 (5.09%)

 **35,994 Unique Views**  
Previous: 34,058 (5.68%)

 **37.20% Bounce Rate**  
Previous: 36.21% (2.75%)

## Top Content

Pages	Pageviews	% Pageviews
/		
Oct 1, 2008 - Oct 31, 2008	14,509	27.13%
Oct 1, 2007 - Oct 31, 2007	17,564	34.52%
% Change	-17.39%	-17.39%
/flights/flight-view---real-time.html		
Oct 1, 2008 - Oct 31, 2008	7,381	13.80%
Oct 1, 2007 - Oct 31, 2007	3,429	6.74%
% Change	115.25%	115.25%
/flights/arrivals---real-time.html		
Oct 1, 2008 - Oct 31, 2008	2,247	4.20%
Oct 1, 2007 - Oct 31, 2007	1,857	3.65%
% Change	21.00%	21.00%
/rental-cars/		
Oct 1, 2008 - Oct 31, 2008	1,703	3.18%
Oct 1, 2007 - Oct 31, 2007	1,147	2.25%
% Change	48.47%	48.47%
/airport-administration/employment.html		

Oct 1, 2008 - Oct 31, 2008	1,599	2.99%
Oct 1, 2007 - Oct 31, 2007	917	1.80%
% Change	74.37%	74.37%



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**Memorandum**

TO: Members of the Airport Authority

FROM: David N. Edwards, Jr., A.A.E.

SUBJECT: November, 2008 Development/Project Status Report

DATE: November 14, 2008

---

The Development/Project Status Report is currently unavailable due to the arrival of Mr. and Mrs. Kevin Howell's new baby girl born on November 7, 2008 at 2:06 a.m.

The report will be forwarded to you at a future date.



