

Middle Georgia Regional Airport

Macon, Georgia

Calendar Year 2013

June 2014

True Market / Leakage Study

Zip Codes Included in This Study Shown below - Macon Area



Summary

- The Macon study area averaged 1,599 pdew from January through December 2013, with 0.3% of those passengers using Middle Georgia Regional Airport.
- 10,362 study tickets were combined with US DOT Origin-Destination surveys covering the time period from January through December 2013.
- Middle Georgia Regional Airport captured 5 domestic and international passengers per day each way from the Macon study area.
- New York / Newark, Washington / Baltimore and Chicago generated the largest number of passengers from the Macon study area.
- Delta, Southwest and American capture the largest number of passengers among airlines providing service to Macon study area passengers.



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Executive Summary

MCN Passenger Data

- It is estimated that the Macon study area produced 100.0% of tickets originating at Middle Georgia Regional Airport.
- Middle Georgia Regional Airport handled an average of 5 passengers per day each way from the Macon study area.
- Macon study area passengers using Middle Georgia Regional Airport generated \$0.7 million in annual revenue.
- The average one-way airfare for Macon study area passengers using Middle Georgia Regional Airport is \$178.

True Market Analysis

- A total of 10,362 airline tickets were sampled from travelers in the Macon study area.
- Airlines reporting tickets to ARC include: Delta, American, United, jetBlue, Alaska and Lufthansa.
- Sixel Consulting Group makes adjustments to ARC data to account for LCC underreporting.
- LCC carriers include: Allegiant, Southwest, Spirit and Sun Country.
- After making the adjustment for LCC carriers, an estimated 1,599 total passengers per day are generated to/from the study area with Macon capturing 5 passengers per day - 0.3% of the total.
- Those Macon study area passengers using Atlanta generated 1,572 passengers per day - 98.3% of the Macon study area total, while Jacksonville captured 11 passengers per day - 0.7%.
- 1,426 Macon study area passengers per day - 89.2% - travel to/from domestic U.S. airports.
- 173 Macon study area passengers per day are international passengers.
- Delta captured the largest share of passengers in the Macon study area, generating 978 pdew - 61.2% of the total - followed by Southwest (351 pdew, 21.9% share) and American (154 pdew, 9.6% share).
- New York / Newark is the largest passenger market in the Macon study area, generating 125 pdew. Washington / Baltimore is the 2nd largest passenger market in the study area, generating 106 pdew.
- The Macon study area generated a total of \$256.4 million in annual revenue.
- The average one-way airfare for Macon study area passengers is \$220.

Background / Methodology / Market Areas

Background

This Ticket Lift/True Market study had three components. The first used only tickets collected from the Airline Reporting Corporation. The second part of the study made an adjustment to ticketing data to take into account error rates from under-reported destinations (sample sizes too small to be accurate) and the effect of low-cost carriers with relatively low ratios of agency-booked tickets. The third part of the study takes into account the population, earnings and GDP from the catchment area to determine the macro level size of enplanements generated in the market. The final adjusted results therefore produce more relevant data.

Methodology

Sixel Consulting Group has a three-pronged approach to determining the size and characteristics of an airport's catchment area true market. The volume of traffic at carrier destination detail that is currently captured at any airport is recorded in the Department of Transportation's Origin & Destination Survey. This data is analyzed and corrected to account for sampling errors and carriers that do not participate in the survey. The characteristics of leaked traffic are then lifted from an analysis of tickets sold by airlines serving the region that make settlement transactions through the Airline Reporting Corporation (ARC). This data is then evaluated to determine its fitness for inclusion in a representative sample to eradicate any outliers. The volume of leaked traffic is determined by analyzing demographic and socio-economic data in the catchment area relative to regional and national tendencies. This is done using a proprietary basis for disseminating and evaluating population, personal income, and gross domestic product for a defined catchment area.

Specific travel information is recorded on airline ticket stock retained by many airlines and sent to ARC for processing. Sixel Consulting Group, Inc. (SCG) staff collected airline ticket data from ARC-reporting airlines serving the area and collected data of customers located in zip codes within the area. The information collected included: originating airports, destinations, connecting airports, purchase dates, departure and return dates, and airlines utilized. This data is analyzed to accomplish the objectives of the Ticket Lift Survey.

Proprietary analysis was accomplished to determine travel on low-cost carriers such as Southwest and Frontier. While ARC-reporting airlines continue to book a significant portion of travel, low-cost carriers (such as Southwest, jetBlue, Frontier and Sun Country) and primarily less-than-daily airlines (such as Allegiant) get the vast majority of their bookings through company web portals and do not settle transactions through ARC. Therefore, tickets purchased through these non-traditional channels are not collected in the traditional Ticket Lift Survey – or others based on travel agency sales.

For this survey, Sixel Consulting Group has estimated leakage to low-cost carriers at airports throughout the region. By combining the Ticket Lift Survey information with information provided by the airlines to the U.S. Department of Transportation, SCG estimated the "true market" for the local airport. The true market is the total number of air travelers, including those that are using a competing airport, in the geographic area served by Middle Georgia Regional Airport. The "true market" estimate includes the size of the total market, and can also be used to provide estimates for specific destinations.

Study Airports / Market Areas / Hubs Studied

Study Airports

MCN	Middle Georgia Regional Airport
ATL	Hartsfield-Jackson Atlanta Airport
JAX	Jacksonville International Airport
SAV	Savannah / Hilton Head International Airport
AGS	Augusta Regional Airport

Market Areas

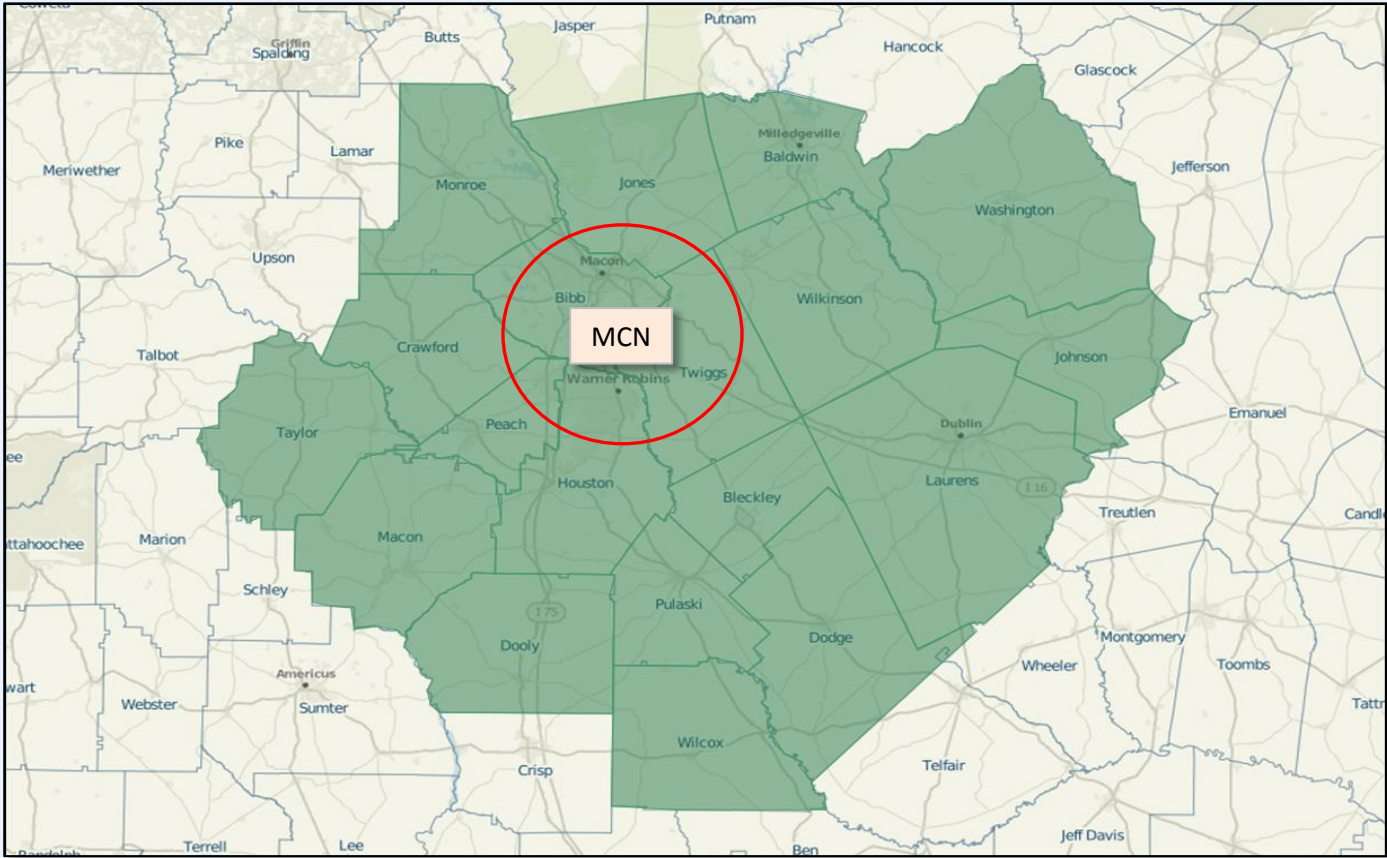
Chicago	ORD / MDW
Dallas / Ft. Worth	DFW / DAL
Houston	IAH / HOU
London	LHR / LGW
Los Angeles Basin	LAX / BUR / SNA / ONT / LGB
Moscow	SVO / DME
New York / Newark	EWR / JFK / LGA / ISP / HPN
Norfolk / Newport News	ORF / PHF
Orlando / Sanford	MCO / SFB / LAL
Panama City	PFN / ECP
Paris	CDG / ORY
Phoenix / Mesa	PHX / AZA
San Francisco Bay Area	SFO / OAK / SJC
South Florida	MIA / FLL / PBI
South Texas	MFE / HRL / BRO
Tampa / St. Petersburg	TPA / PIE
Washington / Baltimore	DCA / BWI / IAD
Southwest Florida	RSW / PGD

Hubs Studied

Atlanta / Delta	Ft Lauderdale / Spirit
Boston / American	Houston / United
Boston / JetBlue	Los Angeles / American
Charlotte / American	Los Angeles / United
Chicago / American	Miami / American
Chicago / Southwest	Minneapolis / Delta
Chicago / United	Newark / United
Cleveland / United	Philadelphia / American
Dallas / American	Phoenix / American
Denver / Frontier	Salt Lake City / Delta
Denver / Southwest	San Francisco / United
Denver / United	Seattle / Alaska
Detroit / Delta	

Macon Airport's Study Catchment Area

Study Area



Rank	County	Population	Per. Income*	Earnings*	MCN Share
1	Bibb, GA	156,433	\$5,580,917	\$4,564,059	28.9%
2	Houston, GA	143,925	\$4,990,432	\$4,292,706	26.6%
3	Laurens, GA	47,949	\$1,420,367	\$915,489	7.2%
4	Baldwin, GA	44,417	\$1,267,349	\$729,634	6.3%
5	Jones, GA	28,516	\$974,324	\$187,947	3.6%
6	Peach, GA	27,823	\$829,153	\$430,663	3.9%
7	Monroe, GA	26,625	\$1,048,934	\$346,584	4.0%
8	Dodge, GA	21,894	\$507,565	\$253,418	2.6%
9	Washington, GA	21,111	\$611,154	\$353,057	3.0%
10	Dooly, GA	14,587	\$297,342	\$155,548	1.7%
	<i>Others</i>	97,992	\$2,639,988	\$1,102,014	12.3%
	Total	631,272	\$20,167,525	\$13,331,119	100.0%

*thousands

Middle Georgia Regional Airport - Macon, Georgia



Originating Airport for Macon Area Passengers

True Market with LCC Adjustment - TOTAL

Rank	Airport	Passengers	PDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	4,010	5	\$178	0.3%
2	Hartsfield-Jackson Atlanta Airport	1,147,904	1,572	\$220	98.3%
3	Jacksonville International Airport	7,772	11	\$203	0.7%
4	Savannah / Hilton Head International Airport	4,451	6	\$243	0.4%
5	Augusta Regional Airport	3,354	5	\$242	0.3%
Total Macon Area Passengers		1,167,491	1,599	\$220	100.0%

Originating Airport for Macon Area Passengers

True Market with LCC Adjustment - DOMESTIC ONLY

Rank	Airport	Passengers	PDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	3,970	5	\$171	0.4%
2	Hartsfield-Jackson Atlanta Airport	1,023,091	1,401	\$176	98.3%
3	Jacksonville International Airport	7,028	10	\$173	0.7%
4	Savannah / Hilton Head International Airport	4,078	6	\$209	0.4%
5	Augusta Regional Airport	3,076	4	\$201	0.3%
Macon Area Domestic Passengers		1,041,243	1,426	\$176	100.0%

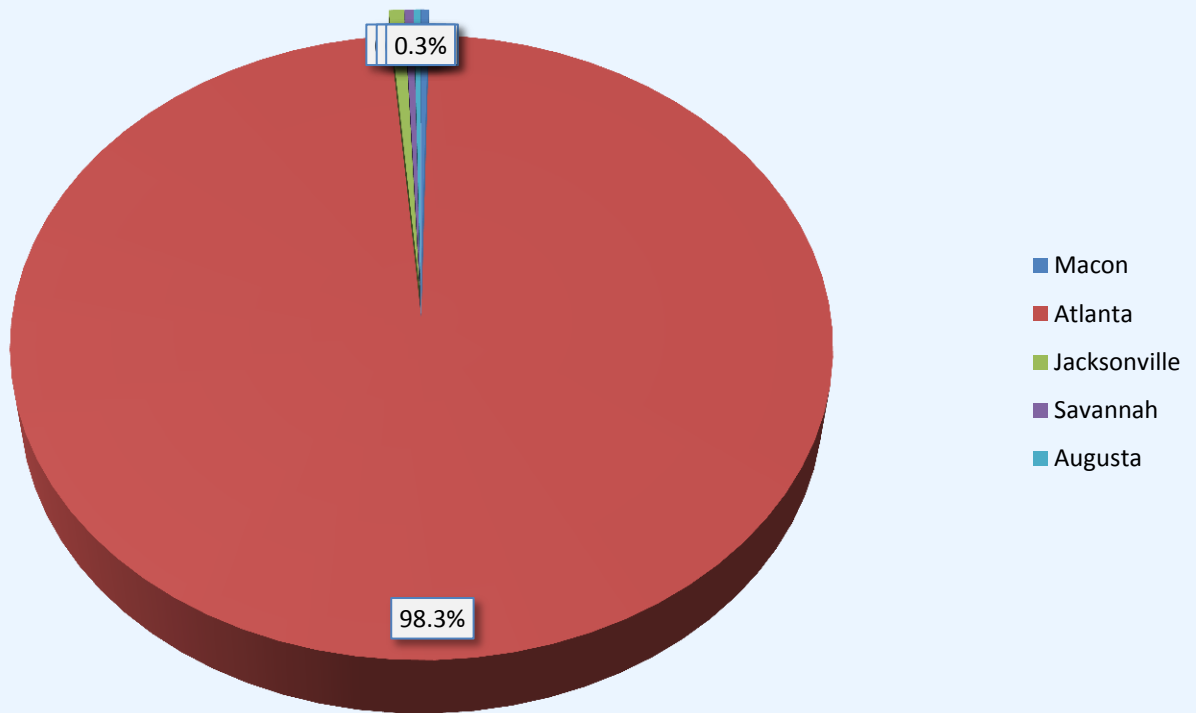
Originating Airport for Macon Area Passengers

True Market with LCC Adjustment - INTERNATIONAL

Rank	Airport	Passengers	PDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	40	0	\$876	0.0%
2	Hartsfield-Jackson Atlanta Airport	124,813	171	\$580	98.9%
3	Jacksonville International Airport	744	1	\$492	0.6%
4	Savannah / Hilton Head International Airport	373	1	\$611	0.3%
5	Augusta Regional Airport	278	0	\$689	0.2%
Macon Area International Passengers		126,248	173	\$580	100.0%

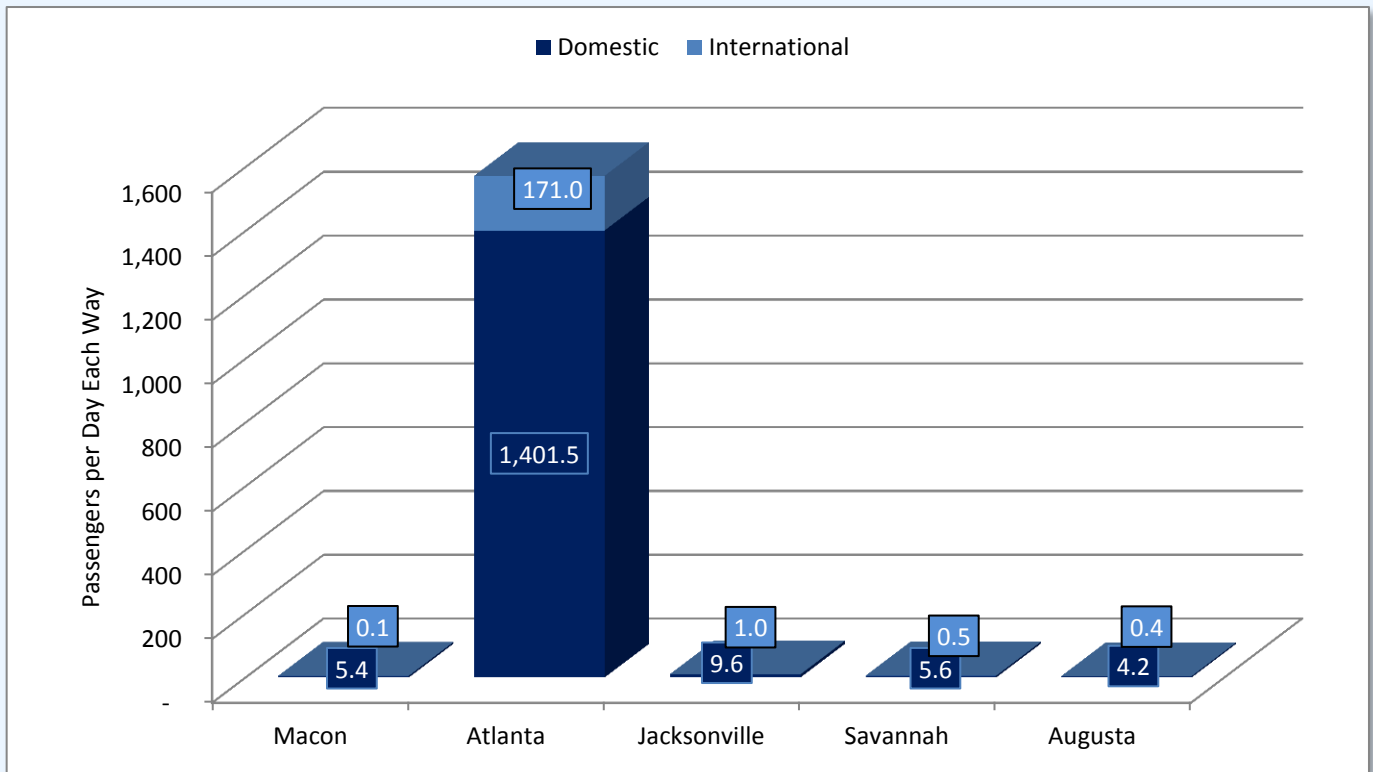
Originating Airport for Macon Area Passengers

