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TRUE MARKET STUDY PRESENTATION TO BE HELD FOR GAINESVILLE REGIONAL AIRPORT

Results of a study undertaken by the North Central Florida regional airport defining its catchment area and total potential market to be held at Florida Department of Transportation in Gainesville, Thu. May 2 at 10:30 a.m.

GAINESVILLE, Fla., April 24, 2019 -- The Gainesville Regional Airport (GNV) will host a presentation of a true market study defining its catchment area and total potential market at 10:30 a.m., Thurs., May 2 at the Gainesville office of the Florida Department of Transportation (FDOT), 5007 NE 39th Ave., Gainesville, Fla. 32609. Air Service Development expert Martin Kammerman will present the data to representatives of the City of Gainesville, Alachua County, Gainesville Chamber, Visit Gainesville Alachua County and other community leaders.

"The True Market Study sets priorities and objectives for GNV and the community's air service development efforts," says Mr. Kammerman, Director Air Service Strategy and Development for UBMi Princeton, LLC, a firm specializing in air service development, including the analysis, creation and interpretation of leakage studies. "By utilizing a unique methodology and dataset, sourced from Google and adjusted with Department of Transportation and Census data, we are able to eliminate issues of inaccuracy and inconsistency."

"Studies such as these are something we undertake on a regular basis to help GNV to achieve its market potential and allow us to focus our efforts toward attracting the most appropriate carriers and ideal route scenarios for our market," says Allan J. Penksa, CEO, Gainesville Alachua Regional Airport Authority (GACRAA). "Identifying the most prominent industry trends also helps guide our planning decisions and pinpoint where to focus our marketing efforts."

The presentation will be delivered by PowerPoint and is expected to last about an hour. Mr. Kammerman will be available to answer questions following the presentation to community stakeholders.

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About Gainesville Regional Airport

Gainesville Regional Airport (GNV) serves North Central Florida and the Heart of Florida through all facets of aviation: commercial airlines, general aviation, military operations, medical missions and air cargo. Located in Gainesville, Florida, just minutes away from the University of Florida, GNV provides a close, convenient and competitively priced "gateway" to the Heart of Florida. The airport operates 16 daily departures on American Airlines and Delta with nonstop service to the international hubs of Atlanta, Charlotte, Dallas/Fort Worth and Miami. GNV is served by a full-service fixed base operator, University Air Center (UAC). With more than 350 part- and full-time employees and tenants at the airport, GNV has an annual economic impact on North Central Florida of more than \$374 million. In 2018, 476,396 commercial passengers set an all-time record of arrivals to and departures from GNV. For more information, please visit flygainesville.com