# ***Airportsurvey.com***



**AVL**

Airport Facilities Review For 3rd Quarter 2008

# Welcome

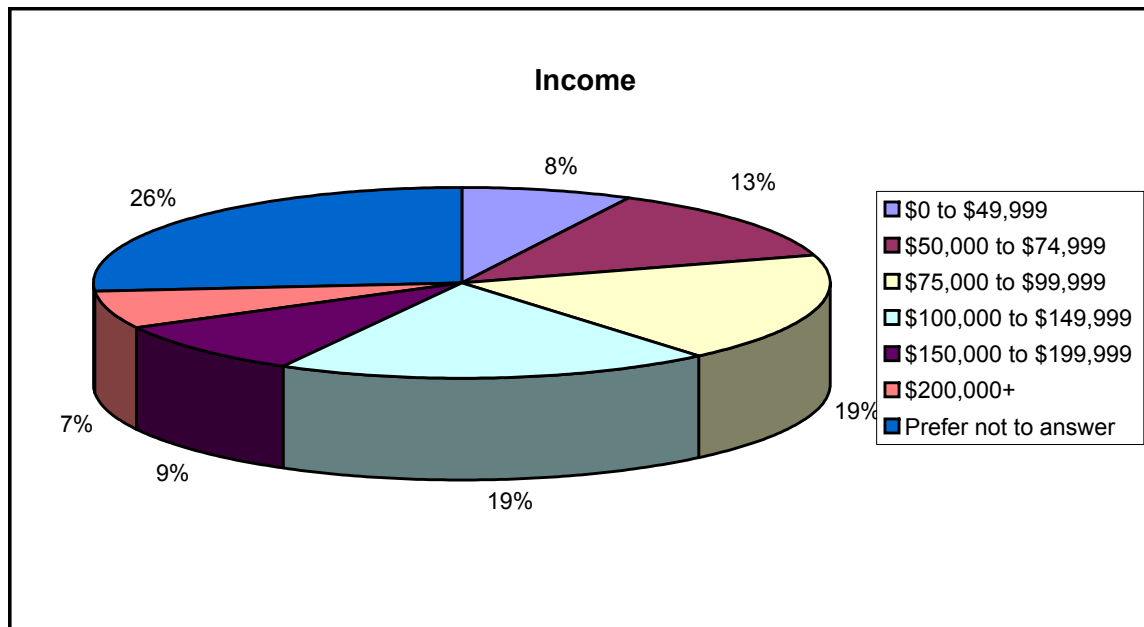
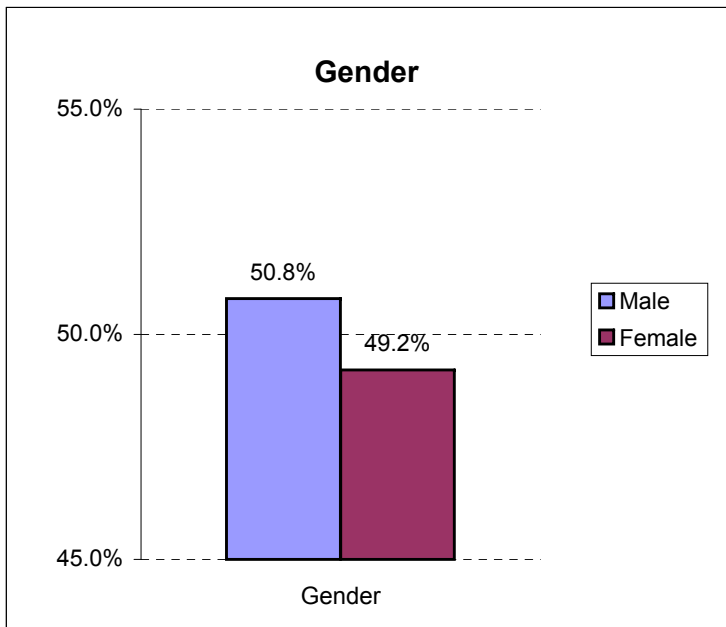
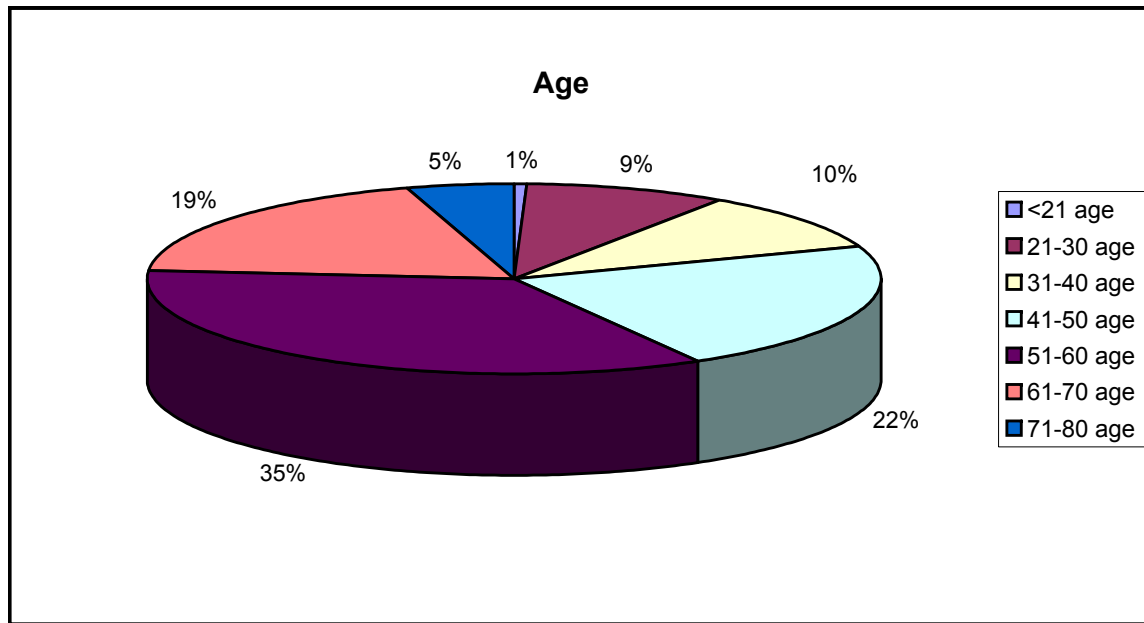
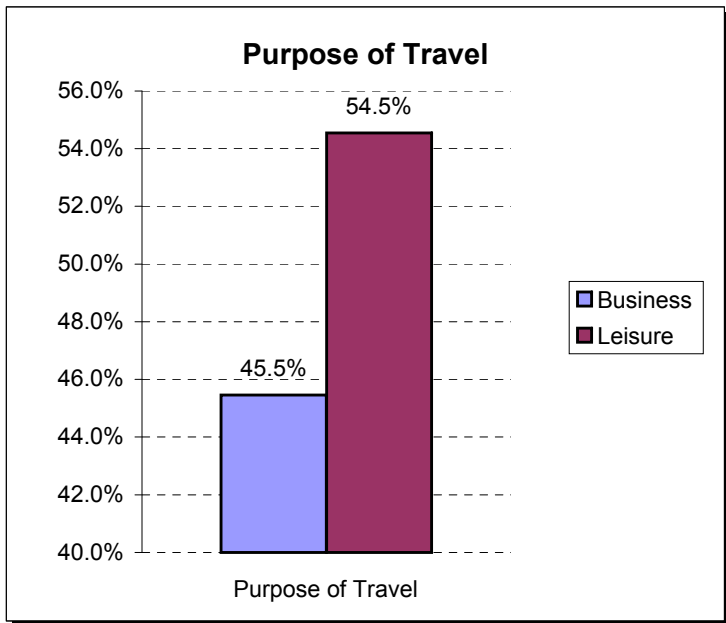
- Welcome to the Airportsurvey.com Airport Facilities Review for the recent quarter, a complimentary data set provided to Airportsurvey.com participating airports
- The following slides provide non-weighted scores and ratings based on an independent survey of air travelers
- Note that passenger responses are based on perception, rather than objective assessment
- Value Added Services available from Canmark include:
  - Report analysis
  - Statistical testing
  - Air carrier responses
  - Non-facility responses
  - Tailored comparison sets
  - Passenger demographics
  - Sample size enhancement
  - Targeted and customized reporting
  - Custom survey questions and content