True Market with LCC Adjustment - TOTAL



Originating Airport for Macon Area Passengers

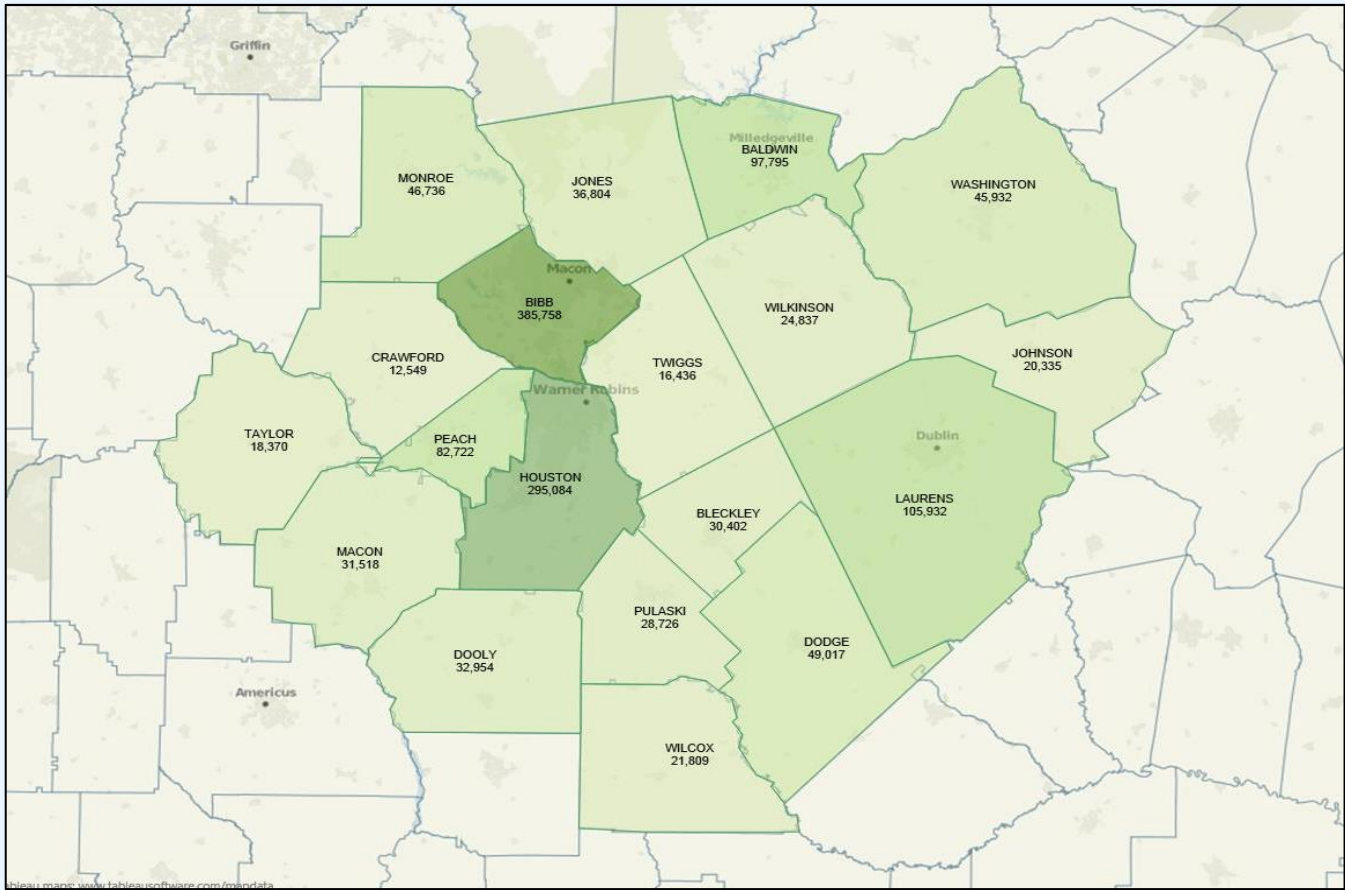
True Market with LCC Adjustment - TOTAL



Middle Georgia Regional Airport - Macon, Georgia

Origination of Passengers in MCN Catchment Area by County

Passengers by County



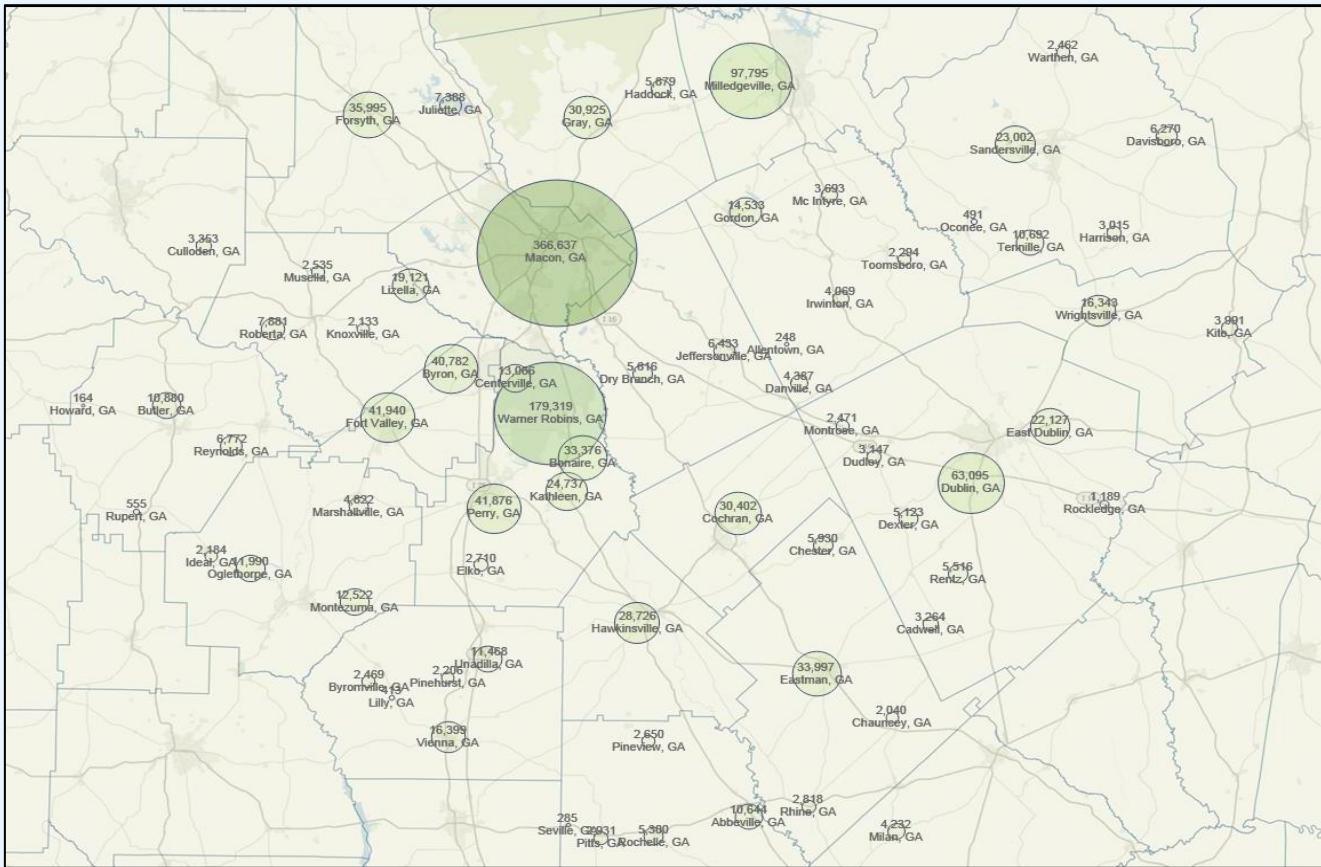
Rank	County	Passengers	Share	Rank	County	Passengers	Share
1	Bibb, GA	385,758	33.0%	11	Macon, GA	31,518	2.7%
2	Houston, GA	295,084	25.3%	12	Bleckley, GA	30,402	2.6%
3	Laurens, GA	105,932	9.1%	13	Pulaski, GA	28,726	2.5%
4	Baldwin, GA	97,795	8.4%	14	Wilkinson, GA	24,837	2.1%
5	Peach, GA	82,722	7.1%	15	Wilcox, GA	21,809	1.9%
6	Dodge, GA	49,017	4.2%	16	Johnson, GA	20,335	1.7%
7	Monroe, GA	46,736	4.0%	17	Taylor, GA	18,370	1.6%
8	Washington, GA	45,932	3.9%	18	Twiggs, GA	16,436	1.4%
9	Jones, GA	36,804	3.2%	19	Crawford, GA	12,549	1.1%
10	Dooly, GA	32,954	2.8%				

Others 0 0.0%

Total 1,167,491 100.0%

Origination of Passengers in MCN Catchment Area by City

Passengers by City



Rank	City	Passengers	Share	Rank	City	Passengers	Share
1	Macon, GA	366,637	31.4%	11	Gray, GA	30,925	2.6%
2	Warner Robins, GA	179,319	15.4%	12	Cochran, GA	30,402	2.6%
3	Milledgeville, GA	97,795	8.4%	13	Hawkinsville, GA	28,726	2.5%
4	Dublin, GA	63,095	5.4%	14	Kathleen, GA	24,737	2.1%
5	Fort Valley, GA	41,940	3.6%	15	Sandersville, GA	23,002	2.0%
6	Perry, GA	41,876	3.6%	16	East Dublin, GA	22,127	1.9%
7	Byron, GA	40,782	3.5%	17	Lizella, GA	19,121	1.6%
8	Forsyth, GA	35,995	3.1%	18	Vienna, GA	16,399	1.4%
9	Eastman, GA	33,997	2.9%	19	Wrightsville, GA	16,343	1.4%
10	Bonaire, GA	33,376	2.9%	20	Gordon, GA	14,533	1.2%

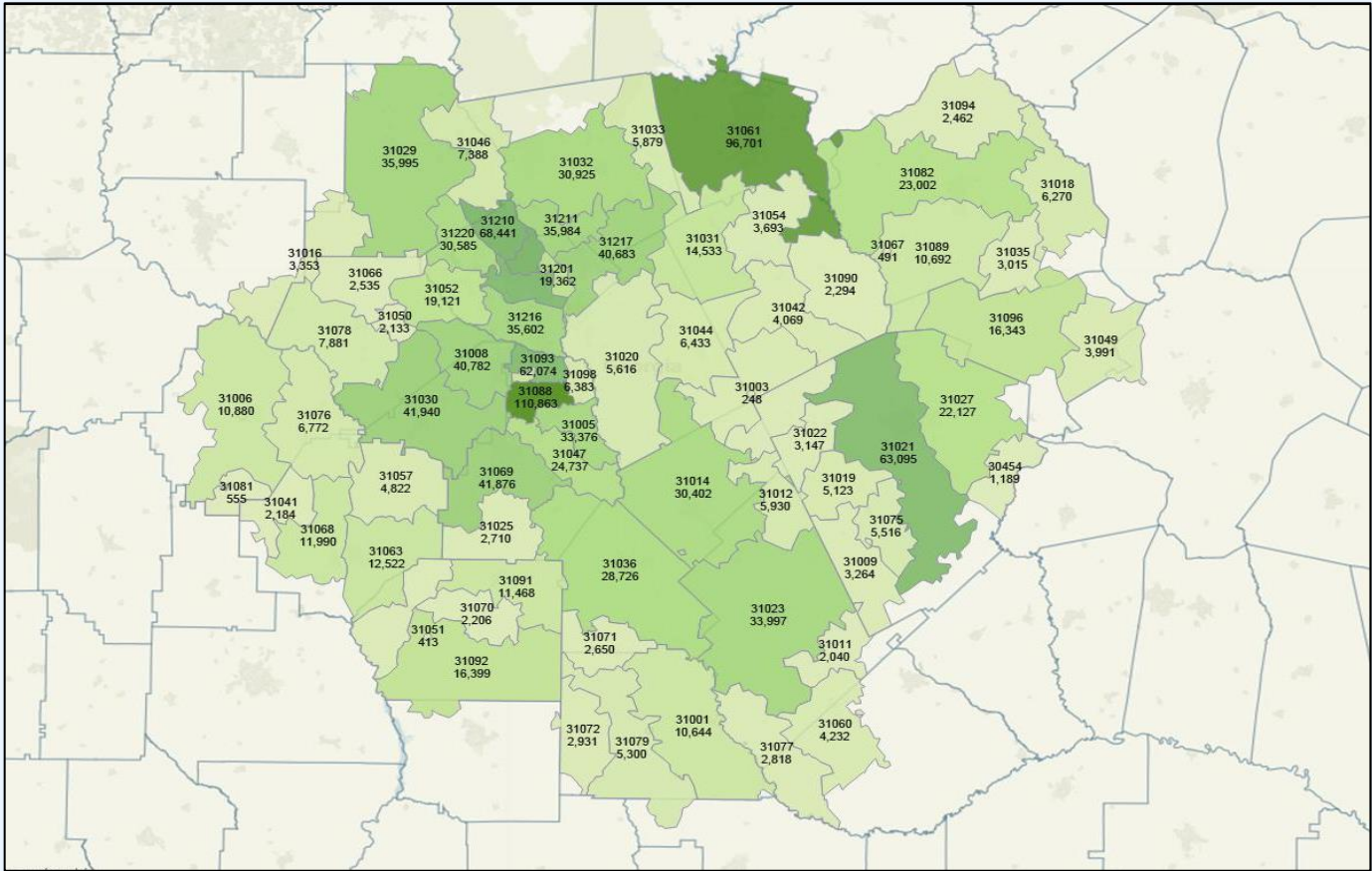
Others 6,362 0.5%

Total **1,167,491 100.0%**



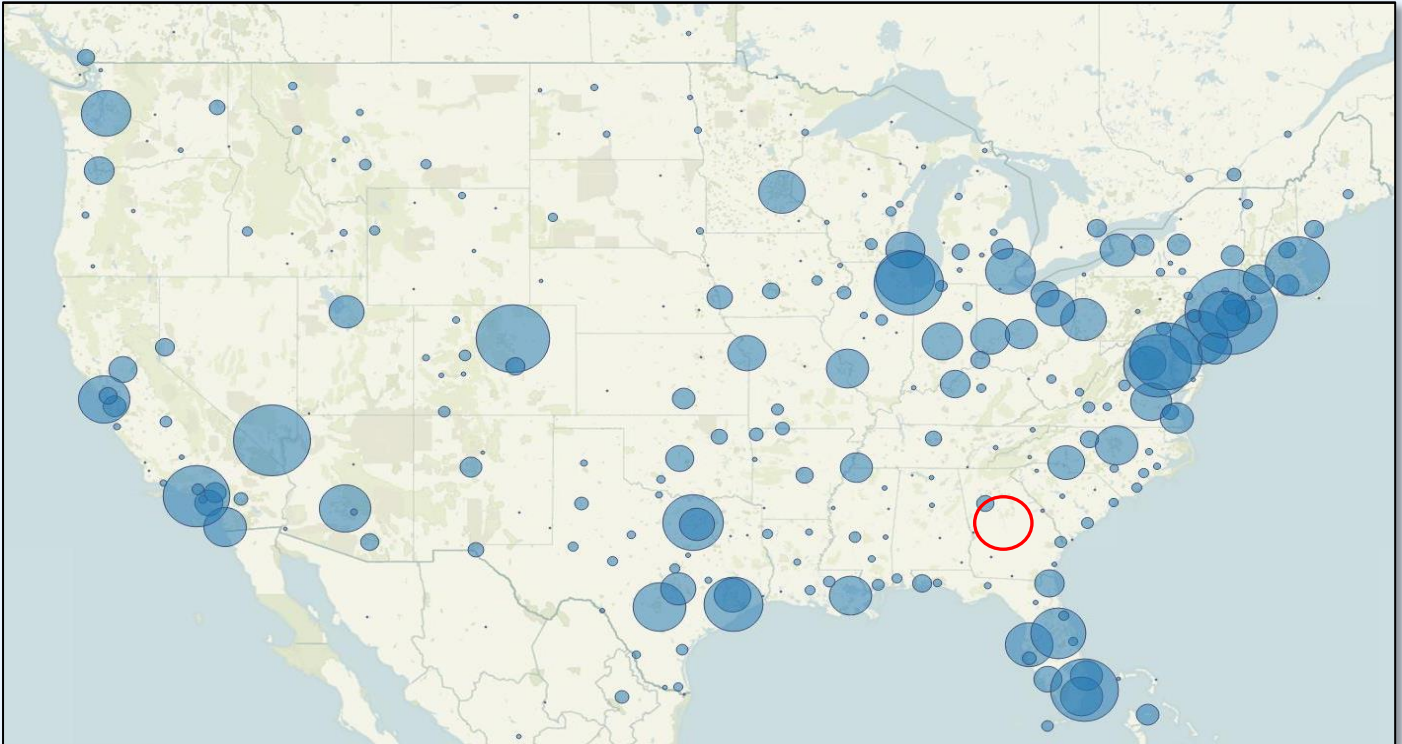
Origination of Passengers in MCN Catchment Area by Zip Code

Passengers by Zip Code



Rank	Zip Code	Passengers	Share	Rank	Zip Code	Passengers	Share
1	31088	110,863	9.5%	11	31217	40,683	3.5%
2	31061	96,701	8.3%	12	31029	35,995	3.1%
3	31204	69,577	6.0%	13	31211	35,984	3.1%
4	31210	68,441	5.9%	14	31216	35,602	3.0%
5	31206	64,251	5.5%	15	31023	33,997	2.9%
6	31021	63,095	5.4%	16	31005	33,376	2.9%
7	31093	62,074	5.3%	17	31032	30,925	2.6%
8	31030	41,940	3.6%	18	31220	30,585	2.6%
9	31069	41,876	3.6%	19	31014	30,402	2.6%
10	31008	40,782	3.5%	20	31036	28,726	2.5%
<i>Others</i>						171,616	14.7%
Total						1,167,491	100.0%

True Market Passenger Distribution at Macon



Passenger Summary

Destinations by market: Based on the analysis, the top five passenger markets for the Macon area are New York / Newark, Washington / Baltimore, Chicago, South Florida and Las Vegas. These five market areas comprise 27.1% of Macon area demand, with the 20 largest markets generating at least 19 passengers per day each way.

Largest Destination: Based on the analysis, the largest true passenger market for the Macon area is New York / Newark. The Macon area generated a total of 91,139 passengers in Calendar Year 2013-125 PDEW to New York / Newark. 0.1% of Macon area - New York / Newark passengers use Middle Georgia Regional Airport while 98.2% use Hartsfield-Jackson Atlanta Airport.

Passenger Retention: Among the 50 largest true passenger markets, Middle Georgia Regional Airport retains the largest percentage of Macon area passengers to Orlando / Sanford (8.7%), Buffalo, (0.5%) and Hartford (0.5%). Middle Georgia Regional Airport retains the lowest number of area passengers to Phoenix / Mesa (0.0%), San Francisco Bay Area, (0.0%) and Las Vegas (0.0%).

Passenger Retention: Among the 50 largest true passenger markets, Hartsfield-Jackson Atlanta Airport captures the largest percentage of Macon area passengers to Atlantic City (99.9%), Akron/Canton, (99.6%) and Southwest Florida (99.6%). Hartsfield-Jackson Atlanta Airport captures the lowest number of area passengers to Norfolk / Newport News (96.2%), Charlotte, (94.6%) and Orlando / Sanford (90.9%).

Middle Georgia Regional Airport - Macon, Georgia

100 Largest True O&D Passenger Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Airport(s)	MCN PDEW	Leaked PDEW	True PDEW	True O&D Pax	Avg Fare
1	New York / Newark	EWR / JFK / LGA / ISP / HPN	0.1	124.8	124.8	91,139	\$176
2	Washington / Baltimore	DCA / BWI / IAD	0.3	105.2	105.5	77,025	\$149
3	Chicago	ORD / MDW	0.1	77.8	77.9	56,860	\$149
4	South Florida	MIA / FLL / PBI	0.1	69.9	70.0	51,093	\$126
5	Las Vegas	LAS	0.0	55.7	55.7	40,695	\$201
6	Los Angeles Basin	LAX / BUR / SNA / ONT / LGB	0.1	55.3	55.4	40,474	\$234
7	Denver	DEN	0.0	50.9	50.9	37,165	\$149
8	Dallas / Ft. Worth	DFW / DAL	0.1	45.9	45.9	33,535	\$180
9	Houston	IAH / HOU	0.1	44.5	44.6	32,534	\$160
10	Boston	BOS	0.0	38.7	38.7	28,249	\$181
11	San Francisco Bay Area	SFO / OAK / SJC	0.0	33.0	33.0	24,085	\$251
12	Philadelphia	PHL	0.1	31.5	31.6	23,067	\$182
13	Orlando / Sanford	MCO / SFB / LAL	2.4	25.7	28.2	20,566	\$127
14	San Antonio	SAT	0.1	26.0	26.1	19,028	\$149
15	Phoenix / Mesa	PHX / AZA	0.0	25.7	25.7	18,734	\$201
16	Detroit	DTW	0.0	23.6	23.6	17,227	\$184
17	Seattle / Tacoma	SEA	0.0	23.0	23.0	16,820	\$241
18	Tampa / St. Petersburg	TPA / PIE	0.0	21.2	21.3	15,518	\$145
19	Minneapolis	MSP	0.0	20.2	20.2	14,771	\$202
20	Pittsburgh	PIT	0.0	19.5	19.5	14,223	\$153
21	Raleigh / Durham	RDU	0.0	17.0	17.0	12,410	\$129
22	San Diego	SAN	0.0	16.9	16.9	12,347	\$237
23	New Orleans	MSY	0.0	16.8	16.8	12,281	\$134
24	St Louis	STL	0.0	16.7	16.7	12,177	\$153
25	Cancun	CUN	0.0	15.7	15.7	11,485	\$200
26	Richmond	RIC	0.0	15.7	15.7	11,476	\$144
27	Indianapolis	IND	0.1	15.2	15.3	11,160	\$144
28	Akron/Canton	CAK	0.0	14.5	14.5	10,603	\$136
29	Dayton	DAY	0.0	14.3	14.3	10,454	\$111
30	Milwaukee	MKE	0.0	14.2	14.3	10,415	\$150
31	Kansas City	MCI	0.0	13.7	13.7	10,016	\$163
32	Charlotte	CLT	0.0	12.8	12.8	9,368	\$157
33	Norfolk / Newport News	ORF / PHF	0.0	12.8	12.8	9,358	\$140
34	San Juan	SJU	0.0	12.6	12.6	9,213	\$188
35	Salt Lake City	SLC	0.0	11.5	11.5	8,419	\$245
36	Buffalo	BUF	0.1	11.4	11.4	8,354	\$153
37	Austin	AUS	0.0	11.3	11.3	8,255	\$179
38	Atlantic City	ACY	0.0	10.6	10.6	7,764	\$65
39	Columbus	CMH	0.0	9.8	9.8	7,144	\$145
40	Memphis	MEM	0.0	9.7	9.8	7,121	\$140
41	Hartford	BDL	0.0	9.0	9.0	6,594	\$203
42	Portland, OR	PDX	0.0	8.5	8.5	6,172	\$256
43	Louisville	SDF	0.0	8.3	8.4	6,097	\$117
44	Montego Bay	MBJ	0.0	8.2	8.2	5,966	\$221
45	Jacksonville	JAX	0.0	8.1	8.1	5,916	\$125
46	London	LHR / LGW	0.0	7.7	7.7	5,648	\$806
47	Oklahoma City	OKC	0.0	7.6	7.6	5,532	\$205
48	Southwest Florida	RSW / PGD	0.0	7.5	7.5	5,494	\$149
49	Sacramento	SMF	0.0	7.5	7.5	5,489	\$258
50	Cleveland	CLE	0.0	7.5	7.5	5,449	\$189

