



October, 2011

American Eagle Marks One Year at GNV

Area travelers are finding that taking American Eagle to Miami is a great alternative to a long drive from North Central Florida. Miami is now the 8th top destination for travelers departing Gainesville Regional Airport according to Boyd Research Group.



Since the inaugural flight one year ago on October 1, 2010, there have been more than 38,000 passenger enplanements and deplanements on American Eagle flights. Of those utilizing the GNV-MIA connection, Miami is the final destination for more than a third of the travelers.

“The new flight offered by American Eagle has saved me valuable time and money with bypassing the tolls, gas, and 5 hours of driving it would take me to get to Miami,” says David Kidd of U.S. Communities.

While the number of passengers with a final destination of Miami has grown, the load factors for the American Eagle flights have not yet reached a level comfortable with GNV officials. Load factors remained in the 50% range for several months.

This summer, American Eagle transitioned to a regional jet more closely aligned with passenger demand. The Embraer 145 regional jet seats 50 as opposed to the original ATR which seated 64 passengers.

“The flight availability directly to and from Miami has been a huge benefit to me and my company,” says Dan Galligan, Regional Head of Sales & Client Management at AvMed. “Now twice a day and upgrade to jet service is only icing on the cake.”

In August, aided by the return of thousands of University students, the load factor for American Eagle deplanements reached 68%.

“Our goal has been for American Eagle to achieve sustained load factors over 70% in their first year,” says Allan Penksa,

Atlanta and Charlotte Fares Trend Lower

If you’ve been getting the Low Fare Alerts, you may have noticed that Atlanta and Charlotte fares, two of GNV’s direct flight destinations, have come down in recent weeks. Delta and US Airways to Atlanta fares have been in the \$250 and up range. A direct fare to Atlanta used to come in considerably higher than fares to connecting cities beyond.

Fares to Charlotte have also come under \$200, with a low of \$118 round trip spotted in the last week of September. None of the low fares appear to be dates very near upcoming holidays.

CEO Allan Penksa and PR Manager Laura Aguiar traveled to Delta Headquarters in Atlanta earlier in September to discuss several air service issues, including the direct fares to Atlanta. No promises were made at the meeting and there is no guarantee that fares will remain at the current level. But staff is pleased to note the difference.

[Click here](#) to sign up for Low Fare Alerts.

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GNV's CEO. "There's been some progress, but we still have work to do."

American Eagle offers more than 250 connections worldwide from Miami International Airport. Passenger reports show area travelers are only beginning to take advantage of connections beyond with more competitive fares. Passengers are utilizing American Eagle to head west to Dallas/Fort Worth, Los Angeles and Las Vegas.

"It's a quick flight that takes me to a major airport where I can go most anywhere in the world," says Leslie Merryman. "I have gone via MIA to Cancun and London."

When taking into consideration the costs of driving out of town, GNV air fares remain competitive. A recent report by Boyd Research Group shows that while airfares have gone up about 10% over the last year nationwide, GNV fares have remained stable at -0.2%



GACRAA and Regional Elite employees mark the one year anniversary of American Eagle service at GNV with a BBQ lunch.

GNV Fall Marketing Blitz

The airport is continuing to promote American Eagle service this fall with the aid of a Small Community Air Service Development Program grant awarded by the U.S.

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GNV Fall Marketing Blitz

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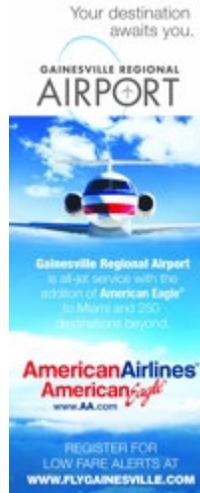
“Our local media partners have been very helpful in helping the airport meet the partnership requirements of the grant,” says Penksa.

The fall campaign will include television spots on all local stations as well as select cable channels, including The Weather Channel, ESPN, CNBC, The Travel Channel and more. A select number of radio spots will also be on air, including during Gator football games.

GNV is also investing in a partnership with the new WRUF Channel 6, an all-local weather channel that went on air this summer. While GNV will have advertising spots on the channel, a live weather camera is being installed on the airline terminal roof. Passengers wanting a live look at airport conditions will be able to tune in. The live camera will also keep our regional airport top of mind for all viewers.

GNV is working with the Gainesville Sun and Ocala Star Banner for both print and online campaigns. Students and university personnel will also catch ads in The Independent Florida Alligator.

Other marketing tactics include outdoor billboards and targeted websites, such as an ad with Gainesville Raceway in connection with Gator Nationals. Several other electronic marketing campaigns are already showing a significant increase in traffic to FlyGainesville.com, including a banner with GatorCountry.com and a QR code in “The Gainesville Survival Guide” which was mailed to students late this summer.



Top Prizes for September Travelers



Take a look at the perks our generous sponsors are giving our top Ultimate Road Warriors!

[UF Performing Arts](#) show tickets including “[Henson Alternative Stuffed and Unstrung](#)”

[Hippodrome Theatre](#) tickets including “*Turn of the Screw*”

[Butterfly Rainforest](#) admission

Round of golf at [Ironwood Golf Course](#)

Complimentary order of Boneless chicken from [Gator Domino's](#)

Complimentary cup of coffee from [Tailwind Deli, News & Gifts](#)

GNV Prepares for Homecoming

“There’s nothing like the swamp!” That’s the theme of this year’s University of Florida Homecoming events. GNV will be participating in the Homecoming parade with sponsorship of a float and television coverage on WUFT.

The airport is partnering with UF’s International Studies and Peer Advisor groups to construct the float. The creative team has sketched out a design that will showcase both the great International connections available through American Eagle and the International reach of the Gator Nation. Look for our float entry during the parade on Friday, November 4.

GNV has also been supporting Florida Blue Key on the Gator Growl Community Advisory Council. Organizers have been working hard to up the game for the big pep rally. The Goo Goo Dolls bring back a musical act to the event. And Gainesville’s own Sister Hazel members, Drew Copeland and Ken Block, will host the event and sing the National Anthem.

Comedian Joel McHale of “Soup” and “Community” is the featured comedian. Fireworks will be back for Growl as well. Tickets are \$25 in advance. For more information, check www.GatorGrowl.org.

Tickets are on sale at the stadium box office or through Ticketmaster.com.



Parade crew from 2010 UF Homecoming float.

GACRAA Board Changes Officers

The Gainesville Alachua County Regional Airport Authority elected a new slate of officers for FY2012, which began October 1, 2011.

Chair: Ian Fletcher
Vice-Chair: Mark Minck
Secretary/Treasurer: Mark Goldstein

Board meeting agendas and more information may be found at FlyGainesville.com, [or click here.](#)

Save the Date!

GACRAA Board Meeting

4:00 p.m., Thursday, October 27
GNV Executive Boardroom