No representations are made as to the completeness or accuracy of information contained herein. Airport facility raw data is available upon request.

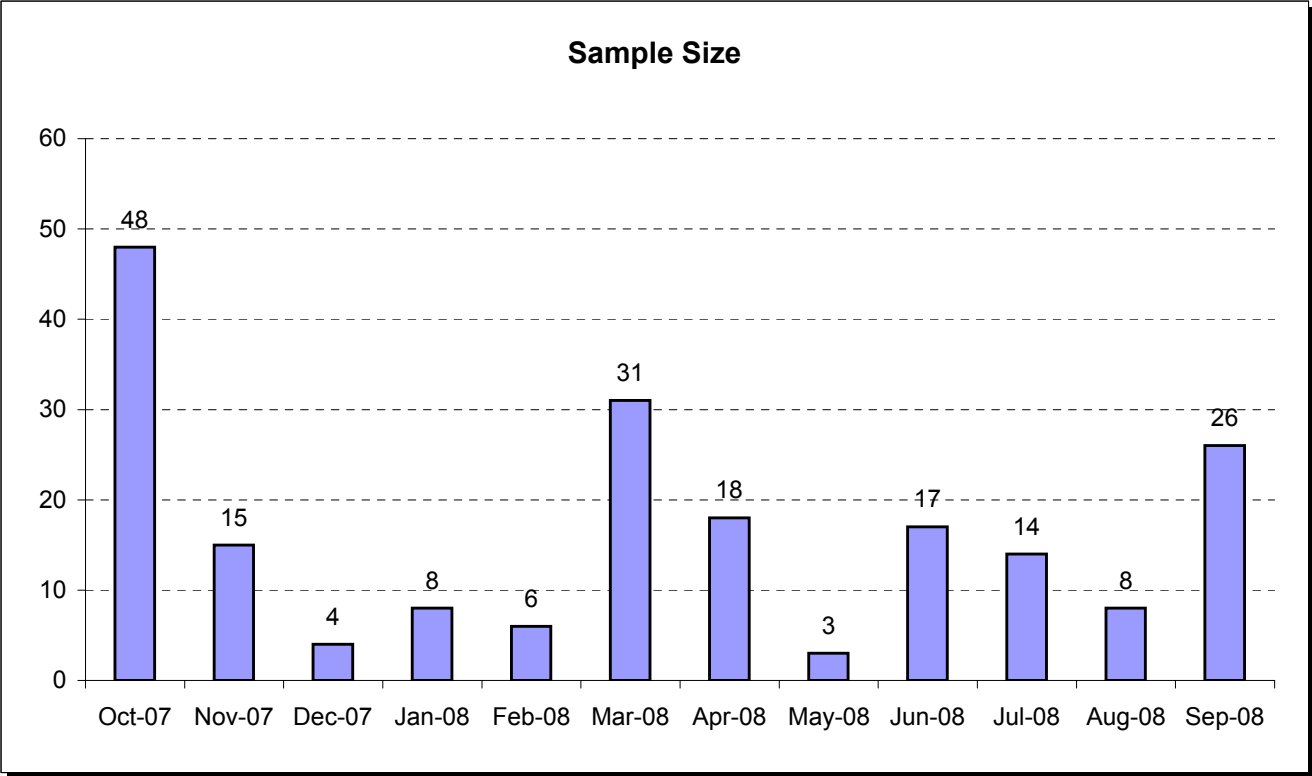
# Overview

- ***Airportsurvey.com*** is an ongoing, all-inclusive online passenger satisfaction survey program from Canmark Research Center
- Invitations to take the survey are distributed at select airports across the country
- Over 30 airports participate
- Each survey invitation card is single-use, and must reference an actual flight
- Survey distribution occurs approximately three days per month
- Response scale is 1 through 5: Poor, Fair, Good, Very Good, Excellent
- Survey participants have a chance to win round-trip airline tickets
- Response rates vary from 10% to 20% based on location
- Facilities attributes are scored according to check-in airport
- Airports are grouped into three tiers according to DOT originating revenue