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100 Largest True O&D Passenger Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Airport(s)	MCN PDEW	Leaked PDEW	True PDEW	True O&D Pax	Avg Fare
51	Punta Cana	PUJ	0.0	6.0	6.0	4,395	\$274
52	Omaha	OMA	0.0	6.0	6.0	4,351	\$218
53	Syracuse	SYR	0.0	4.8	4.8	3,528	\$217
54	Rochester	ROC	0.0	4.8	4.8	3,489	\$170
55	Providence	PVD	0.0	4.8	4.8	3,468	\$198
56	Wichita	ICT	0.0	4.6	4.6	3,358	\$182
57	Albany	ALB	0.0	4.5	4.5	3,310	\$227
58	Nassau	NAS	0.0	4.5	4.5	3,286	\$182
59	Honolulu	HNL	0.0	4.4	4.4	3,223	\$445
60	Albuquerque	ABQ	0.0	4.4	4.4	3,220	\$202
61	Flint	FNT	0.0	4.2	4.2	3,095	\$153
62	Mexico City	MEX	0.0	4.2	4.2	3,054	\$281
63	Manila	MNL	0.0	3.8	3.8	2,753	\$1085
64	Ahmedabad	AMD	0.0	3.5	3.5	2,583	\$772
65	Cincinnati	CVG	0.0	3.5	3.5	2,575	\$203
66	Reno	RNO	0.0	3.5	3.5	2,562	\$225
67	Colorado Springs	COS	0.0	3.5	3.5	2,549	\$190
68	Portland, ME	PWM	0.0	3.4	3.4	2,501	\$200
69	Pensacola	PNS	0.0	3.4	3.4	2,484	\$117
70	Toronto	YYZ	0.0	3.4	3.4	2,479	\$336
71	Frankfurt	FRA	0.0	3.3	3.3	2,404	\$713
72	Greensboro	GSO	0.0	3.3	3.3	2,385	\$165
73	Tucson	TUS	0.0	3.1	3.1	2,261	\$228
74	Mumbai	BOM	0.0	3.0	3.0	2,216	\$832
75	Paris	CDG / ORY	0.0	3.0	3.0	2,155	\$806
76	Manchester	MHT	0.0	2.8	2.8	2,077	\$188
77	Vancouver	YVR	0.0	2.8	2.8	2,043	\$301
78	Des Moines	DSM	0.0	2.8	2.8	2,012	\$228
79	Guadalajara	GDL	0.0	2.7	2.7	1,945	\$319
80	Grand Rapids	GRR	0.0	2.6	2.7	1,940	\$239
81	Anchorage	ANC	0.0	2.6	2.7	1,938	\$323
82	Little Rock	LIT	0.0	2.6	2.6	1,932	\$227
83	Saigon	SGN	0.0	2.5	2.5	1,825	\$863
84	San Jose, CR	SJO	0.0	2.5	2.5	1,809	\$275
85	Tulsa	TUL	0.0	2.5	2.5	1,808	\$236
86	Antigua	AUA	0.0	2.4	2.4	1,764	\$220
87	Nashville	BNA	0.0	2.4	2.4	1,757	\$231
88	Spokane	GEG	0.0	2.3	2.3	1,704	\$235
89	St Thomas	STT	0.0	2.3	2.3	1,703	\$241
90	Amsterdam	AMS	0.0	2.1	2.1	1,551	\$853
91	El Paso	ELP	0.0	2.1	2.1	1,525	\$233
92	Branson	BKG	0.0	2.0	2.0	1,466	\$102
93	Rome	FCO	0.0	2.0	2.0	1,447	\$706
94	Allentown	ABE	0.0	1.9	1.9	1,393	\$213
95	Sarasota / Bradenton	SRQ	0.0	1.8	1.8	1,317	\$157
96	Harrisburg	MDT	0.0	1.8	1.8	1,304	\$245
97	Montreal	YUL	0.0	1.8	1.8	1,300	\$335
98	NW Arkansas	XNA	0.0	1.8	1.8	1,296	\$295
99	Delhi	DEL	0.0	1.8	1.8	1,280	\$986
100	Palm Springs	PSP	0.0	1.7	1.7	1,221	\$255
<i>Top 100 Markets</i>			4.3	1,429	1,433	1,046,026	\$209
Total True PDEW / Passengers / Avg Fare			5.5	1,594	1,599	1,167,491	\$220

Middle Georgia Regional Airport - Macon, Georgia

Airport Shares at Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	MCN PDEW	Other PDEW	True PDEW	True O&D Pax	True RDEW	True Revenue	Avg Fare
1	New York / Newark	0.1	124.8	124.8	91,139	\$21,997	\$16,057,897	\$176
	<i>La Guardia</i>	0.0	79.7	79.7	58,181	\$13,400	\$9,782,023	\$168
	<i>New York Newark</i>	0.0	24.4	24.4	17,809	\$5,110	\$3,730,503	\$209
	<i>New York J F Kennedy</i>	0.0	10.3	10.4	7,565	\$1,770	\$1,292,139	\$171
	<i>Islip</i>	0.0	5.7	5.7	4,184	\$786	\$574,114	\$137
	<i>White Plains</i>	0.0	4.7	4.7	3,401	\$930	\$679,118	\$200
2	Washington / Baltimore	0.3	105.2	105.5	77,025	\$15,761	\$11,505,426	\$149
	<i>Baltimore</i>	0.2	49.8	50.0	36,517	\$6,507	\$4,750,036	\$130
	<i>Washington National</i>	0.1	43.0	43.1	31,447	\$7,054	\$5,149,672	\$164
	<i>Washington Dulles</i>	0.0	12.4	12.4	9,060	\$2,200	\$1,605,718	\$177
3	Chicago	0.1	77.8	77.9	56,860	\$11,586	\$8,458,058	\$149
	<i>Chicago Midway</i>	0.0	45.4	45.4	33,131	\$5,872	\$4,286,542	\$129
	<i>Chicago O'Hare</i>	0.0	32.5	32.5	23,728	\$5,714	\$4,171,516	\$176
4	South Florida	0.1	69.9	70.0	51,093	\$8,843	\$6,455,657	\$126
	<i>Fort Lauderdale</i>	0.0	43.6	43.6	31,822	\$5,119	\$3,737,090	\$117
	<i>Miami</i>	0.0	16.8	16.8	12,257	\$2,500	\$1,824,707	\$149
	<i>West Palm Beach</i>	0.0	9.6	9.6	7,014	\$1,224	\$893,860	\$127
6	Los Angeles Basin	0.1	55.3	55.4	40,474	\$12,977	\$9,472,926	\$234
	<i>Los Angeles</i>	0.1	41.5	41.6	30,396	\$9,694	\$7,076,973	\$233
	<i>Orange County</i>	0.0	7.4	7.4	5,391	\$1,878	\$1,370,650	\$254
	<i>Ontario</i>	0.0	4.4	4.4	3,217	\$975	\$711,610	\$221
	<i>Burbank</i>	0.0	1.4	1.4	1,001	\$280	\$204,335	\$204
	<i>Long Beach</i>	0.0	0.6	0.6	470	\$150	\$109,359	\$233
8	Dallas / Ft. Worth	0.1	45.9	45.9	33,535	\$8,277	\$6,042,349	\$180
	<i>Dallas/Ft Worth</i>	0.1	34.3	34.3	25,058	\$6,426	\$4,690,646	\$187
	<i>Dallas Love Field</i>	0.0	11.6	11.6	8,478	\$1,852	\$1,351,703	\$159
9	Houston	0.1	44.5	44.6	32,534	\$7,149	\$5,218,963	\$160
	<i>Houston Hobby</i>	0.1	32.0	32.0	23,395	\$4,802	\$3,505,754	\$150
	<i>Houston IAH</i>	0.0	12.5	12.5	9,139	\$2,347	\$1,713,209	\$187
11	San Francisco Bay Area	0.0	33.0	33.0	24,085	\$8,296	\$6,055,752	\$251
	<i>San Francisco</i>	0.0	24.8	24.8	18,102	\$6,320	\$4,613,667	\$255
	<i>San Jose</i>	0.0	5.1	5.1	3,711	\$1,261	\$920,650	\$248
	<i>Oakland</i>	0.0	3.1	3.1	2,272	\$714	\$521,435	\$230
13	Orlando / Sanford	2.4	25.7	28.2	20,566	\$3,572	\$2,607,835	\$127
	<i>Orlando</i>	2.4	25.7	28.2	20,566	\$3,572	\$2,607,835	\$127
	<i>Sanford</i>	0.0	0.0	0.0	0	\$0	\$0	\$0
15	Phoenix / Mesa	0.0	25.7	25.7	18,734	\$5,170	\$3,774,228	\$201
	<i>Phoenix</i>	0.0	25.3	25.3	18,476	\$5,119	\$3,736,589	\$202
	<i>Mesa Gateway</i>	0.0	0.4	0.4	259	\$52	\$37,638	\$146

Middle Georgia Regional Airport - Macon, Georgia

Airport Usage at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Macon		Atlanta		Jacksonville		Total O&D Pax
		PDEW	Share	PDEW	Share	PDEW	Share	
1	New York / Newark	0.1	0.1%	122.6	98.2%	0.6	0.5%	91,139
2	Washington / Baltimore	0.3	0.3%	103.3	97.9%	1.2	1.1%	77,025
3	Chicago	0.1	0.1%	76.8	98.7%	0.6	0.8%	56,860
4	South Florida	0.1	0.1%	68.6	98.0%	1.0	1.5%	51,093
5	Las Vegas	0.0	0.0%	55.2	99.0%	0.4	0.7%	40,695
6	Los Angeles Basin	0.1	0.2%	54.9	99.0%	0.2	0.3%	40,474
7	Denver	0.0	0.1%	50.1	98.4%	0.6	1.1%	37,165
8	Dallas / Ft. Worth	0.1	0.1%	45.2	98.3%	0.4	0.9%	33,535
9	Houston	0.1	0.2%	43.9	98.4%	0.4	0.9%	32,534
10	Boston	0.0	0.1%	38.0	98.1%	0.1	0.2%	28,249
11	San Francisco Bay Area	0.0	0.0%	32.4	98.1%	0.1	0.3%	24,085
12	Philadelphia	0.1	0.4%	30.6	96.8%	0.5	1.4%	23,067
13	Orlando / Sanford	2.4	8.7%	25.6	90.9%	0.0	0.2%	20,566
14	San Antonio	0.1	0.2%	25.9	99.3%	0.1	0.3%	19,028
15	Phoenix / Mesa	0.0	0.0%	25.5	99.3%	0.1	0.3%	18,734
16	Detroit	0.0	0.1%	23.4	99.0%	0.1	0.3%	17,227
17	Seattle / Tacoma	0.0	0.1%	22.7	98.5%	0.1	0.6%	16,820
18	Tampa / St. Petersburg	0.0	0.2%	20.5	96.4%	0.7	3.2%	15,518
19	Minneapolis	0.0	0.1%	20.0	98.9%	0.1	0.3%	14,771
20	Pittsburgh	0.0	0.0%	19.4	99.4%	0.1	0.3%	14,223
21	Raleigh / Durham	0.0	0.2%	16.9	99.2%	0.0	0.2%	12,410
22	San Diego	0.0	0.1%	16.5	97.7%	0.1	0.7%	12,347
23	New Orleans	0.0	0.0%	16.7	99.4%	0.1	0.3%	12,281
24	St Louis	0.0	0.2%	16.6	99.2%	0.1	0.3%	12,177
25	Cancun	0.0	0.0%	15.6	99.4%	0.0	0.3%	11,485
26	Richmond	0.0	0.1%	15.5	98.9%	0.1	0.7%	11,476
27	Indianapolis	0.1	0.4%	15.1	98.6%	0.0	0.3%	11,160
28	Akron/Canton	0.0	0.0%	14.5	99.6%	0.0	0.2%	10,603
29	Dayton	0.0	0.2%	14.2	99.3%	0.0	0.2%	10,454
30	Milwaukee	0.0	0.2%	14.2	99.2%	0.0	0.3%	10,415
31	Kansas City	0.0	0.3%	13.6	99.1%	0.0	0.3%	10,016
32	Charlotte	0.0	0.1%	12.1	94.6%	0.2	1.9%	9,368
33	Norfolk / Newport News	0.0	0.1%	12.3	96.2%	0.2	1.9%	9,358
34	San Juan	0.0	0.1%	12.3	97.8%	0.2	1.8%	9,213
35	Salt Lake City	0.0	0.0%	11.4	99.2%	0.0	0.4%	8,419
36	Buffalo	0.1	0.5%	11.3	98.3%	0.0	0.3%	8,354
37	Austin	0.0	0.0%	11.2	99.4%	0.0	0.3%	8,255
38	Atlantic City	0.0	0.0%	10.6	99.9%	0.0	0.1%	7,764
39	Columbus	0.0	0.3%	9.7	99.0%	0.0	0.4%	7,144
40	Memphis	0.0	0.4%	9.7	99.0%	0.0	0.3%	7,121
41	Hartford	0.0	0.5%	8.9	98.8%	0.0	0.4%	6,594
42	Portland, OR	0.0	0.0%	8.4	99.3%	0.0	0.3%	6,172
43	Louisville	0.0	0.2%	8.3	99.3%	0.0	0.2%	6,097
44	Montego Bay	0.0	0.0%	8.1	99.4%	0.0	0.2%	5,966
45	Jacksonville	0.0	0.0%	8.1	99.5%	0.0	0.2%	5,916
46	London	0.0	0.0%	7.7	99.2%	0.0	0.3%	5,648
47	Oklahoma City	0.0	0.4%	7.5	99.0%	0.0	0.3%	5,532
48	Southwest Florida	0.0	0.0%	7.5	99.6%	0.0	0.2%	5,494
49	Sacramento	0.0	0.4%	7.4	99.0%	0.0	0.3%	5,489
50	Cleveland	0.0	0.0%	7.4	99.2%	0.0	0.4%	5,449
Top 50 Markets		4	0.3%	1,254	98.3%	9	0.7%	930,984
Total True PDEW / Share		5	0.3%	1,572	98.3%	11	0.7%	1,167,491

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Middle Georgia Regional Airport - Macon, Georgia

Airport Usage at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Savannah		Augusta		Total O&D Pax
		PDEW	Share	PDEW	Share	
1	New York / Newark	1.3	1.0%	0.3	0.2%	91,139
2	Washington / Baltimore	0.4	0.3%	0.4	0.3%	77,025
3	Chicago	0.2	0.3%	0.1	0.2%	56,860
4	South Florida	0.1	0.2%	0.1	0.2%	51,093
5	Las Vegas	0.1	0.2%	0.1	0.1%	40,695
6	Los Angeles Basin	0.1	0.2%	0.1	0.3%	40,474
7	Denver	0.1	0.2%	0.2	0.3%	37,165
8	Dallas / Ft. Worth	0.1	0.2%	0.2	0.5%	33,535
9	Houston	0.1	0.3%	0.0	0.1%	32,534
10	Boston	0.1	0.2%	0.5	1.3%	28,249
11	San Francisco Bay Area	0.2	0.5%	0.4	1.1%	24,085
12	Philadelphia	0.2	0.6%	0.2	0.8%	23,067
13	Orlando / Sanford	0.0	0.2%	0.0	0.1%	20,566
14	San Antonio	0.0	0.2%	0.0	0.1%	19,028
15	Phoenix / Mesa	0.1	0.2%	0.0	0.1%	18,734
16	Detroit	0.1	0.5%	0.0	0.1%	17,227
17	Seattle / Tacoma	0.2	0.7%	0.0	0.2%	16,820
18	Tampa / St. Petersburg	0.0	0.2%	0.0	0.1%	15,518
19	Minneapolis	0.1	0.6%	0.0	0.1%	14,771
20	Pittsburgh	0.0	0.2%	0.0	0.1%	14,223
21	Raleigh / Durham	0.0	0.2%	0.0	0.1%	12,410
22	San Diego	0.2	1.4%	0.0	0.2%	12,347
23	New Orleans	0.0	0.2%	0.0	0.1%	12,281
24	St Louis	0.0	0.2%	0.0	0.1%	12,177
25	Cancun	0.0	0.2%	0.0	0.1%	11,485
26	Richmond	0.0	0.2%	0.0	0.1%	11,476
27	Indianapolis	0.1	0.6%	0.0	0.1%	11,160
28	Akron/Canton	0.0	0.1%	0.0	0.1%	10,603
29	Dayton	0.0	0.2%	0.0	0.1%	10,454
30	Milwaukee	0.0	0.2%	0.0	0.1%	10,415
31	Kansas City	0.0	0.2%	0.0	0.1%	10,016
32	Charlotte	0.3	2.2%	0.1	1.2%	9,368
33	Norfolk / Newport News	0.2	1.6%	0.0	0.1%	9,358
34	San Juan	0.0	0.2%	0.0	0.1%	9,213
35	Salt Lake City	0.0	0.2%	0.0	0.2%	8,419
36	Buffalo	0.0	0.2%	0.1	0.7%	8,354
37	Austin	0.0	0.2%	0.0	0.1%	8,255
38	Atlantic City	0.0	0.1%	0.0	0.0%	7,764
39	Columbus	0.0	0.2%	0.0	0.2%	7,144
40	Memphis	0.0	0.2%	0.0	0.1%	7,121
41	Hartford	0.0	0.2%	0.0	0.2%	6,594
42	Portland, OR	0.0	0.2%	0.0	0.2%	6,172
43	Louisville	0.0	0.2%	0.0	0.1%	6,097
44	Montego Bay	0.0	0.2%	0.0	0.1%	5,966
45	Jacksonville	0.0	0.2%	0.0	0.1%	5,916
46	London	0.0	0.3%	0.0	0.2%	5,648
47	Oklahoma City	0.0	0.2%	0.0	0.1%	5,532
48	Southwest Florida	0.0	0.1%	0.0	0.1%	5,494
49	Sacramento	0.0	0.2%	0.0	0.1%	5,489
50	Cleveland	0.0	0.3%	0.0	0.2%	5,449
Top 50 Markets		5	0.4%	4	0.3%	930,984
Total True PDEW / Share		6	0.4%	5	0.3%	1,167,491

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Middle Georgia Regional Airport - Macon, Georgia

Point of Origin at 100 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Airport(s)	Outbound PDEW	Outbound Share	Inbound PDEW	Inbound Share	True PDEW	Total O&D Pax
1	New York / Newark	EWR / JFK / LGA / ISP / HPN	65.2	52.2%	59.7	47.8%	124.8	91,139
2	Washington / Baltimore	DCA / BWI / IAD	56.2	53.3%	49.3	46.7%	105.5	77,025
3	Chicago	ORD / MDW	40.3	51.8%	37.6	48.2%	77.9	56,860
4	South Florida	MIA / FLL / PBI	42.3	60.4%	27.7	39.6%	70.0	51,093
5	Las Vegas	LAS	46.9	84.1%	8.9	15.9%	55.7	40,695
6	Los Angeles Basin	LAX / BUR / SNA / ONT / LGB	29.5	53.2%	25.9	46.8%	55.4	40,474
7	Denver	DEN	30.2	59.3%	20.7	40.7%	50.9	37,165
8	Dallas / Ft. Worth	DFW / DAL	24.1	52.4%	21.9	47.6%	45.9	33,535
9	Houston	IAH / HOU	23.2	52.0%	21.4	48.0%	44.6	32,534
10	Boston	BOS	20.5	53.0%	18.2	47.0%	38.7	28,249
11	San Francisco Bay Area	SFO / OAK / SJC	19.2	58.2%	13.8	41.8%	33.0	24,085
12	Philadelphia	PHL	15.8	50.0%	15.8	50.0%	31.6	23,067
13	Orlando / Sanford	MCO / SFB / LAL	18.6	66.1%	9.5	33.9%	28.2	20,566
14	San Antonio	SAT	15.2	58.5%	10.8	41.5%	26.1	19,028
15	Phoenix / Mesa	PHX / AZA	14.9	58.0%	10.8	42.0%	25.7	18,734
16	Detroit	DTW	10.1	42.9%	13.5	57.1%	23.6	17,227
17	Seattle / Tacoma	SEA	11.6	50.4%	11.4	49.6%	23.0	16,820
18	Tampa / St. Petersburg	TPA / PIE	11.5	54.2%	9.7	45.8%	21.3	15,518
19	Minneapolis	MSP	8.8	43.6%	11.4	56.4%	20.2	14,771
20	Pittsburgh	PIT	9.1	46.6%	10.4	53.4%	19.5	14,223
21	Raleigh / Durham	RDU	8.2	48.4%	8.8	51.6%	17.0	12,410
22	San Diego	SAN	9.9	58.8%	7.0	41.2%	16.9	12,347
23	New Orleans	MSY	10.8	64.0%	6.1	36.0%	16.8	12,281
24	St Louis	STL	8.7	52.3%	8.0	47.7%	16.7	12,177
25	Cancun	CUN	14.6	92.8%	1.1	7.2%	15.7	11,485
26	Richmond	RIC	8.1	51.4%	7.6	48.6%	15.7	11,476
27	Indianapolis	IND	7.3	47.6%	8.0	52.4%	15.3	11,160
28	Akron/Canton	CAK	5.2	35.6%	9.4	64.4%	14.5	10,603
29	Dayton	DAY	5.9	40.9%	8.5	59.1%	14.3	10,454
30	Milwaukee	MKE	6.2	43.7%	8.0	56.3%	14.3	10,415
31	Kansas City	MCI	6.4	46.8%	7.3	53.2%	13.7	10,016
32	Charlotte	CLT	6.9	53.7%	5.9	46.3%	12.8	9,368
33	Norfolk / Newport News	ORF / PHF	6.5	50.6%	6.3	49.4%	12.8	9,358
34	San Juan	SJU	9.1	72.3%	3.5	27.7%	12.6	9,213
35	Salt Lake City	SLC	6.4	55.5%	5.1	44.5%	11.5	8,419
36	Buffalo	BUF	6.1	53.4%	5.3	46.6%	11.4	8,354
37	Austin	AUS	5.9	52.0%	5.4	48.0%	11.3	8,255
38	Atlantic City	ACY	4.9	45.6%	5.8	54.4%	10.6	7,764
39	Columbus	CMH	4.5	45.9%	5.3	54.1%	9.8	7,144
40	Memphis	MEM	5.7	58.0%	4.1	42.0%	9.8	7,121
41	Hartford	BDL	3.8	41.6%	5.3	58.4%	9.0	6,594
42	Portland, OR	PDX	4.0	47.2%	4.5	52.8%	8.5	6,172
43	Louisville	SDF	4.3	51.4%	4.1	48.6%	8.4	6,097
44	Montego Bay	MBJ	7.2	88.2%	1.0	11.8%	8.2	5,966
45	Jacksonville	JAX	4.3	53.7%	3.8	46.3%	8.1	5,916
46	London	LHR / LGW	4.6	59.3%	3.2	40.7%	7.7	5,648
47	Oklahoma City	OKC	3.7	49.4%	3.8	50.6%	7.6	5,532
48	Southwest Florida	RSW / PGD	4.1	54.3%	3.4	45.7%	7.5	5,494
49	Sacramento	SMF	3.3	43.7%	4.2	56.3%	7.5	5,489
50	Cleveland	CLE	3.5	47.5%	3.9	52.5%	7.5	5,449

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Point of Origin at 100 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

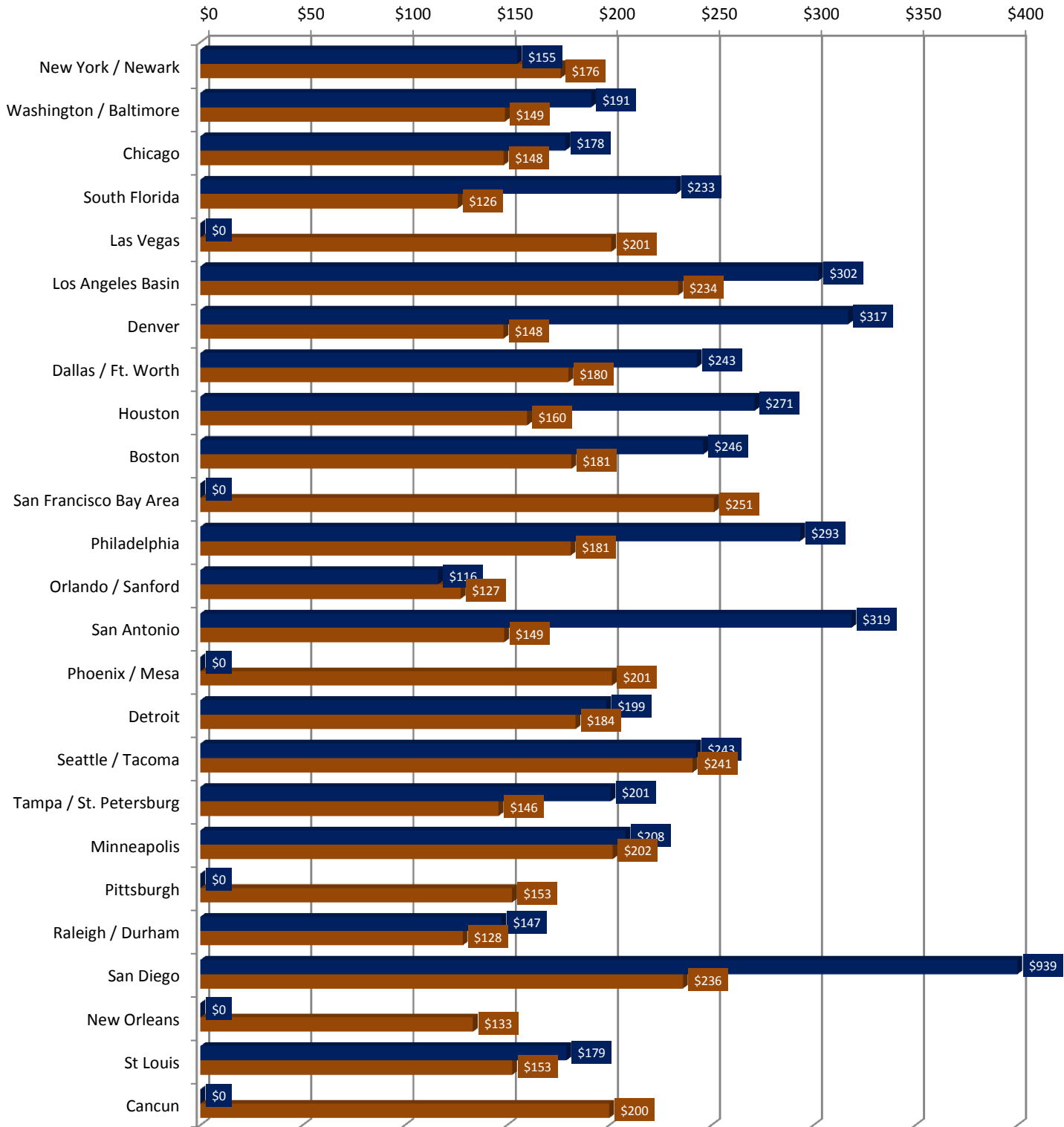
Rank	Airport / Multiple Airport Metro Area	Airport(s)	Outbound PDEW	Outbound Share	Inbound PDEW	Inbound Share	True PDEW	Total O&D Pax
51	Punta Cana	PUJ	5.8	96.8%	0.2	3.2%	6.0	4,395
52	Omaha	OMA	2.6	43.3%	3.4	56.7%	6.0	4,351
53	Syracuse	SYR	2.4	50.3%	2.4	49.7%	4.8	3,528
54	Rochester	ROC	2.3	47.5%	2.5	52.5%	4.8	3,489
55	Providence	PVD	2.3	48.6%	2.4	51.4%	4.8	3,468
56	Wichita	ICT	2.1	45.5%	2.5	54.5%	4.6	3,358
57	Albany	ALB	2.2	48.3%	2.3	51.7%	4.5	3,310
58	Nassau	NAS	3.5	78.4%	1.0	21.6%	4.5	3,286
59	Honolulu	HNL	3.3	74.2%	1.1	25.8%	4.4	3,223
60	Albuquerque	ABQ	2.5	55.9%	1.9	44.1%	4.4	3,220
61	Flint	FNT	1.7	40.3%	2.5	59.7%	4.2	3,095
62	Mexico City	MEX	2.5	58.9%	1.7	41.1%	4.2	3,054
63	Manila	MNL	1.8	48.2%	2.0	51.8%	3.8	2,753
64	Ahmedabad	AMD	2.4	68.4%	1.1	31.6%	3.5	2,583
65	Cincinnati	CVG	1.6	44.2%	2.0	55.8%	3.5	2,575
66	Reno	RNO	2.3	64.9%	1.2	35.1%	3.5	2,562
67	Colorado Springs	COS	1.9	53.1%	1.6	46.9%	3.5	2,549
68	Portland, ME	PWM	1.8	53.3%	1.6	46.7%	3.4	2,501
69	Pensacola	PNS	2.0	57.7%	1.4	42.3%	3.4	2,484
70	Toronto	YYZ	2.1	61.1%	1.3	38.9%	3.4	2,479
71	Frankfurt	FRA	1.4	43.5%	1.9	56.5%	3.3	2,404
72	Greensboro	GSO	1.6	50.0%	1.6	50.0%	3.3	2,385
73	Tucson	TUS	1.7	54.9%	1.4	45.1%	3.1	2,261
74	Mumbai	BOM	2.0	67.3%	1.0	32.7%	3.0	2,216
75	Paris	CDG / ORY	2.1	69.5%	0.9	30.5%	3.0	2,155
76	Manchester	MHT	1.0	36.9%	1.8	63.1%	2.8	2,077
77	Vancouver	YVR	1.9	68.7%	0.9	31.3%	2.8	2,043
78	Des Moines	DSM	1.3	46.4%	1.5	53.6%	2.8	2,012
79	Guadalajara	GDL	1.6	60.2%	1.1	39.8%	2.7	1,945
80	Grand Rapids	GRR	1.0	38.4%	1.6	61.6%	2.7	1,940
81	Anchorage	ANC	1.4	50.9%	1.3	49.1%	2.7	1,938
82	Little Rock	LIT	1.3	47.8%	1.4	52.2%	2.6	1,932
83	Saigon	SGN	1.6	63.6%	0.9	36.4%	2.5	1,825
84	San Jose, CR	SJO	2.1	82.7%	0.4	17.3%	2.5	1,809
85	Tulsa	TUL	1.2	47.3%	1.3	52.7%	2.5	1,808
86	Antigua	AUA	2.2	90.8%	0.2	9.2%	2.4	1,764
87	Nashville	BNA	1.6	64.8%	0.8	35.2%	2.4	1,757
88	Spokane	GEG	1.1	46.5%	1.2	53.5%	2.3	1,704
89	St Thomas	STT	1.9	80.6%	0.5	19.4%	2.3	1,703
90	Amsterdam	AMS	1.2	57.8%	0.9	42.2%	2.1	1,551
91	El Paso	ELP	1.1	51.2%	1.0	48.8%	2.1	1,525
92	Branson	BKG	0.9	46.2%	1.1	53.8%	2.0	1,466
93	Rome	FCO	1.7	87.4%	0.3	12.6%	2.0	1,447
94	Allentown	ABE	0.8	42.5%	1.1	57.5%	1.9	1,393
95	Sarasota / Bradenton	SRQ	1.0	54.3%	0.8	45.7%	1.8	1,317
96	Harrisburg	MDT	0.8	45.9%	1.0	54.1%	1.8	1,304
97	Montreal	YUL	1.0	53.7%	0.8	46.3%	1.8	1,300
98	NW Arkansas	XNA	0.9	51.2%	0.9	48.8%	1.8	1,296
99	Delhi	DEL	1.1	62.8%	0.7	37.2%	1.8	1,280
100	Palm Springs	PSP	1.0	61.4%	0.6	38.6%	1.7	1,221
<i>Top 100 Markets</i>			794	55.4%	639	44.6%	1,433	1,046,026
Total True PDEW / Passengers			886	55.4%	713	44.6%	1,599	1,167,491

Middle Georgia Regional Airport - Macon, Georgia

Section 2: Revenue and Fare Analysis

Average Fares at Top 25 Macon Area Markets

■ Macon ■ Atlanta



Middle Georgia Regional Airport - Macon, Georgia

Originating Airport for Macon Area Revenue

True Market with LCC Adjustment - TOTAL

Rank	Airport	Revenue	RDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	\$714,933	\$979	\$178	0.3%
2	Hartsfield-Jackson Atlanta Airport	\$252,249,296	\$345,547	\$220	98.4%
3	Jacksonville International Airport	\$1,578,775	\$2,163	\$203	0.6%
4	Savannah / Hilton Head International Airport	\$1,079,864	\$1,479	\$243	0.4%
5	Augusta Regional Airport	\$811,185	\$1,111	\$242	0.3%
Total Macon Area Revenue		\$256,434,053	\$351,280	\$220	100.0%

Originating Airport for Macon Area Revenue

True Market with LCC Adjustment - DOMESTIC ONLY

Rank	Airport	Revenue	RDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	\$679,842	\$931	\$171	0.4%
2	Hartsfield-Jackson Atlanta Airport	\$179,830,231	\$246,343	\$176	98.2%
3	Jacksonville International Airport	\$1,212,635	\$1,661	\$173	0.7%
4	Savannah / Hilton Head International Airport	\$852,120	\$1,167	\$209	0.5%
5	Augusta Regional Airport	\$619,492	\$849	\$201	0.3%
Macon Area Domestic Revenue		\$183,194,321	\$250,951	\$176	100.0%

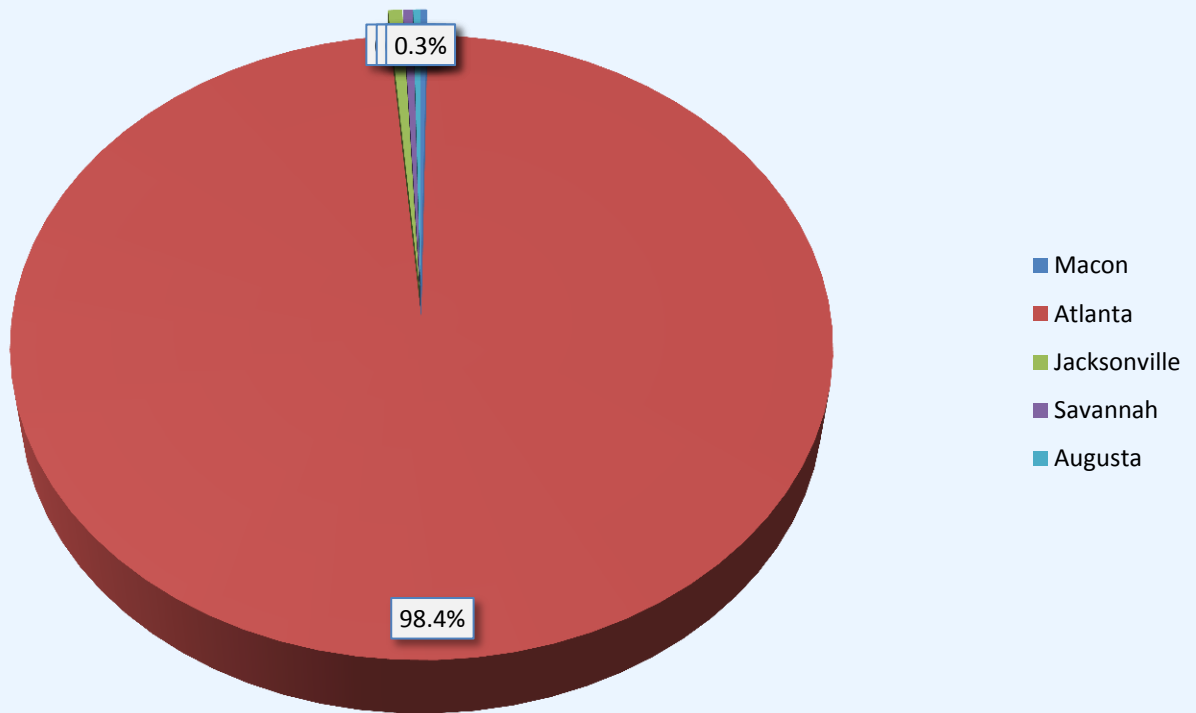
Originating Airport for Macon Area Revenue

True Market with LCC Adjustment - INTERNATIONAL

Rank	Airport	Revenue	RDEW	Avg Fare	Share
1	Middle Georgia Regional Airport	\$35,090	\$48	\$876	0.0%
2	Hartsfield-Jackson Atlanta Airport	\$72,419,064	\$99,204	\$580	98.9%
3	Jacksonville International Airport	\$366,139	\$502	\$492	0.5%
4	Savannah / Hilton Head International Airport	\$227,744	\$312	\$611	0.3%
5	Augusta Regional Airport	\$191,693	\$263	\$689	0.3%
Macon Area Intl Revenue		\$73,239,732	\$100,328	\$580	100.0%

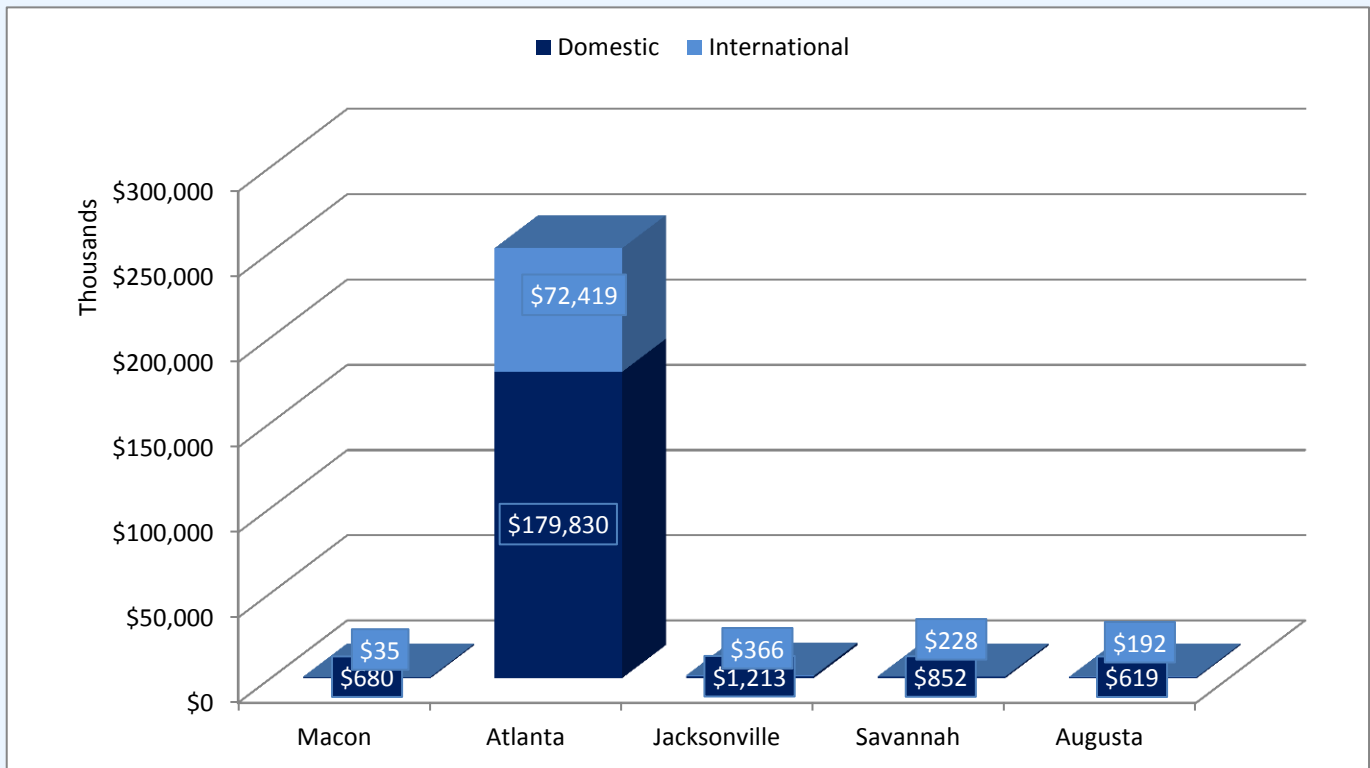
Originating Airport for Macon Area Revenue

True Market with LCC Adjustment - TOTAL



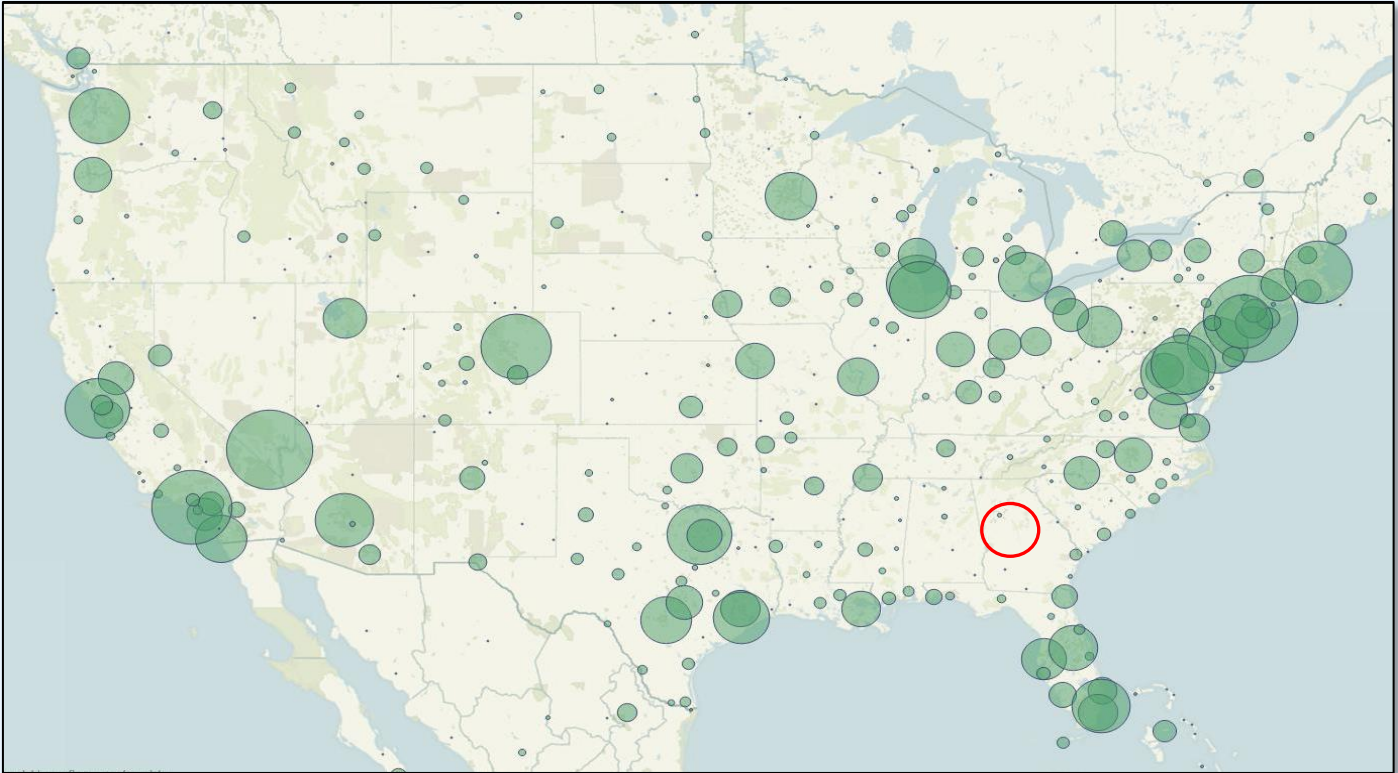
Originating Airport for Macon Area Revenue

True Market with LCC Adjustment - TOTAL



Middle Georgia Regional Airport - Macon, Georgia

True Market Revenue Distribution at Macon



Revenue Summary

Destinations by market: Based on the analysis, the top five revenue markets for the Macon area are New York / Newark, Washington / Baltimore, the Los Angeles Basin, Chicago and Las Vegas. These five market areas comprise 20.9% of Macon area revenue, with the 20 largest markets generating at least \$3,891 per day each way.

Largest Destination: Based on the analysis, the largest true revenue market for the Macon area is New York / Newark. The Macon area generated a total of \$16.1 million in Calendar Year 2013 - \$21,997 RDEW to New York / Newark. 0.0% of Macon area - New York / Newark revenue is captured at Middle Georgia Regional Airport while 98.1% is captured at Hartsfield-Jackson Atlanta Airport.

Revenue Retention: Among the 50 largest true revenue markets, Middle Georgia Regional Airport retains the largest percentage of Macon area revenue to Orlando / Sanford (7.9%), Indianapolis, (0.8%) and Hartford (0.7%). Middle Georgia Regional Airport retains the lowest amount of area revenue to London (0.0%), San Francisco Bay Area, (0.0%) and Las Vegas (0.0%).