# Passenger Demographics



# General Findings



**Sample is clustered around airport invitation distribution dates.**

**Sample reflects passengers intercepted at arrival airports who rated check-in airport.**

	AVL	Similar	+/-	Pct
Overall	4.16	4.09	0.08	1.8%
Availability of parking	4.08	3.97	0.11	2.6%
Cost of parking	3.57	3.40	0.17	4.8%
Clear, easy to follow signs	4.05	3.92	0.13	3.1%
Cleanliness	4.27	4.13	0.14	3.2%
Restrooms	4.13	4.01	0.11	2.8%
Concessions / restaurants	3.03	3.32	(0.29)	-9.4%
Transportation to your gate / concourse / terminal	3.77	3.82	(0.05)	-1.3%
Security: Wait time at checkpoint	4.52	4.10	0.42	9.3%
Security: Professionalism of personnel	4.48	4.12	0.37	8.2%
Security: Confidence in airport security procedures	4.25	3.88	0.38	8.8%

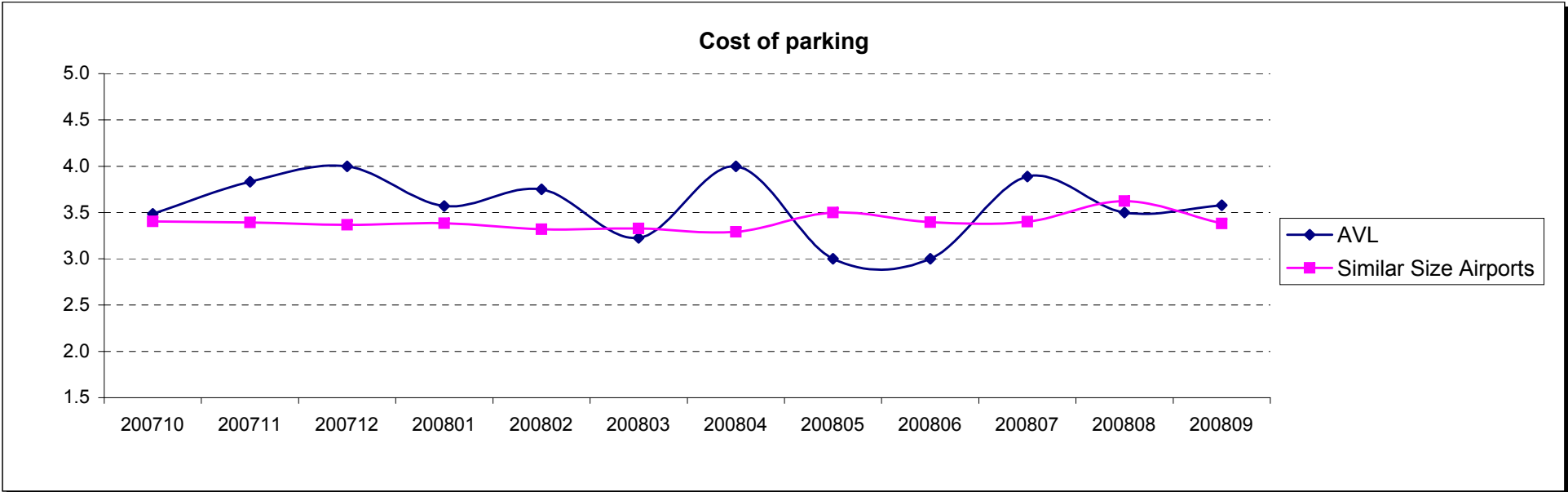
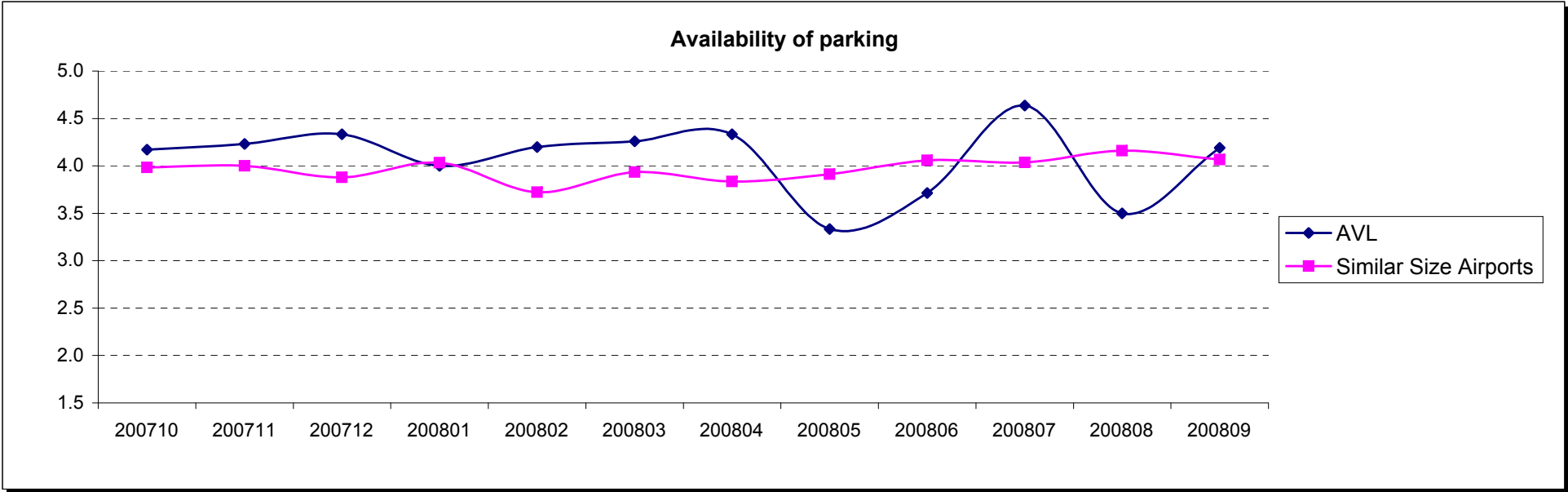
**Statistical means testing not performed on results**