Revenue Retention: Among the 50 largest true revenue markets, Hartsfield-Jackson Atlanta Airport captures the largest percentage of Macon area revenue to Akron/Canton (99.5%), Manila, (99.5%) and Ahmedabad (99.4%). Hartsfield-Jackson Atlanta Airport captures the lowest amount of area revenue to Norfolk / Newport News (95.9%), Charlotte, (94.9%) and Orlando / Sanford (91.3%).

Middle Georgia Regional Airport - Macon, Georgia

100 Largest True O&D Revenue Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeued Passengers

Rank	Airport / Multiple Airport Metro Area	Airport(s)	MCN O&D Rev	Leaked O&D Rev	Total O&D Rev	RDEW	Avg Fare
1	New York / Newark	EWR / JFK / LGA / ISP / HPN	\$7,740	\$16,050,157	\$16,057,897	\$21,997	\$176
2	Washington / Baltimore	DCA / BWI / IAD	\$40,130	\$11,465,296	\$11,505,426	\$15,761	\$149
3	Los Angeles Basin	LAX / BUR / SNA / ONT / LGB	\$24,190	\$9,448,736	\$9,472,926	\$12,977	\$234
4	Chicago	ORD / MDW	\$7,140	\$8,450,918	\$8,458,058	\$11,586	\$149
5	Las Vegas	LAS	\$0	\$8,184,046	\$8,184,046	\$11,211	\$201
6	South Florida	MIA / FLL / PBI	\$13,960	\$6,441,697	\$6,455,657	\$8,843	\$126
7	San Francisco Bay Area	SFO / OAK / SJC	\$0	\$6,055,752	\$6,055,752	\$8,296	\$251
8	Dallas / Ft. Worth	DFW / DAL	\$12,140	\$6,030,209	\$6,042,349	\$8,277	\$180
9	Denver	DEN	\$6,340	\$5,532,942	\$5,539,282	\$7,588	\$149
10	Houston	IAH / HOU	\$18,970	\$5,199,993	\$5,218,963	\$7,149	\$160
11	Boston	BOS	\$7,380	\$5,119,597	\$5,126,977	\$7,023	\$181
12	London	LHR / LGW	\$0	\$4,551,233	\$4,551,233	\$6,235	\$806
13	Philadelphia	PHL	\$29,340	\$4,159,511	\$4,188,851	\$5,738	\$182
14	Seattle / Tacoma	SEA	\$4,850	\$4,048,318	\$4,053,168	\$5,552	\$241
15	Phoenix / Mesa	PHX / AZA	\$0	\$3,774,228	\$3,774,228	\$5,170	\$201
16	Detroit	DTW	\$3,970	\$3,158,915	\$3,162,885	\$4,333	\$184
17	Manila	MNL	\$0	\$2,987,451	\$2,987,451	\$4,092	\$1,085
18	Minneapolis	MSP	\$2,080	\$2,975,670	\$2,977,750	\$4,079	\$202
19	San Diego	SAN	\$9,390	\$2,916,260	\$2,925,650	\$4,008	\$237
20	San Antonio	SAT	\$12,740	\$2,827,552	\$2,840,292	\$3,891	\$149
21	Orlando / Sanford	MCO / SFB / LAL	\$206,690	\$2,401,145	\$2,607,835	\$3,572	\$127
22	Cancun	CUN	\$0	\$2,302,048	\$2,302,048	\$3,153	\$200
23	Tampa / St. Petersburg	TPA / PIE	\$6,020	\$2,236,324	\$2,242,344	\$3,072	\$145
24	Pittsburgh	PIT	\$0	\$2,171,081	\$2,171,081	\$2,974	\$153
25	Salt Lake City	SLC	\$0	\$2,066,083	\$2,066,083	\$2,830	\$245
26	Ahmedabad	AMD	\$0	\$1,993,167	\$1,993,167	\$2,730	\$772
27	St Louis	STL	\$3,580	\$1,857,158	\$1,860,738	\$2,549	\$153
28	Mumbai	BOM	\$0	\$1,843,606	\$1,843,606	\$2,525	\$832
29	Paris	CDG / ORY	\$0	\$1,736,752	\$1,736,752	\$2,379	\$806
30	San Juan	SJU	\$2,470	\$1,731,343	\$1,733,813	\$2,375	\$188
31	Frankfurt	FRA	\$0	\$1,714,832	\$1,714,832	\$2,349	\$713
32	Richmond	RIC	\$3,900	\$1,651,940	\$1,655,840	\$2,268	\$144
33	New Orleans	MSY	\$0	\$1,642,673	\$1,642,673	\$2,250	\$134
34	Kansas City	MCI	\$6,300	\$1,624,031	\$1,630,331	\$2,233	\$163
35	Indianapolis	IND	\$13,620	\$1,594,928	\$1,608,548	\$2,203	\$144
36	Raleigh / Durham	RDU	\$4,420	\$1,592,629	\$1,597,049	\$2,188	\$129
37	Portland, OR	PDX	\$0	\$1,581,267	\$1,581,267	\$2,166	\$256
38	Saigon	SGN	\$0	\$1,575,393	\$1,575,393	\$2,158	\$863
39	Milwaukee	MKE	\$3,420	\$1,555,812	\$1,559,232	\$2,136	\$150
40	Austin	AUS	\$0	\$1,476,399	\$1,476,399	\$2,022	\$179
41	Charlotte	CLT	\$1,370	\$1,473,140	\$1,474,510	\$2,020	\$157
42	Akron/Canton	CAK	\$0	\$1,446,395	\$1,446,395	\$1,981	\$136
43	Tokyo	NRT	\$6,440	\$1,434,762	\$1,441,202	\$1,974	\$1,339
44	Honolulu	HNL	\$0	\$1,434,501	\$1,434,501	\$1,965	\$445
45	Sacramento	SMF	\$6,800	\$1,408,188	\$1,414,988	\$1,938	\$258
46	Hartford	BDL	\$9,810	\$1,327,554	\$1,337,364	\$1,832	\$203
47	Amsterdam	AMS	\$0	\$1,323,196	\$1,323,196	\$1,813	\$853
48	Montego Bay	MBJ	\$0	\$1,317,966	\$1,317,966	\$1,805	\$221
49	Norfolk / Newport News	ORF / PHF	\$1,400	\$1,305,725	\$1,307,125	\$1,791	\$140
50	Buffalo	BUF	\$7,960	\$1,274,000	\$1,281,960	\$1,756	\$153

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100 Largest True O&D Revenue Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Airport(s)	MCN O&D Rev	Leaked O&D Rev	Total O&D Rev	RDEW	Avg Fare
51	Delhi	DEL	\$0	\$1,261,221	\$1,261,221	\$1,728	\$986
52	Punta Cana	PUJ	\$0	\$1,202,095	\$1,202,095	\$1,647	\$274
53	Dayton	DAY	\$1,980	\$1,163,131	\$1,165,111	\$1,596	\$111
54	Beijing	PEK	\$0	\$1,141,939	\$1,141,939	\$1,564	\$1,008
55	Oklahoma City	OKC	\$3,940	\$1,130,104	\$1,134,044	\$1,553	\$205
56	Shanghai	PVG	\$0	\$1,122,902	\$1,122,902	\$1,538	\$1,163
57	Cebu	CEB	\$0	\$1,119,427	\$1,119,427	\$1,533	\$1,129
58	Bangkok	BKK	\$0	\$1,095,739	\$1,095,739	\$1,501	\$1,119
59	Columbus	CMH	\$4,400	\$1,033,070	\$1,037,470	\$1,421	\$145
60	Johannesburg	JNB	\$0	\$1,033,532	\$1,033,532	\$1,416	\$1,181
61	Cleveland	CLE	\$0	\$1,027,104	\$1,027,104	\$1,407	\$189
62	Rome	FCO	\$0	\$1,021,270	\$1,021,270	\$1,399	\$706
63	Memphis	MEM	\$10,950	\$986,362	\$997,312	\$1,366	\$140
64	Omaha	OMA	\$0	\$949,358	\$949,358	\$1,300	\$218
65	Mexico City	MEX	\$0	\$858,434	\$858,434	\$1,176	\$281
66	Toronto	YYZ	\$9,330	\$823,061	\$832,391	\$1,140	\$336
67	Seoul	ICN	\$0	\$823,680	\$823,680	\$1,128	\$1,024
68	Southwest Florida	RSW / PGD	\$0	\$820,099	\$820,099	\$1,123	\$149
69	Dublin	DUB	\$0	\$785,015	\$785,015	\$1,075	\$666
70	Dubai	DXB	\$0	\$766,445	\$766,445	\$1,050	\$1,140
71	Syracuse	SYR	\$0	\$764,627	\$764,627	\$1,047	\$217
72	Albany	ALB	\$0	\$751,230	\$751,230	\$1,029	\$227
73	Jacksonville	JAX	\$0	\$736,792	\$736,792	\$1,009	\$125
74	Brussels	BRU	\$0	\$713,767	\$713,767	\$978	\$931
75	Louisville	SDF	\$2,030	\$711,373	\$713,403	\$977	\$117
76	Providence	PVD	\$0	\$685,343	\$685,343	\$939	\$198
77	Manchester	MAN	\$0	\$666,456	\$666,456	\$913	\$697
78	Kiev	KBP	\$0	\$663,909	\$663,909	\$909	\$639
79	Albuquerque	ABQ	\$6,160	\$644,273	\$650,433	\$891	\$202
80	Barcelona	BCN	\$0	\$629,239	\$629,239	\$862	\$699
81	Anchorage	ANC	\$21,580	\$604,393	\$625,973	\$857	\$323
82	Guadalajara	GDL	\$0	\$621,337	\$621,337	\$851	\$319
83	Vancouver	YVR	\$0	\$614,295	\$614,295	\$842	\$301
84	Wichita	ICT	\$0	\$610,991	\$610,991	\$837	\$182
85	Nassau	NAS	\$0	\$599,231	\$599,231	\$821	\$182
86	Rochester	ROC	\$3,420	\$589,678	\$593,098	\$812	\$170
87	Reno	RNO	\$0	\$575,550	\$575,550	\$788	\$225
88	Amman	AMM	\$0	\$551,927	\$551,927	\$756	\$776
89	Santiago	SCL	\$0	\$545,445	\$545,445	\$747	\$863
90	Lagos	LOS	\$0	\$537,329	\$537,329	\$736	\$1,005
91	Tel Aviv	TLV	\$0	\$526,611	\$526,611	\$721	\$919
92	Cincinnati	CVG	\$0	\$522,971	\$522,971	\$716	\$203
93	Munich	MUC	\$0	\$516,419	\$516,419	\$707	\$764
94	Tucson	TUS	\$7,650	\$508,088	\$515,738	\$706	\$228
95	Atlantic City	ACY	\$0	\$508,391	\$508,391	\$696	\$65
96	Sao Paulo	GRU	\$0	\$507,400	\$507,400	\$695	\$951
97	Portland, ME	PWM	\$0	\$499,964	\$499,964	\$685	\$200
98	Sydney	SYD	\$0	\$499,805	\$499,805	\$685	\$1,428
99	San Jose, CR	SJO	\$0	\$497,478	\$497,478	\$681	\$275
100	Colorado Springs	COS	\$4,340	\$480,372	\$484,712	\$664	\$190
Top 100 Markets			\$560,341	\$207,521,187	\$208,081,529	\$285,043	\$209
Total True Revenue / RDEW / Avg Fare			\$714,933	\$255,719,120	\$256,434,053	\$351,280	\$220

Middle Georgia Regional Airport - Macon, Georgia

Airport Usage at 50 Largest True O&D Revenue Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Macon		Atlanta		Jacksonville		Total O&D Rev
		RDEW	Share	RDEW	Share	RDEW	Share	
1	New York / Newark	\$11	0.0%	\$21,590	98.2%	\$105	0.5%	\$16,057,897
2	Washington / Baltimore	\$55	0.3%	\$15,376	97.6%	\$200	1.3%	\$11,505,426
3	Los Angeles Basin	\$33	0.3%	\$12,833	98.9%	\$40	0.3%	\$9,472,926
4	Chicago	\$10	0.1%	\$11,400	98.4%	\$100	0.9%	\$8,458,058
5	Las Vegas	\$0	0.0%	\$11,092	99.0%	\$76	0.7%	\$8,184,046
6	South Florida	\$19	0.2%	\$8,633	97.6%	\$137	1.5%	\$6,455,657
7	San Francisco Bay Area	\$0	0.0%	\$8,130	98.0%	\$26	0.3%	\$6,055,752
8	Dallas / Ft. Worth	\$17	0.2%	\$8,128	98.2%	\$78	0.9%	\$6,042,349
9	Denver	\$9	0.1%	\$7,422	97.8%	\$111	1.5%	\$5,539,282
10	Houston	\$26	0.4%	\$7,009	98.0%	\$73	1.0%	\$5,218,963
11	Boston	\$10	0.1%	\$6,891	98.1%	\$13	0.2%	\$5,126,977
12	London	\$0	0.0%	\$6,192	99.3%	\$18	0.3%	\$4,551,233
13	Philadelphia	\$40	0.7%	\$5,535	96.5%	\$71	1.2%	\$4,188,851
14	Seattle / Tacoma	\$7	0.1%	\$5,463	98.4%	\$31	0.6%	\$4,053,168
15	Phoenix / Mesa	\$0	0.0%	\$5,130	99.2%	\$18	0.3%	\$3,774,228
16	Detroit	\$5	0.1%	\$4,287	98.9%	\$12	0.3%	\$3,162,885
17	Manila	\$0	0.0%	\$4,070	99.5%	\$10	0.2%	\$2,987,451
18	Minneapolis	\$3	0.1%	\$4,037	99.0%	\$10	0.2%	\$2,977,750
19	San Diego	\$13	0.3%	\$3,899	97.3%	\$31	0.8%	\$2,925,650
20	San Antonio	\$17	0.4%	\$3,844	98.8%	\$15	0.4%	\$2,840,292
21	Orlando / Sanford	\$283	7.9%	\$3,260	91.3%	\$12	0.3%	\$2,607,835
22	Cancun	\$0	0.0%	\$3,127	99.2%	\$11	0.3%	\$2,302,048
23	Tampa / St. Petersburg	\$8	0.3%	\$2,988	97.3%	\$62	2.0%	\$2,242,344
24	Pittsburgh	\$0	0.0%	\$2,952	99.3%	\$10	0.3%	\$2,171,081
25	Salt Lake City	\$0	0.0%	\$2,807	99.2%	\$10	0.4%	\$2,066,083
26	Ahmedabad	\$0	0.0%	\$2,714	99.4%	\$6	0.2%	\$1,993,167
27	St Louis	\$5	0.2%	\$2,525	99.1%	\$9	0.4%	\$1,860,738
28	Mumbai	\$0	0.0%	\$2,507	99.3%	\$8	0.3%	\$1,843,606
29	Paris	\$0	0.0%	\$2,362	99.3%	\$6	0.3%	\$1,736,752
30	San Juan	\$3	0.1%	\$2,329	98.1%	\$31	1.3%	\$1,733,813
31	Frankfurt	\$0	0.0%	\$2,332	99.3%	\$6	0.3%	\$1,714,832
32	Richmond	\$5	0.2%	\$2,234	98.5%	\$20	0.9%	\$1,655,840
33	New Orleans	\$0	0.0%	\$2,229	99.1%	\$11	0.5%	\$1,642,673
34	Kansas City	\$9	0.4%	\$2,208	98.9%	\$8	0.4%	\$1,630,331
35	Indianapolis	\$19	0.8%	\$2,155	97.8%	\$7	0.3%	\$1,608,548
36	Raleigh / Durham	\$6	0.3%	\$2,162	98.8%	\$8	0.4%	\$1,597,049
37	Portland, OR	\$0	0.0%	\$2,149	99.2%	\$7	0.3%	\$1,581,267
38	Saigon	\$0	0.0%	\$2,141	99.2%	\$6	0.3%	\$1,575,393
39	Milwaukee	\$5	0.2%	\$2,117	99.1%	\$7	0.3%	\$1,559,232
40	Austin	\$0	0.0%	\$2,006	99.2%	\$8	0.4%	\$1,476,399
41	Charlotte	\$2	0.1%	\$1,916	94.9%	\$50	2.5%	\$1,474,510
42	Akron/Canton	\$0	0.0%	\$1,972	99.5%	\$5	0.2%	\$1,446,395
43	Tokyo	\$9	0.4%	\$1,951	98.8%	\$5	0.3%	\$1,441,202
44	Honolulu	\$0	0.0%	\$1,949	99.2%	\$6	0.3%	\$1,434,501
45	Sacramento	\$9	0.5%	\$1,914	98.8%	\$7	0.4%	\$1,414,988
46	Hartford	\$13	0.7%	\$1,805	98.5%	\$6	0.3%	\$1,337,364
47	Amsterdam	\$0	0.0%	\$1,799	99.3%	\$5	0.3%	\$1,323,196
48	Montego Bay	\$0	0.0%	\$1,793	99.3%	\$5	0.3%	\$1,317,966
49	Norfolk / Newport News	\$2	0.1%	\$1,717	95.9%	\$33	1.9%	\$1,307,125
50	Buffalo	\$11	0.6%	\$1,725	98.2%	\$5	0.3%	\$1,281,960
Top 50 Markets		\$664	0.3%	\$228,808	98.3%	\$1,553	0.7%	\$169,957,077
Total True RDEW / Share		\$979	0.3%	\$345,547	98.4%	\$2,163	0.6%	\$256,434,053

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Middle Georgia Regional Airport - Macon, Georgia

Airport Usage at 50 Largest True O&D Revenue Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Savannah		Augusta		RDEW	Share	Total O&D Rev
		RDEW	Share	RDEW	Share			
1	New York / Newark	\$246	1.1%	\$46	0.2%	\$0	0.0%	\$16,057,897
2	Washington / Baltimore	\$68	0.4%	\$62	0.4%	\$0	0.0%	\$11,505,426
3	Los Angeles Basin	\$31	0.2%	\$39	0.3%	\$0	0.0%	\$9,472,926
4	Chicago	\$52	0.5%	\$24	0.2%	\$0	0.0%	\$8,458,058
5	Las Vegas	\$25	0.2%	\$18	0.2%	\$0	0.0%	\$8,184,046
6	South Florida	\$30	0.3%	\$24	0.3%	\$0	0.0%	\$6,455,657
7	San Francisco Bay Area	\$48	0.6%	\$92	1.1%	\$0	0.0%	\$6,055,752
8	Dallas / Ft. Worth	\$18	0.2%	\$36	0.4%	\$0	0.0%	\$6,042,349
9	Denver	\$15	0.2%	\$31	0.4%	\$0	0.0%	\$5,539,282
10	Houston	\$32	0.5%	\$8	0.1%	\$0	0.0%	\$5,218,963
11	Boston	\$14	0.2%	\$95	1.4%	\$0	0.0%	\$5,126,977
12	London	\$15	0.2%	\$10	0.2%	\$0	0.0%	\$4,551,233
13	Philadelphia	\$32	0.6%	\$60	1.0%	\$0	0.0%	\$4,188,851
14	Seattle / Tacoma	\$40	0.7%	\$10	0.2%	\$0	0.0%	\$4,053,168
15	Phoenix / Mesa	\$13	0.2%	\$10	0.2%	\$0	0.0%	\$3,774,228
16	Detroit	\$22	0.5%	\$7	0.2%	\$0	0.0%	\$3,162,885
17	Manila	\$7	0.2%	\$5	0.1%	\$0	0.0%	\$2,987,451
18	Minneapolis	\$23	0.6%	\$7	0.2%	\$0	0.0%	\$2,977,750
19	San Diego	\$58	1.4%	\$7	0.2%	\$0	0.0%	\$2,925,650
20	San Antonio	\$9	0.2%	\$5	0.1%	\$0	0.0%	\$2,840,292
21	Orlando / Sanford	\$12	0.3%	\$5	0.2%	\$0	0.0%	\$2,607,835
22	Cancun	\$9	0.3%	\$7	0.2%	\$0	0.0%	\$2,302,048
23	Tampa / St. Petersburg	\$9	0.3%	\$4	0.1%	\$0	0.0%	\$2,242,344
24	Pittsburgh	\$7	0.2%	\$5	0.2%	\$0	0.0%	\$2,171,081
25	Salt Lake City	\$7	0.3%	\$6	0.2%	\$0	0.0%	\$2,066,083
26	Ahmedabad	\$5	0.2%	\$5	0.2%	\$0	0.0%	\$1,993,167
27	St Louis	\$6	0.2%	\$4	0.1%	\$0	0.0%	\$1,860,738
28	Mumbai	\$6	0.2%	\$5	0.2%	\$0	0.0%	\$1,843,606
29	Paris	\$7	0.3%	\$4	0.2%	\$0	0.0%	\$1,736,752
30	San Juan	\$6	0.3%	\$6	0.2%	\$0	0.0%	\$1,733,813
31	Frankfurt	\$6	0.3%	\$5	0.2%	\$0	0.0%	\$1,714,832
32	Richmond	\$6	0.2%	\$4	0.2%	\$0	0.0%	\$1,655,840
33	New Orleans	\$7	0.3%	\$3	0.2%	\$0	0.0%	\$1,642,673
34	Kansas City	\$5	0.2%	\$3	0.1%	\$0	0.0%	\$1,630,331
35	Indianapolis	\$19	0.9%	\$3	0.2%	\$0	0.0%	\$1,608,548
36	Raleigh / Durham	\$8	0.4%	\$4	0.2%	\$0	0.0%	\$1,597,049
37	Portland, OR	\$5	0.3%	\$4	0.2%	\$0	0.0%	\$1,581,267
38	Saigon	\$5	0.2%	\$6	0.3%	\$0	0.0%	\$1,575,393
39	Milwaukee	\$5	0.2%	\$3	0.1%	\$0	0.0%	\$1,559,232
40	Austin	\$5	0.2%	\$3	0.2%	\$0	0.0%	\$1,476,399
41	Charlotte	\$39	1.9%	\$13	0.6%	\$0	0.0%	\$1,474,510
42	Akron/Canton	\$3	0.2%	\$2	0.1%	\$0	0.0%	\$1,446,395
43	Tokyo	\$5	0.3%	\$4	0.2%	\$0	0.0%	\$1,441,202
44	Honolulu	\$5	0.3%	\$4	0.2%	\$0	0.0%	\$1,434,501
45	Sacramento	\$4	0.2%	\$3	0.2%	\$0	0.0%	\$1,414,988
46	Hartford	\$5	0.2%	\$3	0.2%	\$0	0.0%	\$1,337,364
47	Amsterdam	\$5	0.3%	\$4	0.2%	\$0	0.0%	\$1,323,196
48	Montego Bay	\$4	0.2%	\$4	0.2%	\$0	0.0%	\$1,317,966
49	Norfolk / Newport News	\$35	2.0%	\$3	0.2%	\$0	0.0%	\$1,307,125
50	Buffalo	\$3	0.2%	\$12	0.7%	\$0	0.0%	\$1,281,960
Top 50 Markets		\$1,053	0.5%	\$740	0.3%	\$0	0.0%	\$169,957,077
Total True RDEW / Share		\$1,479	0.4%	\$1,111	0.3%	\$0	0.0%	\$256,434,053

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Middle Georgia Regional Airport - Macon, Georgia

Avg Fares by Airport at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Macon		Atlanta		Jacksonville		Total Avg Fare
		Avg Fare	PDEW	Avg Fare	PDEW	Avg Fare	PDEW	
1	New York / Newark	\$155	0.1	\$176	122.6	\$174	0.6	\$176
2	Washington / Baltimore	\$191	0.3	\$149	103.3	\$165	1.2	\$149
3	Chicago	\$178	0.1	\$148	76.8	\$163	0.6	\$149
4	South Florida	\$233	0.1	\$126	68.6	\$133	1.0	\$126
5	Las Vegas	\$0	0.0	\$201	55.2	\$207	0.4	\$201
6	Los Angeles Basin	\$302	0.1	\$234	54.9	\$237	0.2	\$234
7	Denver	\$317	0.0	\$148	50.1	\$200	0.6	\$149
8	Dallas / Ft. Worth	\$243	0.1	\$180	45.2	\$195	0.4	\$180
9	Houston	\$271	0.1	\$160	43.9	\$173	0.4	\$160
10	Boston	\$246	0.0	\$181	38.0	\$140	0.1	\$181
11	San Francisco Bay Area	\$0	0.0	\$251	32.4	\$254	0.1	\$251
12	Philadelphia	\$293	0.1	\$181	30.6	\$157	0.5	\$182
13	Orlando / Sanford	\$116	2.4	\$127	25.6	\$257	0.0	\$127
14	San Antonio	\$319	0.1	\$149	25.9	\$199	0.1	\$149
15	Phoenix / Mesa	\$0	0.0	\$201	25.5	\$207	0.1	\$201
16	Detroit	\$199	0.0	\$184	23.4	\$188	0.1	\$184
17	Seattle / Tacoma	\$243	0.0	\$241	22.7	\$241	0.1	\$241
18	Tampa / St. Petersburg	\$201	0.0	\$146	20.5	\$92	0.7	\$145
19	Minneapolis	\$208	0.0	\$202	20.0	\$188	0.1	\$202
20	Pittsburgh	\$0	0.0	\$153	19.4	\$163	0.1	\$153
21	Raleigh / Durham	\$147	0.0	\$128	16.9	\$189	0.0	\$129
22	San Diego	\$939	0.0	\$236	16.5	\$258	0.1	\$237
23	New Orleans	\$0	0.0	\$133	16.7	\$194	0.1	\$134
24	St Louis	\$179	0.0	\$153	16.6	\$179	0.1	\$153
25	Cancun	\$0	0.0	\$200	15.6	\$241	0.0	\$200
26	Richmond	\$390	0.0	\$144	15.5	\$178	0.1	\$144
27	Indianapolis	\$272	0.1	\$143	15.1	\$181	0.0	\$144
28	Akron/Canton	\$0	0.0	\$136	14.5	\$165	0.0	\$136
29	Dayton	\$99	0.0	\$111	14.2	\$154	0.0	\$111
30	Milwaukee	\$171	0.0	\$150	14.2	\$163	0.0	\$150
31	Kansas City	\$210	0.0	\$162	13.6	\$172	0.0	\$163
32	Charlotte	\$137	0.0	\$158	12.1	\$200	0.2	\$157
33	Norfolk / Newport News	\$140	0.0	\$139	12.3	\$136	0.2	\$140
34	San Juan	\$247	0.0	\$189	12.3	\$134	0.2	\$188
35	Salt Lake City	\$0	0.0	\$245	11.4	\$246	0.0	\$245
36	Buffalo	\$199	0.1	\$153	11.3	\$129	0.0	\$153
37	Austin	\$0	0.0	\$179	11.2	\$223	0.0	\$179
38	Atlantic City	\$0	0.0	\$66	10.6	\$0	0.0	\$65
39	Columbus	\$220	0.0	\$145	9.7	\$173	0.0	\$145
40	Memphis	\$365	0.0	\$139	9.7	\$163	0.0	\$140
41	Hartford	\$327	0.0	\$202	8.9	\$174	0.0	\$203
42	Portland, OR	\$0	0.0	\$256	8.4	\$250	0.0	\$256
43	Louisville	\$203	0.0	\$116	8.3	\$198	0.0	\$117
44	Montego Bay	\$0	0.0	\$221	8.1	\$241	0.0	\$221
45	Jacksonville	\$0	0.0	\$125	8.1	\$0	0.0	\$125
46	London	\$0	0.0	\$807	7.7	\$744	0.0	\$806
47	Oklahoma City	\$197	0.0	\$205	7.5	\$225	0.0	\$205
48	Southwest Florida	\$0	0.0	\$149	7.5	\$352	0.0	\$149
49	Sacramento	\$340	0.0	\$257	7.4	\$290	0.0	\$258
50	Cleveland	\$0	0.0	\$188	7.4	\$228	0.0	\$189
Average True Fare / PDEW		\$178	5.5	\$220	1,572.5	\$203	10.6	\$220

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Middle Georgia Regional Airport - Macon, Georgia

Avg Fares by Airport at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

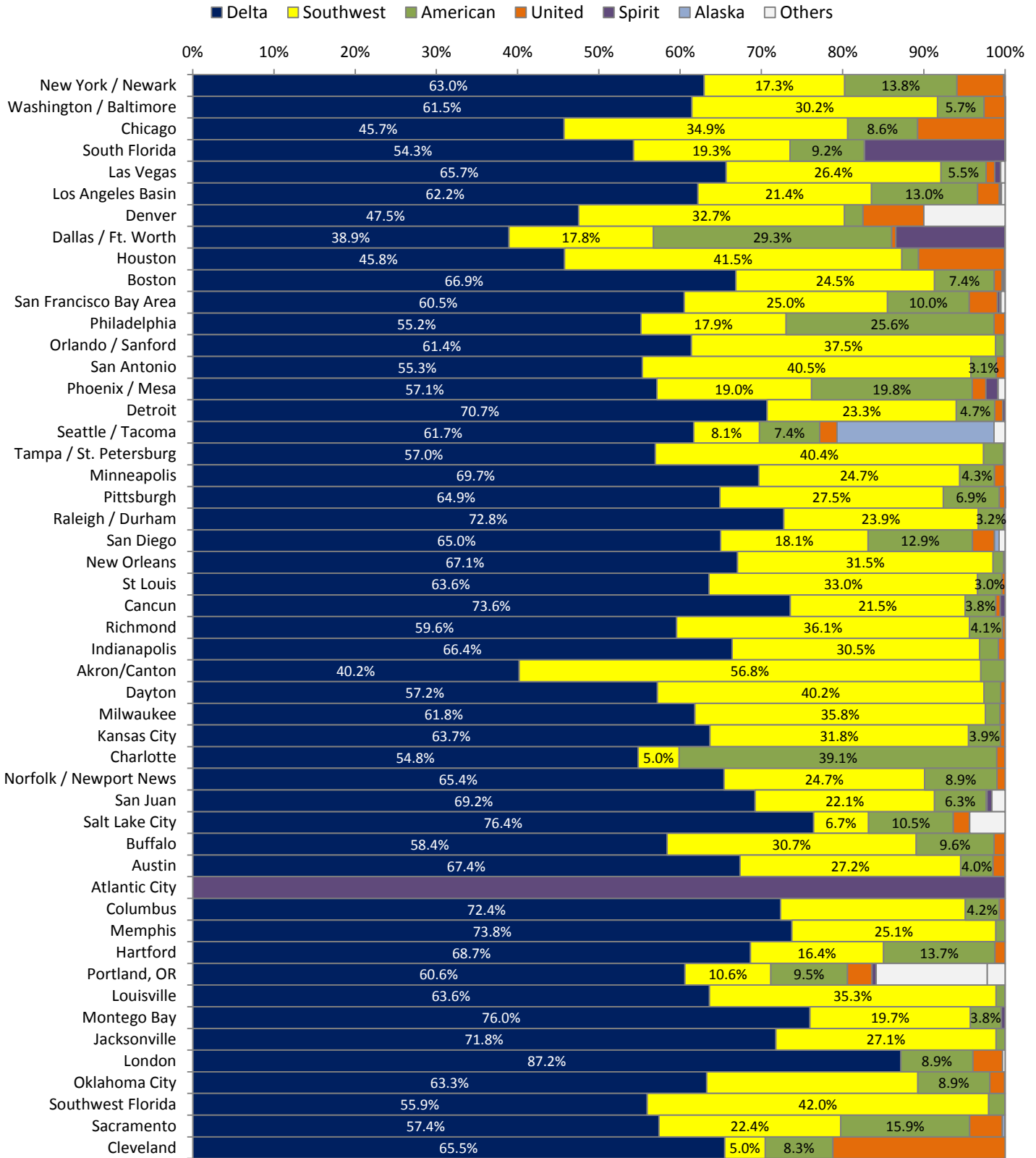
Rank	Airport / Multiple Airport Metro Area	Savannah		Augusta		Avg Fare	PDEW	Total Avg Fare
		Avg Fare	PDEW	Avg Fare	PDEW			
1	New York / Newark	\$188	1.3	\$177	0.3	\$0	0.0	\$176
2	Washington / Baltimore	\$187	0.4	\$170	0.4	\$0	0.0	\$149
3	Chicago	\$220	0.2	\$162	0.1	\$0	0.0	\$149
4	South Florida	\$263	0.1	\$162	0.1	\$0	0.0	\$126
5	Las Vegas	\$235	0.1	\$242	0.1	\$0	0.0	\$201
6	Los Angeles Basin	\$282	0.1	\$266	0.1	\$0	0.0	\$234
7	Denver	\$175	0.1	\$190	0.2	\$0	0.0	\$149
8	Dallas / Ft. Worth	\$213	0.1	\$164	0.2	\$0	0.0	\$180
9	Houston	\$249	0.1	\$171	0.0	\$0	0.0	\$160
10	Boston	\$179	0.1	\$185	0.5	\$0	0.0	\$181
11	San Francisco Bay Area	\$283	0.2	\$254	0.4	\$0	0.0	\$251
12	Philadelphia	\$165	0.2	\$247	0.2	\$0	0.0	\$182
13	Orlando / Sanford	\$275	0.0	\$172	0.0	\$0	0.0	\$127
14	San Antonio	\$230	0.0	\$182	0.0	\$0	0.0	\$149
15	Phoenix / Mesa	\$244	0.1	\$257	0.0	\$0	0.0	\$201
16	Detroit	\$194	0.1	\$191	0.0	\$0	0.0	\$184
17	Seattle / Tacoma	\$262	0.2	\$263	0.0	\$0	0.0	\$241
18	Tampa / St. Petersburg	\$269	0.0	\$178	0.0	\$0	0.0	\$145
19	Minneapolis	\$190	0.1	\$231	0.0	\$0	0.0	\$202
20	Pittsburgh	\$197	0.0	\$172	0.0	\$0	0.0	\$153
21	Raleigh / Durham	\$238	0.0	\$170	0.0	\$0	0.0	\$129
22	San Diego	\$249	0.2	\$251	0.0	\$0	0.0	\$237
23	New Orleans	\$236	0.0	\$159	0.0	\$0	0.0	\$134
24	St Louis	\$212	0.0	\$172	0.0	\$0	0.0	\$153
25	Cancun	\$283	0.0	\$287	0.0	\$0	0.0	\$200
26	Richmond	\$204	0.0	\$189	0.0	\$0	0.0	\$144
27	Indianapolis	\$216	0.1	\$169	0.0	\$0	0.0	\$144
28	Akron/Canton	\$189	0.0	\$166	0.0	\$0	0.0	\$136
29	Dayton	\$180	0.0	\$128	0.0	\$0	0.0	\$111
30	Milwaukee	\$191	0.0	\$176	0.0	\$0	0.0	\$150
31	Kansas City	\$201	0.0	\$190	0.0	\$0	0.0	\$163
32	Charlotte	\$138	0.3	\$87	0.1	\$0	0.0	\$157
33	Norfolk / Newport News	\$169	0.2	\$174	0.0	\$0	0.0	\$140
34	San Juan	\$240	0.0	\$312	0.0	\$0	0.0	\$188
35	Salt Lake City	\$258	0.0	\$290	0.0	\$0	0.0	\$245
36	Buffalo	\$162	0.0	\$156	0.1	\$0	0.0	\$153
37	Austin	\$228	0.0	\$201	0.0	\$0	0.0	\$179
38	Atlantic City	\$0	0.0	\$0	0.0	\$0	0.0	\$65
39	Columbus	\$202	0.0	\$166	0.0	\$0	0.0	\$145
40	Memphis	\$245	0.0	\$175	0.0	\$0	0.0	\$140
41	Hartford	\$213	0.0	\$189	0.0	\$0	0.0	\$203
42	Portland, OR	\$278	0.0	\$305	0.0	\$0	0.0	\$256
43	Louisville	\$217	0.0	\$139	0.0	\$0	0.0	\$117
44	Montego Bay	\$259	0.0	\$298	0.0	\$0	0.0	\$221
45	Jacksonville	\$0	0.0	\$193	0.0	\$0	0.0	\$125
46	London	\$721	0.0	\$649	0.0	\$0	0.0	\$806
47	Oklahoma City	\$268	0.0	\$310	0.0	\$0	0.0	\$205
48	Southwest Florida	\$232	0.0	\$169	0.0	\$0	0.0	\$149
49	Sacramento	\$283	0.0	\$312	0.0	\$0	0.0	\$258
50	Cleveland	\$220	0.0	\$174	0.0	\$0	0.0	\$189
Average True Fare / PDEW		\$243	6.1	\$242	4.6	\$0	0.0	\$220

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Middle Georgia Regional Airport - Macon, Georgia

Section 3: Air Carrier Analysis

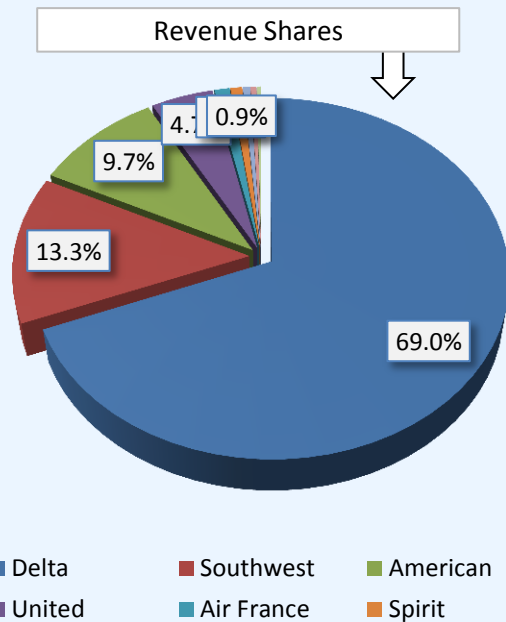
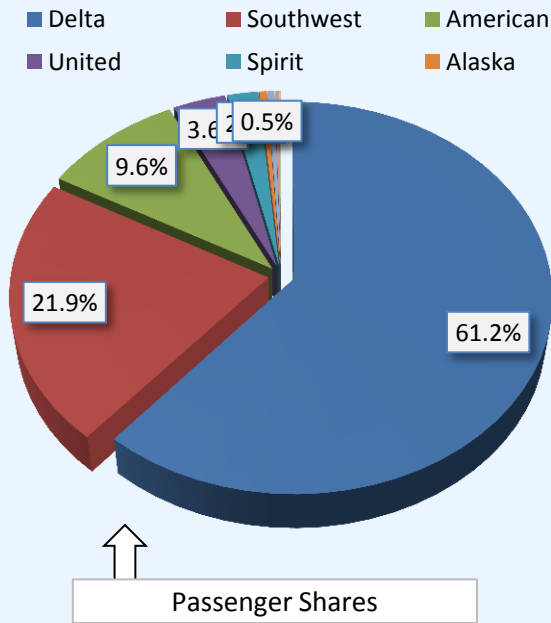
Airline Share at Top 50 Macon Area Markets



Originating Airline for Macon Study Area Passengers

True Market with LCC Adjustment - TOTAL

Rank	Airline	Macon True Market			Middle Georgia Regional Airport		
		Pax	PDEW	Share	Pax	PDEW	Share
1	Delta	714,133	978.3	61.2%	520	0.7	13.0%
2	Southwest	255,870	350.5	21.9%	0	0.0	0.0%
3	American	112,528	154.1	9.6%	270	0.4	6.7%
4	United	42,450	58.2	3.6%	70	0.1	1.7%
5	Spirit	24,899	34.1	2.1%	0	0.0	0.0%
6	Alaska	6,113	8.4	0.5%	0	0.0	0.0%
7	Frontier	5,775	7.9	0.5%	0	0.0	0.0%
8	Air France	3,184	4.4	0.3%	0	0.0	0.0%
9	Lufthansa	1,517	2.1	0.1%	0	0.0	0.0%
10	JetBlue	226	0.3	0.0%	0	0.0	0.0%
Total Area Passengers		1,167,491	1,599	100.0%	4,010	5	100.0%



Originating Airline for Macon Study Area Revenue

True Market with LCC Adjustment - TOTAL

Rank	Airline	Rev	Macon True Market			Middle Georgia Regional Airport		
			RDEW	Share	Avg Fare	Rev	RDEW	Share
1	Delta	\$176,861,702	\$242,276	69.0%	\$248	\$155,760	\$213	21.8%
2	Southwest	\$33,997,791	\$46,572	13.3%	\$133	\$0	\$0	0.0%
3	American	\$24,760,466	\$33,918	9.7%	\$220	\$68,590	\$94	9.6%
4	United	\$11,961,304	\$16,385	4.7%	\$282	\$44,900	\$62	6.3%
5	Air France	\$2,960,277	\$4,055	1.2%	\$930	\$0	\$0	0.0%
6	Spirit	\$2,244,685	\$3,075	0.9%	\$90	\$0	\$0	0.0%
7	Alaska	\$1,446,017	\$1,981	0.6%	\$237	\$0	\$0	0.0%
8	Lufthansa	\$1,138,267	\$1,559	0.4%	\$750	\$0	\$0	0.0%
9	Frontier	\$839,632	\$1,150	0.3%	\$145	\$0	\$0	0.0%
10	JetBlue	\$32,029	\$44	0.0%	\$142	\$0	\$0	0.0%
Total MCN Area Revenue		\$256,434,053	\$351,280	100.0%	\$220	\$714,933	\$979	100.0%

Middle Georgia Regional Airport - Macon, Georgia

Air Carrier Usage at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Delta		Southwest		American		Total PDEW
		PDEW	Share	PDEW	Share	PDEW	Share	
1	New York / Newark	78.6	63.0%	21.6	17.3%	17.3	13.8%	124.8
2	Washington / Baltimore	64.8	61.5%	31.9	30.2%	6.0	5.7%	105.5
3	Chicago	35.6	45.7%	27.2	34.9%	6.7	8.6%	77.9
4	South Florida	38.0	54.3%	13.5	19.3%	6.4	9.2%	70.0
5	Las Vegas	36.6	65.7%	14.7	26.4%	3.1	5.5%	55.7
6	Los Angeles Basin	34.5	62.2%	11.9	21.4%	7.2	13.0%	55.4
7	Denver	24.2	47.5%	16.7	32.7%	1.2	2.3%	50.9
8	Dallas / Ft. Worth	17.9	38.9%	8.2	17.8%	13.5	29.3%	45.9
9	Houston	20.4	45.8%	18.5	41.5%	0.9	2.1%	44.6
10	Boston	25.9	66.9%	9.5	24.5%	2.8	7.4%	38.7
11	San Francisco Bay Area	20.0	60.5%	8.3	25.0%	3.3	10.0%	33.0
12	Philadelphia	17.4	55.2%	5.6	17.9%	8.1	25.6%	31.6
13	Orlando / Sanford	17.3	61.4%	10.6	37.5%	0.3	1.1%	28.2
14	San Antonio	14.4	55.3%	10.5	40.5%	0.8	3.1%	26.1
15	Phoenix / Mesa	14.7	57.1%	4.9	19.0%	5.1	19.8%	25.7
16	Detroit	16.7	70.7%	5.5	23.3%	1.1	4.7%	23.6
17	Seattle / Tacoma	14.2	61.7%	1.9	8.1%	1.7	7.4%	23.0
18	Tampa / St. Petersburg	12.1	57.0%	8.6	40.4%	0.5	2.5%	21.3
19	Minneapolis	14.1	69.7%	5.0	24.7%	0.9	4.3%	20.2
20	Pittsburgh	12.6	64.9%	5.4	27.5%	1.3	6.9%	19.5
21	Raleigh / Durham	12.4	72.8%	4.1	23.9%	0.5	3.2%	17.0
22	San Diego	11.0	65.0%	3.1	18.1%	2.2	12.9%	16.9
23	New Orleans	11.3	67.1%	5.3	31.5%	0.2	1.3%	16.8
24	St Louis	10.6	63.6%	5.5	33.0%	0.5	3.0%	16.7
25	Cancun	11.6	73.6%	3.4	21.5%	0.6	3.8%	15.7
26	Richmond	9.4	59.6%	5.7	36.1%	0.6	4.1%	15.7
27	Indianapolis	10.2	66.4%	4.7	30.5%	0.4	2.3%	15.3
28	Akron/Canton	5.8	40.2%	8.3	56.8%	0.4	2.9%	14.5
29	Dayton	8.2	57.2%	5.8	40.2%	0.3	2.0%	14.3
30	Milwaukee	8.8	61.8%	5.1	35.8%	0.3	1.8%	14.3
31	Kansas City	8.7	63.7%	4.4	31.8%	0.5	3.9%	13.7
32	Charlotte	7.0	54.8%	0.6	5.0%	5.0	39.1%	12.8
33	Norfolk / Newport News	8.4	65.4%	3.2	24.7%	1.1	8.9%	12.8
34	San Juan	8.7	69.2%	2.8	22.1%	0.8	6.3%	12.6
35	Salt Lake City	8.8	76.4%	0.8	6.7%	1.2	10.5%	11.5
36	Buffalo	6.7	58.4%	3.5	30.7%	1.1	9.6%	11.4
37	Austin	7.6	67.4%	3.1	27.2%	0.4	4.0%	11.3
38	Atlantic City	0.0	0.0%	0.0	0.0%	0.0	0.0%	10.6
39	Columbus	7.1	72.4%	2.2	22.7%	0.4	4.2%	9.8
40	Memphis	7.2	73.8%	2.4	25.1%	0.1	1.1%	9.8
41	Hartford	6.2	68.7%	1.5	16.4%	1.2	13.7%	9.0
42	Portland, OR	5.1	60.6%	0.9	10.6%	0.8	9.5%	8.5
43	Louisville	5.3	63.6%	2.9	35.3%	0.1	1.1%	8.4
44	Montego Bay	6.2	76.0%	1.6	19.7%	0.3	3.8%	8.2
45	Jacksonville	5.8	71.8%	2.2	27.1%	0.1	1.1%	8.1
46	London	6.7	87.2%	0.0	0.0%	0.7	8.9%	7.7
47	Oklahoma City	4.8	63.3%	2.0	26.0%	0.7	8.9%	7.6
48	Southwest Florida	4.2	55.9%	3.2	42.0%	0.1	2.0%	7.5
49	Sacramento	4.3	57.4%	1.7	22.4%	1.2	15.9%	7.5
50	Cleveland	4.9	65.5%	0.4	5.0%	0.6	8.3%	7.5
Top 50 Markets		753.2	59.1%	329.8	25.9%	110.9	8.7%	1,275.3
Total True PDEW / Share		978.3	61.2%	350.5	21.9%	154.1	9.6%	1,599.3