<b>AVL Responses</b>	<b>198</b>
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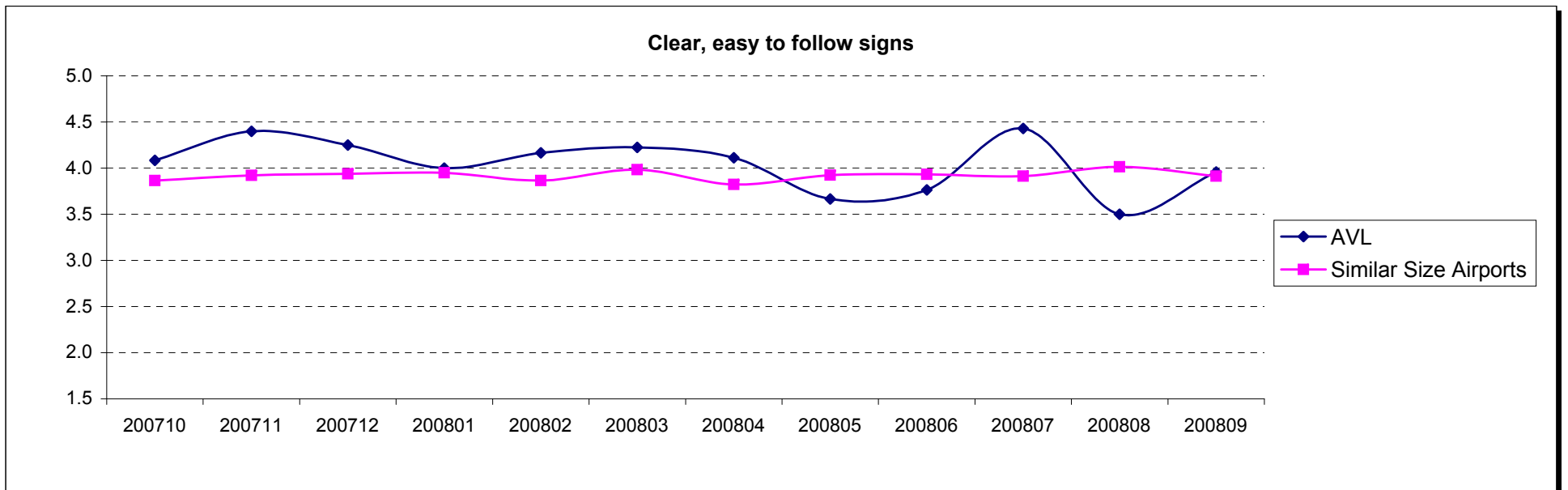
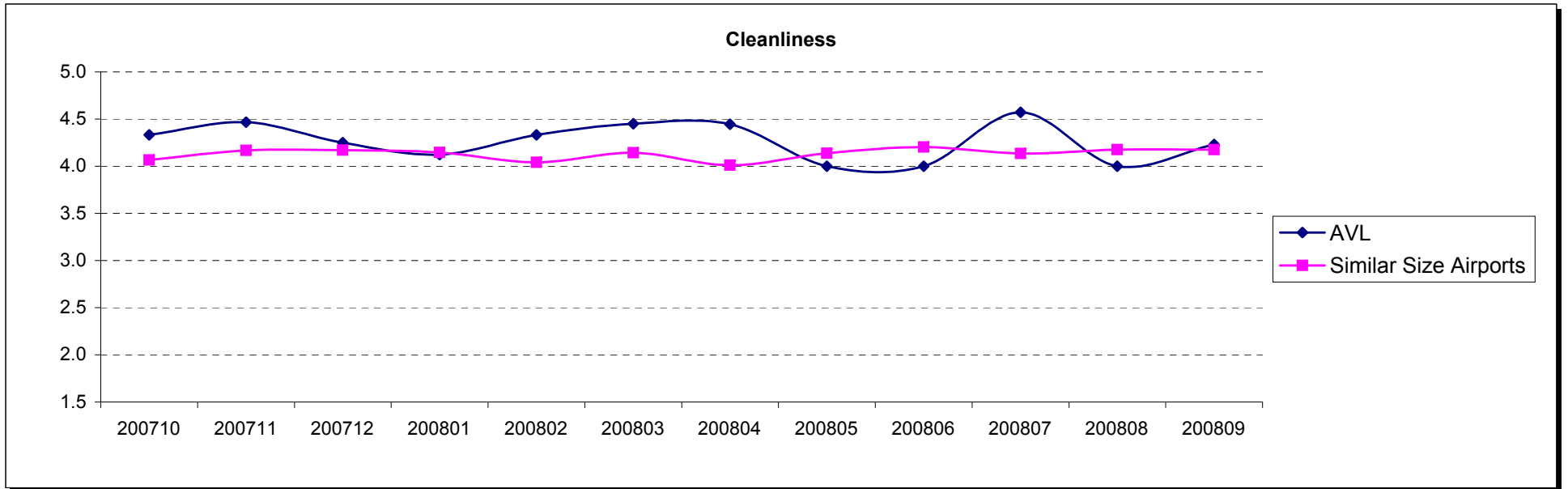
# Overall Satisfaction with Airport Facilities