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Middle Georgia Regional Airport - Macon, Georgia

Air Carrier Usage at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	United		Spirit		Alaska		Total PDEW
		PDEW	Share	PDEW	Share	PDEW	Share	
1	New York / Newark	7.2	5.8%	0.2	0.1%	0.0	0.0%	124.8
2	Washington / Baltimore	2.7	2.6%	0.0	0.0%	0.0	0.0%	105.5
3	Chicago	8.4	10.8%	0.0	0.0%	0.0	0.0%	77.9
4	South Florida	0.0	0.0%	12.1	17.3%	0.0	0.0%	70.0
5	Las Vegas	0.6	1.1%	0.4	0.7%	0.0	0.0%	55.7
6	Los Angeles Basin	1.5	2.7%	0.1	0.2%	0.0	0.1%	55.4
7	Denver	3.8	7.5%	0.0	0.0%	0.0	0.0%	50.9
8	Dallas / Ft. Worth	0.2	0.5%	6.2	13.4%	0.0	0.0%	45.9
9	Houston	4.7	10.6%	0.0	0.0%	0.0	0.0%	44.6
10	Boston	0.4	0.9%	0.1	0.2%	0.0	0.0%	38.7
11	San Francisco Bay Area	1.2	3.5%	0.1	0.3%	0.0	0.1%	33.0
12	Philadelphia	0.4	1.4%	0.0	0.0%	0.0	0.0%	31.6
13	Orlando / Sanford	0.0	0.0%	0.0	0.1%	0.0	0.0%	28.2
14	San Antonio	0.3	1.1%	0.0	0.0%	0.0	0.0%	26.1
15	Phoenix / Mesa	0.4	1.7%	0.4	1.5%	0.0	0.0%	25.7
16	Detroit	0.2	1.0%	0.1	0.3%	0.0	0.0%	23.6
17	Seattle / Tacoma	0.5	2.1%	0.0	0.0%	4.5	19.3%	23.0
18	Tampa / St. Petersburg	0.0	0.1%	0.0	0.1%	0.0	0.0%	21.3
19	Minneapolis	0.3	1.3%	0.0	0.0%	0.0	0.0%	20.2
20	Pittsburgh	0.1	0.7%	0.0	0.0%	0.0	0.0%	19.5
21	Raleigh / Durham	0.0	0.1%	0.0	0.0%	0.0	0.0%	17.0
22	San Diego	0.5	2.7%	0.0	0.0%	0.1	0.6%	16.9
23	New Orleans	0.0	0.2%	0.0	0.0%	0.0	0.0%	16.8
24	St Louis	0.1	0.4%	0.0	0.0%	0.0	0.0%	16.7
25	Cancun	0.1	0.5%	0.1	0.6%	0.0	0.0%	15.7
26	Richmond	0.0	0.3%	0.0	0.0%	0.0	0.0%	15.7
27	Indianapolis	0.1	0.8%	0.0	0.0%	0.0	0.0%	15.3
28	Akron/Canton	0.0	0.0%	0.0	0.0%	0.0	0.0%	14.5
29	Dayton	0.1	0.5%	0.0	0.0%	0.0	0.0%	14.3
30	Milwaukee	0.1	0.6%	0.0	0.0%	0.0	0.0%	14.3
31	Kansas City	0.1	0.5%	0.0	0.0%	0.0	0.0%	13.7
32	Charlotte	0.1	1.0%	0.0	0.0%	0.0	0.0%	12.8
33	Norfolk / Newport News	0.1	1.0%	0.0	0.0%	0.0	0.0%	12.8
34	San Juan	0.0	0.1%	0.1	0.6%	0.0	0.0%	12.6
35	Salt Lake City	0.2	2.0%	0.0	0.0%	0.0	0.0%	11.5
36	Buffalo	0.2	1.4%	0.0	0.0%	0.0	0.0%	11.4
37	Austin	0.2	1.5%	0.0	0.0%	0.0	0.0%	11.3
38	Atlantic City	0.0	0.0%	10.6	100.0%	0.0	0.0%	10.6
39	Columbus	0.1	0.7%	0.0	0.0%	0.0	0.0%	9.8
40	Memphis	0.0	0.0%	0.0	0.0%	0.0	0.0%	9.8
41	Hartford	0.1	1.2%	0.0	0.0%	0.0	0.0%	9.0
42	Portland, OR	0.3	3.0%	0.0	0.5%	1.2	13.7%	8.5
43	Louisville	0.0	0.0%	0.0	0.0%	0.0	0.0%	8.4
44	Montego Bay	0.0	0.0%	0.0	0.5%	0.0	0.0%	8.2
45	Jacksonville	0.0	0.0%	0.0	0.0%	0.0	0.0%	8.1
46	London	0.3	3.6%	0.0	0.0%	0.0	0.0%	7.7
47	Oklahoma City	0.1	1.8%	0.0	0.0%	0.0	0.0%	7.6
48	Southwest Florida	0.0	0.0%	0.0	0.0%	0.0	0.0%	7.5
49	Sacramento	0.3	4.0%	0.0	0.0%	0.0	0.3%	7.5
50	Cleveland	1.6	21.2%	0.0	0.0%	0.0	0.0%	7.5
Top 50 Markets		37.6	2.9%	30.5	2.4%	5.8	0.5%	1,275.3
Total True PDEW / Share		58.2	3.6%	34.1	2.1%	8.4	0.5%	1,599.3

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Middle Georgia Regional Airport - Macon, Georgia

Air Carrier Avg Fares at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Delta		Southwest		American		Total Avg Fare
		Avg Fare	PDEW	Avg Fare	PDEW	Avg Fare	PDEW	
1	New York / Newark	\$189	78.6	\$129	21.6	\$162	17.3	\$176
2	Washington / Baltimore	\$162	64.8	\$119	31.9	\$163	6.0	\$149
3	Chicago	\$160	35.6	\$119	27.2	\$176	6.7	\$149
4	South Florida	\$146	38.0	\$118	13.5	\$140	6.4	\$126
5	Las Vegas	\$213	36.6	\$173	14.7	\$213	3.1	\$201
6	Los Angeles Basin	\$254	34.5	\$187	11.9	\$221	7.2	\$234
7	Denver	\$165	24.2	\$117	16.7	\$175	1.2	\$149
8	Dallas / Ft. Worth	\$217	17.9	\$146	8.2	\$197	13.5	\$180
9	Houston	\$177	20.4	\$134	18.5	\$187	0.9	\$160
10	Boston	\$198	25.9	\$140	9.5	\$178	2.8	\$181
11	San Francisco Bay Area	\$275	20.0	\$196	8.3	\$241	3.3	\$251
12	Philadelphia	\$189	17.4	\$139	5.6	\$193	8.1	\$182
13	Orlando / Sanford	\$139	17.3	\$105	10.6	\$173	0.3	\$127
14	San Antonio	\$165	14.4	\$124	10.5	\$184	0.8	\$149
15	Phoenix / Mesa	\$208	14.7	\$177	4.9	\$209	5.1	\$201
16	Detroit	\$204	16.7	\$124	5.5	\$192	1.1	\$184
17	Seattle / Tacoma	\$263	14.2	\$172	1.9	\$229	1.7	\$241
18	Tampa / St. Petersburg	\$162	12.1	\$118	8.6	\$172	0.5	\$145
19	Minneapolis	\$228	14.1	\$137	5.0	\$170	0.9	\$202
20	Pittsburgh	\$167	12.6	\$113	5.4	\$181	1.3	\$153
21	Raleigh / Durham	\$141	12.4	\$86	4.1	\$161	0.5	\$129
22	San Diego	\$259	11.0	\$172	3.1	\$220	2.2	\$237
23	New Orleans	\$146	11.3	\$105	5.3	\$177	0.2	\$134
24	St Louis	\$171	10.6	\$115	5.5	\$177	0.5	\$153
25	Cancun	\$205	11.6	\$186	3.4	\$200	0.6	\$200
26	Richmond	\$163	9.4	\$109	5.7	\$181	0.6	\$144
27	Indianapolis	\$161	10.2	\$107	4.7	\$163	0.4	\$144
28	Akron/Canton	\$151	5.8	\$123	8.3	\$190	0.4	\$136
29	Dayton	\$130	8.2	\$82	5.8	\$157	0.3	\$111
30	Milwaukee	\$166	8.8	\$119	5.1	\$182	0.3	\$150
31	Kansas City	\$178	8.7	\$130	4.4	\$172	0.5	\$163
32	Charlotte	\$171	7.0	\$66	0.6	\$149	5.0	\$157
33	Norfolk / Newport News	\$144	8.4	\$125	3.2	\$152	1.1	\$140
34	San Juan	\$198	8.7	\$163	2.8	\$187	0.8	\$188
35	Salt Lake City	\$264	8.8	\$179	0.8	\$204	1.2	\$245
36	Buffalo	\$164	6.7	\$128	3.5	\$172	1.1	\$153
37	Austin	\$186	7.6	\$158	3.1	\$195	0.4	\$179
38	Atlantic City	\$0	0.0	\$0	0.0	\$0	0.0	\$65
39	Columbus	\$161	7.1	\$89	2.2	\$183	0.4	\$145
40	Memphis	\$158	7.2	\$86	2.4	\$185	0.1	\$140
41	Hartford	\$221	6.2	\$139	1.5	\$191	1.2	\$203
42	Portland, OR	\$290	5.1	\$182	0.9	\$242	0.8	\$256
43	Louisville	\$133	5.3	\$87	2.9	\$140	0.1	\$117
44	Montego Bay	\$226	6.2	\$201	1.6	\$230	0.3	\$221
45	Jacksonville	\$134	5.8	\$100	2.2	\$143	0.1	\$125
46	London	\$839	6.7	\$0	0.0	\$568	0.7	\$806
47	Oklahoma City	\$225	4.8	\$149	2.0	\$222	0.7	\$205
48	Southwest Florida	\$163	4.2	\$130	3.2	\$179	0.1	\$149
49	Sacramento	\$276	4.3	\$203	1.7	\$265	1.2	\$258
50	Cleveland	\$190	4.9	\$145	0.4	\$185	0.6	\$189
Top 50 Markets		\$194	753.2	\$131	329.8	\$188	110.9	\$173
Average True Fare / PDEW		\$248	978.3	\$133	350.5	\$220	154.1	\$220

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Middle Georgia Regional Airport - Macon, Georgia

Air Carrier Avg Fares at 50 Largest True O&D Markets to/from the Macon Area Calendar Year 2013

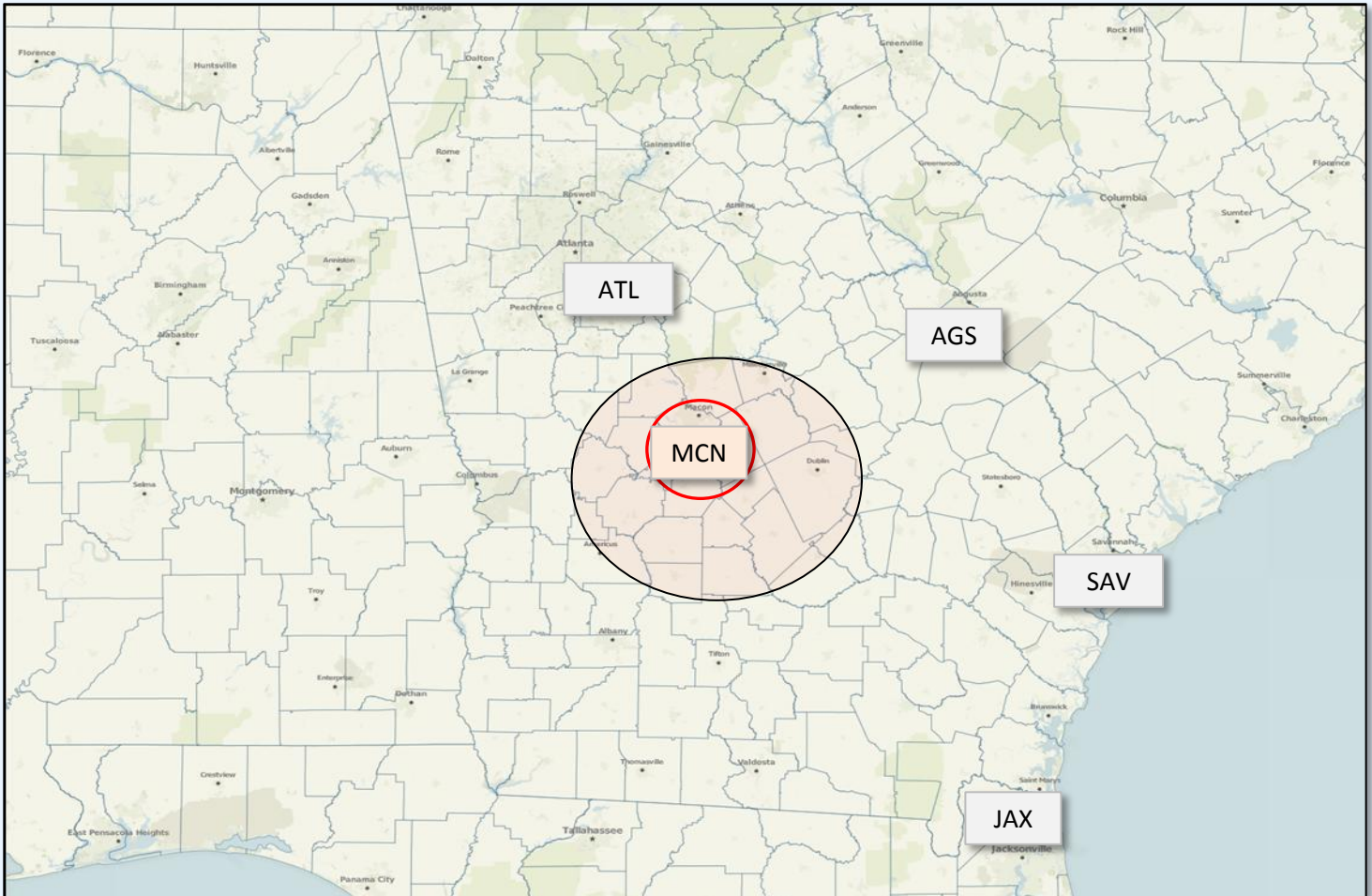
Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	United		Spirit		Alaska		Total Avg Fare
		Avg Fare	PDEW	Avg Fare	PDEW	Avg Fare	PDEW	
1	New York / Newark	\$215	7.2	\$79	0.2	\$0	0.0	\$176
2	Washington / Baltimore	\$168	2.7	\$0	0.0	\$0	0.0	\$149
3	Chicago	\$175	8.4	\$81	0.0	\$0	0.0	\$149
4	South Florida	\$236	0.0	\$67	12.1	\$0	0.0	\$126
5	Las Vegas	\$183	0.6	\$137	0.4	\$239	0.0	\$201
6	Los Angeles Basin	\$228	1.5	\$102	0.1	\$285	0.0	\$234
7	Denver	\$201	3.8	\$168	0.0	\$0	0.0	\$149
8	Dallas / Ft. Worth	\$155	0.2	\$83	6.2	\$0	0.0	\$180
9	Houston	\$188	4.7	\$125	0.0	\$0	0.0	\$160
10	Boston	\$169	0.4	\$81	0.1	\$0	0.0	\$181
11	San Francisco Bay Area	\$290	1.2	\$129	0.1	\$203	0.0	\$251
12	Philadelphia	\$231	0.4	\$0	0.0	\$0	0.0	\$182
13	Orlando / Sanford	\$259	0.0	\$67	0.0	\$0	0.0	\$127
14	San Antonio	\$190	0.3	\$0	0.0	\$0	0.0	\$149
15	Phoenix / Mesa	\$244	0.4	\$142	0.4	\$335	0.0	\$201
16	Detroit	\$128	0.2	\$87	0.1	\$0	0.0	\$184
17	Seattle / Tacoma	\$232	0.5	\$0	0.0	\$210	4.5	\$241
18	Tampa / St. Petersburg	\$193	0.0	\$67	0.0	\$0	0.0	\$145
19	Minneapolis	\$132	0.3	\$109	0.0	\$0	0.0	\$202
20	Pittsburgh	\$148	0.1	\$0	0.0	\$0	0.0	\$153
21	Raleigh / Durham	\$188	0.0	\$0	0.0	\$0	0.0	\$129
22	San Diego	\$231	0.5	\$0	0.0	\$269	0.1	\$237
23	New Orleans	\$175	0.0	\$0	0.0	\$0	0.0	\$134
24	St Louis	\$156	0.1	\$0	0.0	\$0	0.0	\$153
25	Cancun	\$208	0.1	\$182	0.1	\$0	0.0	\$200
26	Richmond	\$186	0.0	\$0	0.0	\$0	0.0	\$144
27	Indianapolis	\$152	0.1	\$0	0.0	\$0	0.0	\$144
28	Akron/Canton	\$223	0.0	\$0	0.0	\$0	0.0	\$136
29	Dayton	\$123	0.1	\$0	0.0	\$0	0.0	\$111
30	Milwaukee	\$167	0.1	\$0	0.0	\$0	0.0	\$150
31	Kansas City	\$182	0.1	\$0	0.0	\$0	0.0	\$163
32	Charlotte	\$204	0.1	\$0	0.0	\$42	0.0	\$157
33	Norfolk / Newport News	\$138	0.1	\$0	0.0	\$0	0.0	\$140
34	San Juan	\$227	0.0	\$135	0.1	\$0	0.0	\$188
35	Salt Lake City	\$171	0.2	\$0	0.0	\$312	0.0	\$245
36	Buffalo	\$131	0.2	\$0	0.0	\$0	0.0	\$153
37	Austin	\$219	0.2	\$0	0.0	\$0	0.0	\$179
38	Atlantic City	\$0	0.0	\$65	10.6	\$0	0.0	\$65
39	Columbus	\$139	0.1	\$0	0.0	\$0	0.0	\$145
40	Memphis	\$230	0.0	\$0	0.0	\$0	0.0	\$140
41	Hartford	\$189	0.1	\$0	0.0	\$0	0.0	\$203
42	Portland, OR	\$239	0.3	\$167	0.0	\$193	1.2	\$256
43	Louisville	\$236	0.0	\$0	0.0	\$0	0.0	\$117
44	Montego Bay	\$222	0.0	\$168	0.0	\$0	0.0	\$221
45	Jacksonville	\$668	0.0	\$0	0.0	\$0	0.0	\$125
46	London	\$614	0.3	\$0	0.0	\$0	0.0	\$806
47	Oklahoma City	\$209	0.1	\$0	0.0	\$0	0.0	\$205
48	Southwest Florida	\$365	0.0	\$0	0.0	\$0	0.0	\$149
49	Sacramento	\$268	0.3	\$0	0.0	\$315	0.0	\$258
50	Cleveland	\$194	1.6	\$0	0.0	\$0	0.0	\$189
Top 50 Markets		\$200	37.6	\$73	30.5	\$209	5.8	\$173
Average True Fare / PDEW		\$282	58.2	\$90	34.1	\$237	8.4	\$220

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Middle Georgia Regional Airport - Macon, Georgia

Section 4: Competitive Airports within the Region



- Hartsfield-Jackson Atlanta Airport is 80 miles and a 1 hour 14 minute drive from Macon.
- Jacksonville International Airport is 229 miles and a 3 hour 46 minute drive from Macon.
- Savannah / Hilton Head International Airport is 163 miles and a 2 hour 15 minute drive from Macon.
- Augusta Regional Airport is 122 miles and a 2 hour 14 minute drive from Macon.