# Parking Satisfaction



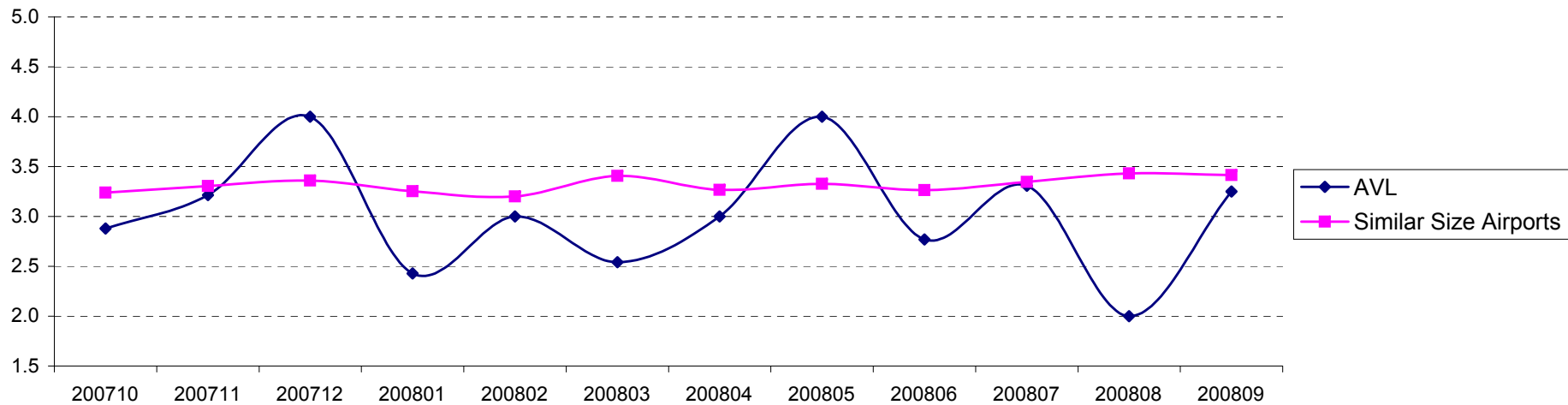
# Cleanliness and Signage



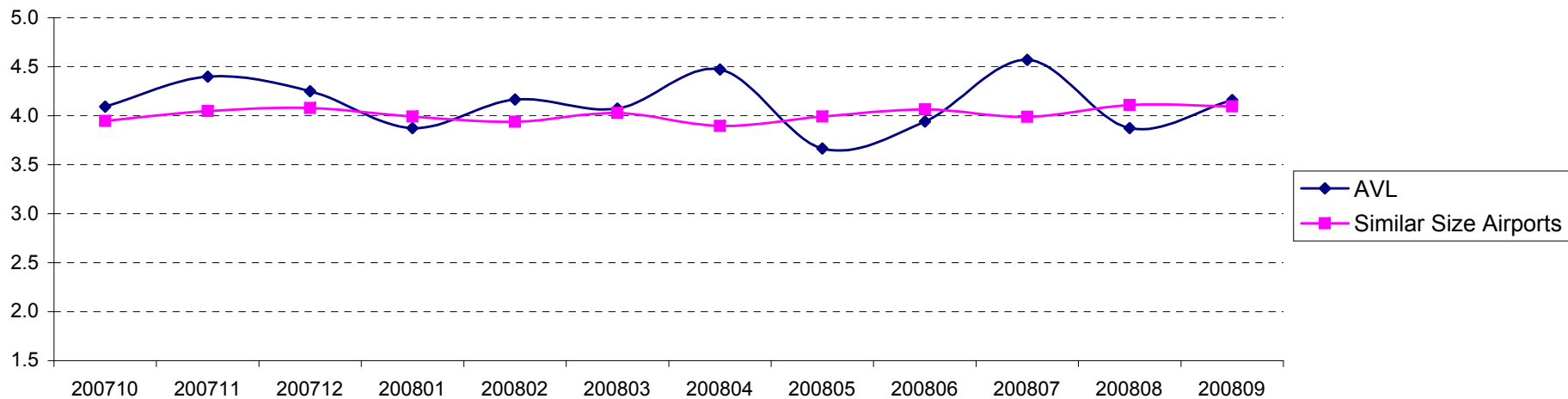


# Concessions and Restrooms

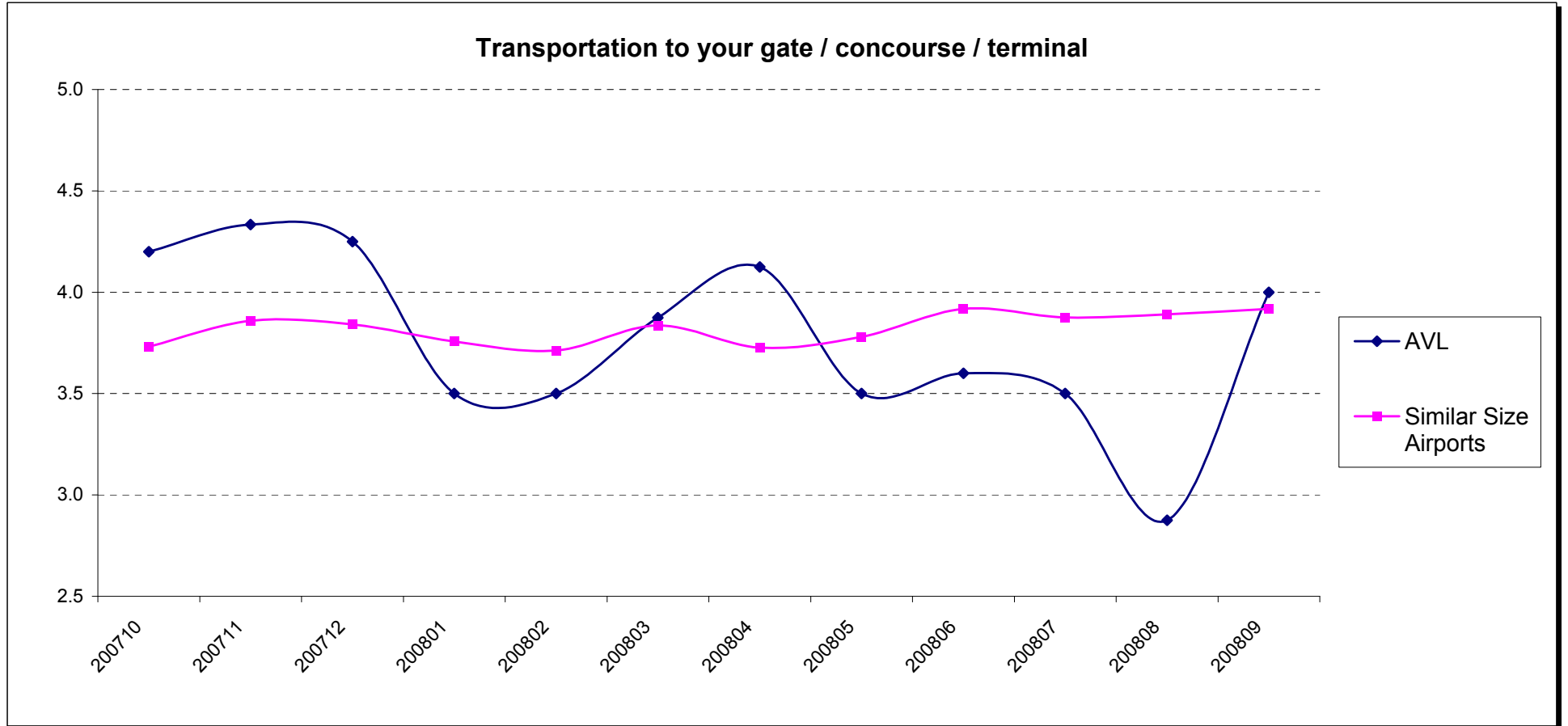
## Concessions / Restaurants



## Restrooms

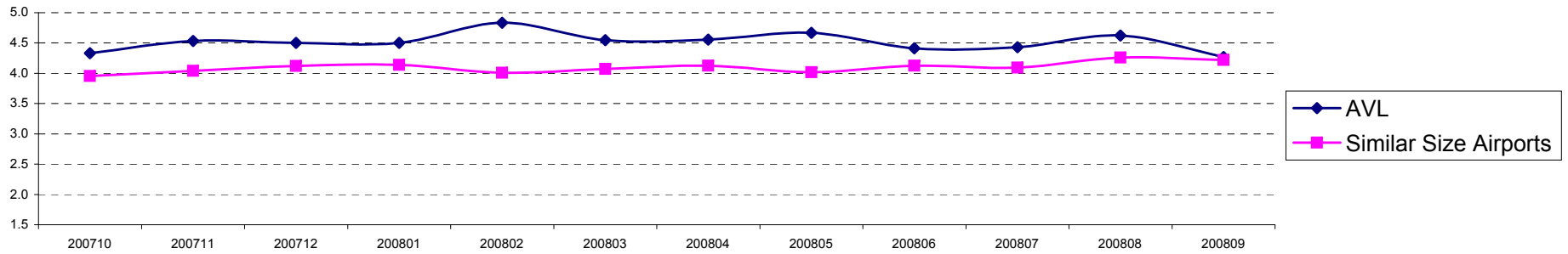


# Transportation to Departure Gate

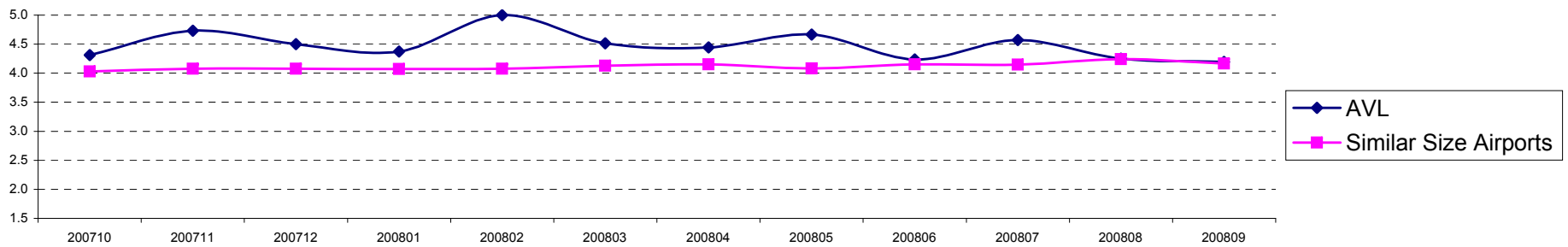


# Airport Security

Security: Wait time at checkpoint



Security: Professionalism of security personnel



Security: Confidence in airport security procedures



# Appendix A - Geographic Breakdown of Respondents

AK	2	TX	7
AR	2	UT	1
AZ	1	WA	3
CA	5	WI	1
CO	4	WY	1
CT	2		
DC	1		
FL	7		
IA	2		
IN	1		
KS	1		
LA	2		
MA	7		
MD	1		
MI	3		
MN	2		
MO	1		
NC	112		
NH	1		
NJ	1		
NY	4		
OH	2		
OR	2		
PA	1		
SC	4		
SD	2		

Note: Only includes passengers who indicated state of residence

# Appendix B - About Canmark

- Since 1993 Canmark Technologies has combined market research, programming, and technical expertise with thoughtful attention to client needs. Our problem-solving orientation has earned the respect of business clients and market researchers across North America.
- With an experienced staff of technical experts and project managers specializing in various fields of data capture and manipulation, programming and software development, web design and scripting, Canmark is able to leverage superior technology and know-how to support projects of all types and scope in the most cost-effective manner possible.
- Areas of expertise include survey development and delivery, project and data management services, requirements gathering, data sampling, paper and web forms management, custom lasering and printing, distribution logistics, data processing, custom programming for data cleansing, reporting and data analysis, and project consulting.
- We stand ready to meet your data needs, if you have any questions, please do not hesitate to contact us.

# Appendix C - Contacts

## North America & Europe

Paul Isaacs, President

[pisaacs@canmarktech.com](mailto:pisaacs@canmarktech.com)

1-877-441-2057, ext. 11