Macon Has Non-Stop Service to 2 Destinations with a July 2014 Average of 1.7 Departures and 59 Seats per Day

Service at MCN



Macon catchment shown in inset

Comparisons

Pax = Outbound Enplanements

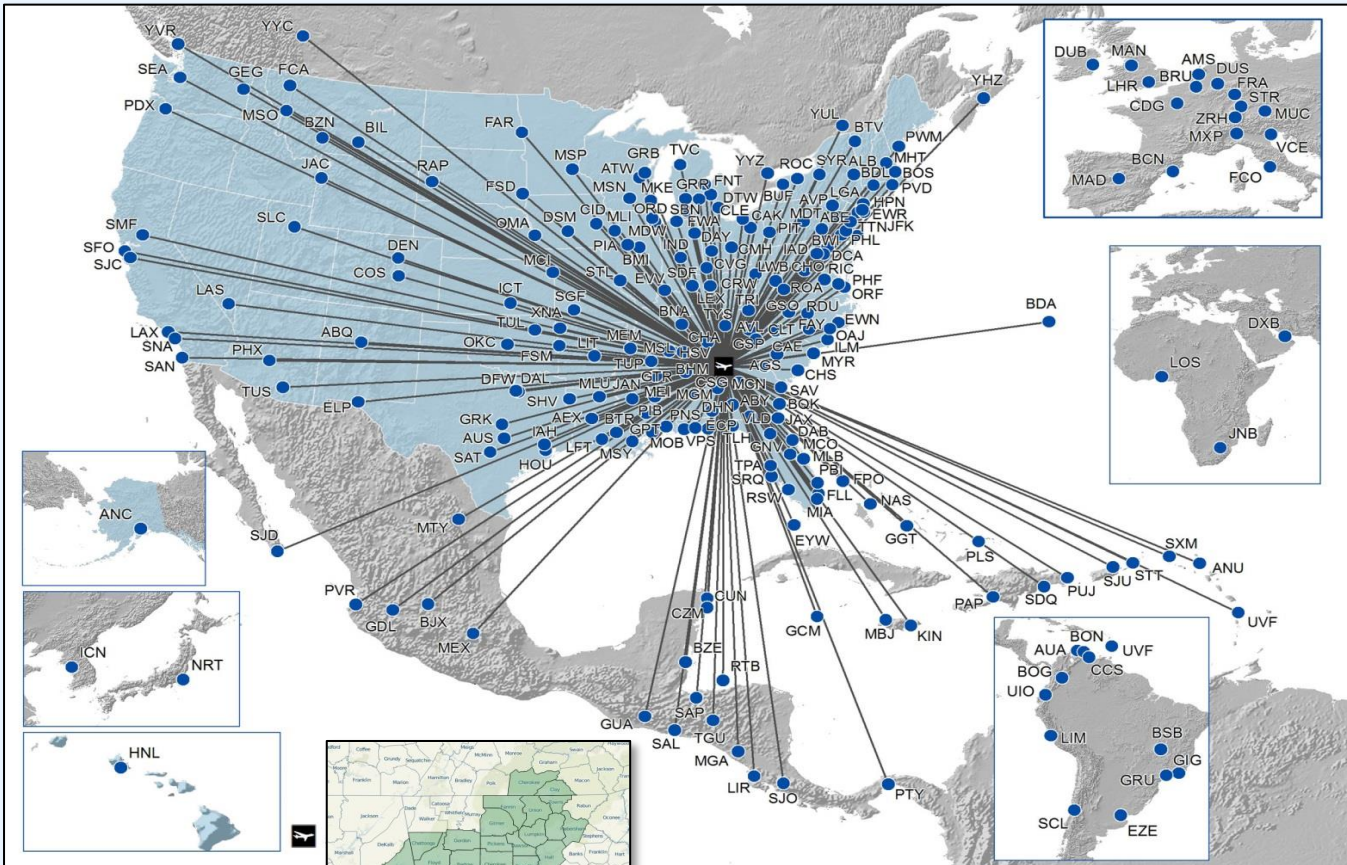
	MCN Catchment	MCN True Market	MCN Region*
Population - CY 2013	631,272	631,272	14,494,440
Personal Income (\$millions)	\$20,168	\$20,168	\$509,373
Earnings (\$millions)	\$13,331	\$13,331	\$371,511
O&D Passengers - CY 2013	1,310	583,745	18,715,460
O&D Passengers per Capita - CY 2013	0.00	0.92	1.29
O&D Passengers per \$million Income - CY 2013	0.06	28.94	36.74
O&D Passengers per \$million Earnings - CY 2013	0.10	43.79	50.38

*Macon Region includes: Georgia and South Carolina



Atlanta Has Non-Stop Service to 236 Destinations with a July 2014 Average of 1,194 Departures and 159,522 Seats per Day

Service at ATL



Atlanta catchment shown in inset

Comparisons



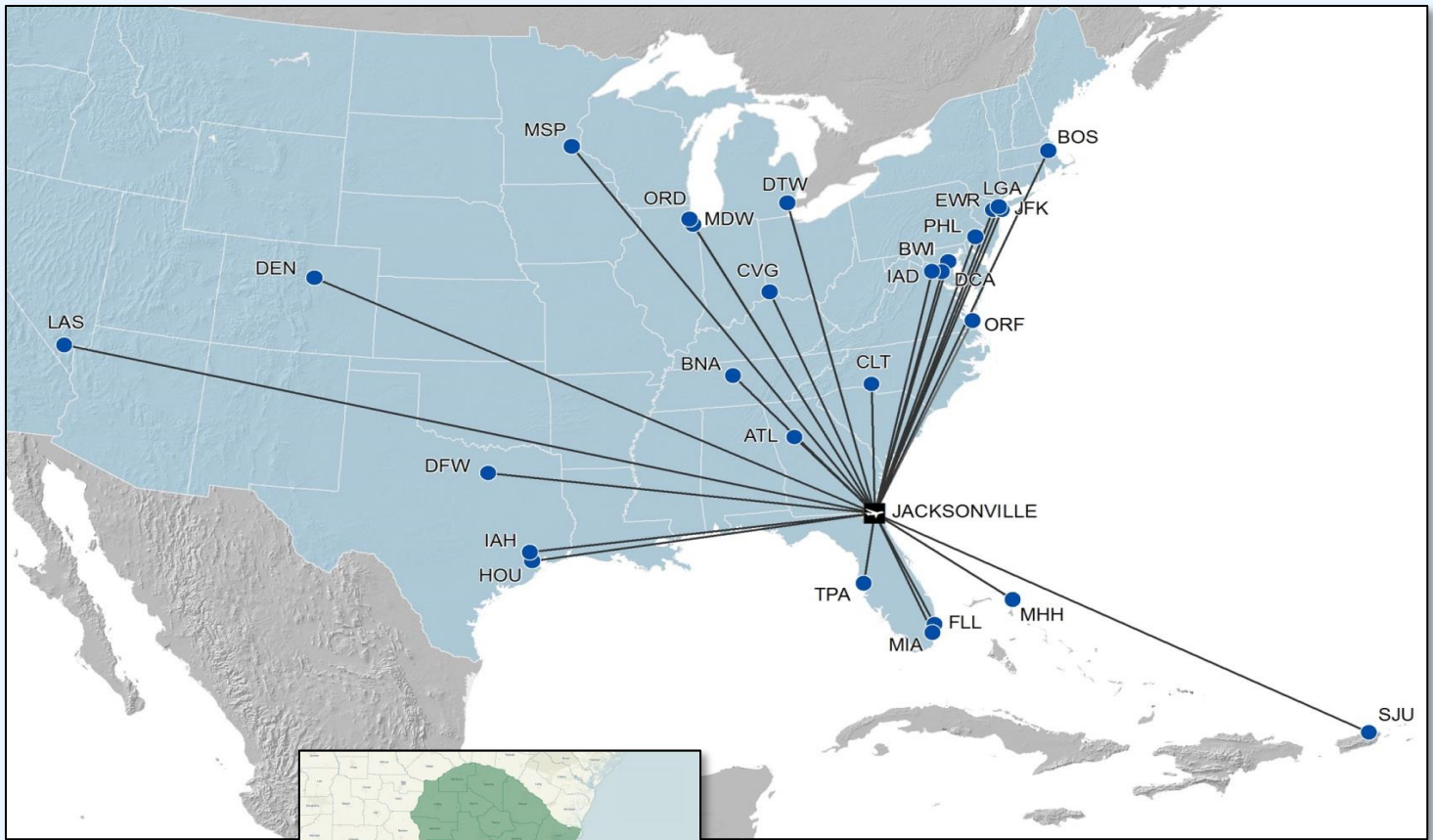
Pax = Outbound Enplanements

	MCN True Market	ATL Catchment	MCN Region*
Population - CY 2013	631,272	6,020,798	14,494,440
Personal Income (\$millions)	\$20,168	\$231,844	\$509,373
Earnings (\$millions)	\$13,331	\$184,374	\$371,511
O&D Passengers - CY 2013	583,745	13,940,300	18,715,460
O&D Passengers per Capita - CY 2013	0.92	2.32	1.29
O&D Passengers per \$million Income - CY 2013	28.94	60.13	36.74
O&D Passengers per \$million Earnings - CY 2013	43.79	75.61	50.38

*Macon Region includes: Georgia and South Carolina

Jacksonville Has Non-Stop Service to 26 Destinations with a July 2014 Average of 87 Departures and 9,003 Seats per Day

Service at JAX



Jacksonville catchment shown in inset

Comparisons

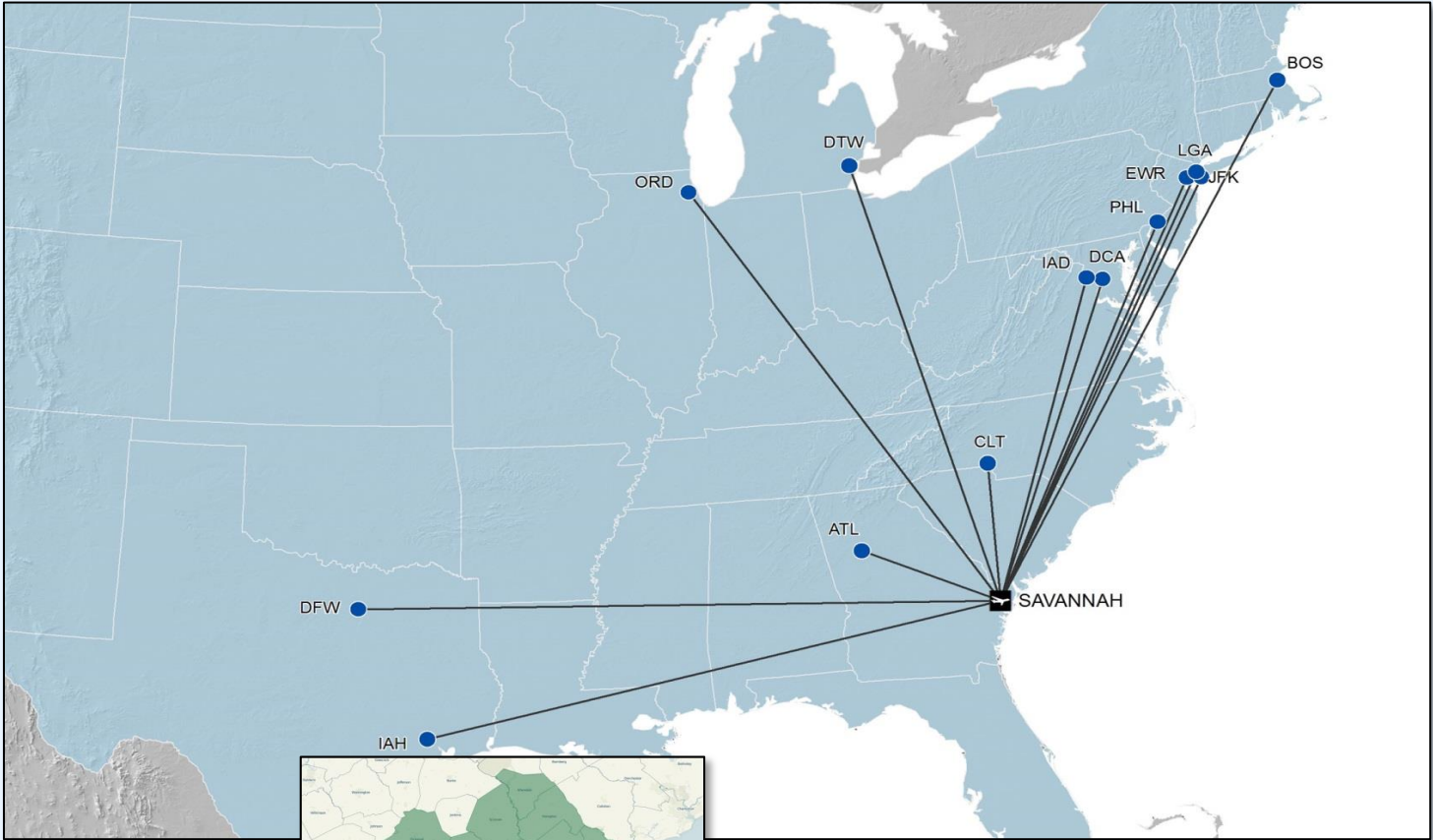
Pax = Outbound Enplanements

	MCN True Market	JAX Catchment	MCN Region*
Population - CY 2013	631,272	1,711,246	14,494,440
Personal Income (\$millions)	\$20,168	\$65,584	\$509,373
Earnings (\$millions)	\$13,331	\$45,563	\$371,511
O&D Passengers - CY 2013	583,745	2,467,540	18,715,460
O&D Passengers per Capita - CY 2013	0.92	1.44	1.29
O&D Passengers per \$million Income - CY 2013	28.94	37.62	36.74
O&D Passengers per \$million Earnings - CY 2013	43.79	54.16	50.38

*Macon Region includes: Georgia and South Carolina

Savannah Has Non-Stop Service to 13 Destinations with a July 2014 Average of 40 Departures and 3,325 Seats per Day

Service at SAV



Comparisons

Savannah catchment shown in inset

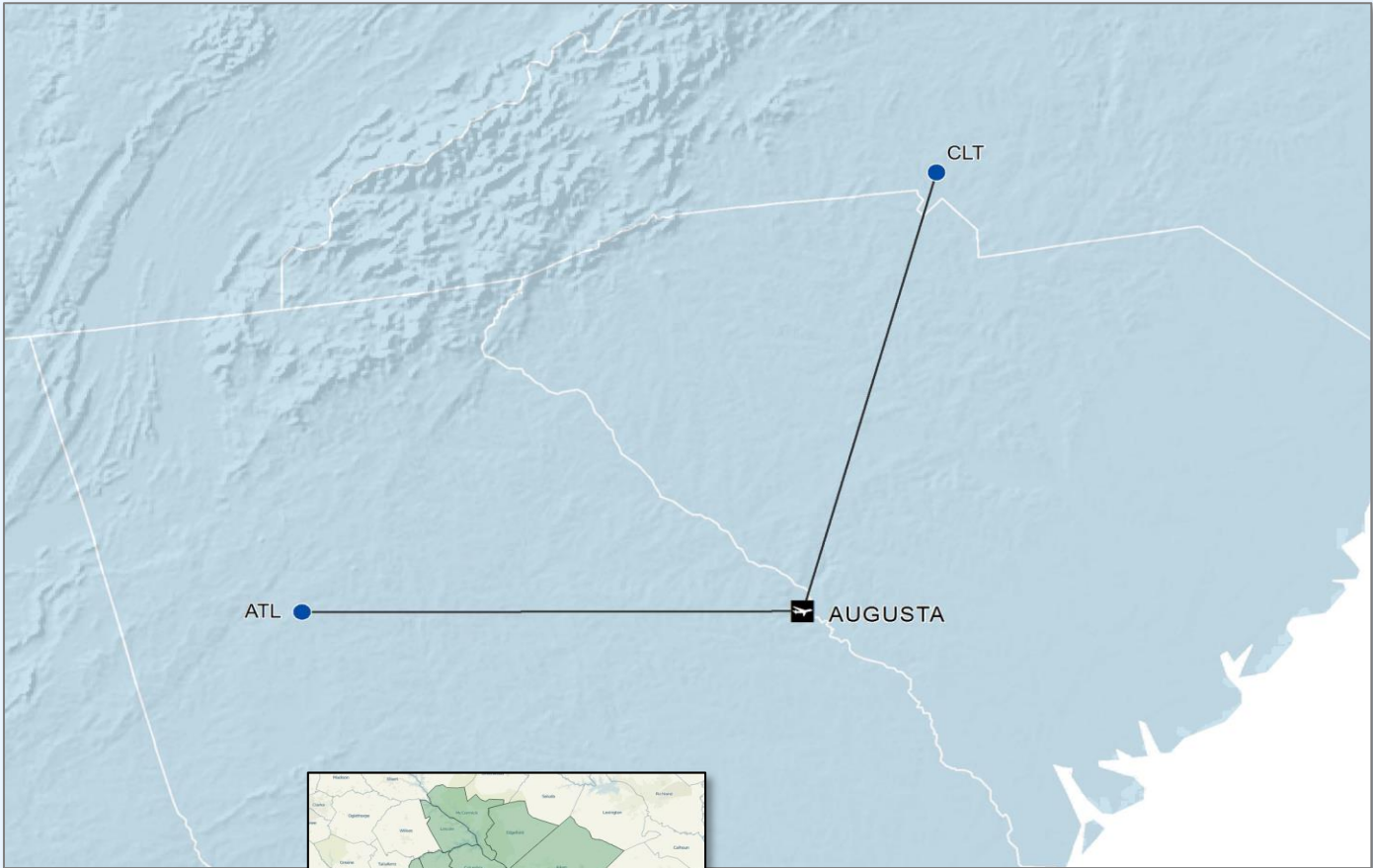
Pax = Outbound Enplanements

	MCN True Market	SAV Catchment	MCN Region*
Population - CY 2013	631,272	856,492	14,494,440
Personal Income (\$millions)	\$20,168	\$30,045	\$509,373
Earnings (\$millions)	\$13,331	\$20,344	\$371,511
O&D Passengers - CY 2013	583,745	767,670	18,715,460
O&D Passengers per Capita - CY 2013	0.92	0.90	1.29
O&D Passengers per \$million Income - CY 2013	28.94	25.55	36.74
O&D Passengers per \$million Earnings - CY 2013	43.79	37.73	50.38

*Macon Region includes: Georgia and South Carolina

Augusta Has Non-Stop Service to 2 Destinations with a July 2014 Average of 14 Departures and 843 Seats per Day

Service at AGS



Augusta catchment shown in inset

Comparisons

Pax = Outbound Enplanements

	MCN True Market	AGS Catchment	MCN Region*
Population - CY 2013	631,272	635,741	14,494,440
Personal Income (\$millions)	\$20,168	\$21,423	\$509,373
Earnings (\$millions)	\$13,331	\$14,588	\$371,511
O&D Passengers - CY 2013	583,745	255,920	18,715,460
O&D Passengers per Capita - CY 2013	0.92	0.40	1.29
O&D Passengers per \$million Income - CY 2013	28.94	11.95	36.74
O&D Passengers per \$million Earnings - CY 2013	43.79	17.54	50.38

*Macon Region includes: Georgia and South Carolina

Potential Pax/Rev Flows over Air Carrier Hubs to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeymen Passengers

Rank	Airport / Multiple Airport Metro Area	Atlanta / Delta		Charlotte / American		Detroit / Delta	
		PDEW	RDEW	PDEW	RDEW	PDEW	RDEW
Share of Pax / Rev via Hub		91.7%	81.6%	74.9%	65.4%	48.1%	46.5%
1	New York / Newark	124.8	\$21,997	124.8	\$21,997	124.8	\$21,997
2	Washington / Baltimore	105.5	\$15,761	105.5	\$15,761	0.0	\$0
3	Chicago	77.9	\$11,586	77.9	\$11,586	77.9	\$11,586
4	South Florida	70.0	\$8,843	0.0	\$0	0.0	\$0
5	Las Vegas	55.7	\$11,211	55.7	\$11,211	55.7	\$11,211
6	Los Angeles Basin	55.4	\$12,977	55.4	\$12,977	55.4	\$12,977
7	Denver	50.9	\$7,588	50.9	\$7,588	50.9	\$7,588
8	Dallas / Ft. Worth	45.9	\$8,277	45.9	\$8,277	0.0	\$0
9	Houston	44.6	\$7,149	44.6	\$7,149	0.0	\$0
10	Boston	38.7	\$7,023	38.7	\$7,023	38.7	\$7,023
11	San Francisco Bay Area	33.0	\$8,296	33.0	\$8,296	33.0	\$8,296
12	Philadelphia	31.6	\$5,738	31.6	\$5,738	31.6	\$5,738
13	Orlando / Sanford	28.2	\$3,572	0.0	\$0	0.0	\$0
14	San Antonio	26.1	\$3,891	26.1	\$3,891	0.0	\$0
15	Phoenix / Mesa	25.7	\$5,170	25.7	\$5,170	25.7	\$5,170
16	Detroit	23.6	\$4,333	23.6	\$4,333	23.6	\$4,333
17	Seattle / Tacoma	23.0	\$5,552	23.0	\$5,552	23.0	\$5,552
18	Tampa / St. Petersburg	21.3	\$3,072	0.0	\$0	0.0	\$0
19	Minneapolis	20.2	\$4,079	20.2	\$4,079	20.2	\$4,079
20	Pittsburgh	19.5	\$2,974	19.5	\$2,974	19.5	\$2,974
21	Raleigh / Durham	17.0	\$2,188	17.0	\$2,188	0.0	\$0
22	San Diego	16.9	\$4,008	16.9	\$4,008	16.9	\$4,008
23	New Orleans	16.8	\$2,250	0.0	\$0	0.0	\$0
24	St Louis	16.7	\$2,549	16.7	\$2,549	0.0	\$0
25	Cancun	15.7	\$3,153	15.7	\$3,153	0.0	\$0
26	Richmond	15.7	\$2,268	15.7	\$2,268	0.0	\$0
27	Indianapolis	15.3	\$2,203	15.3	\$2,203	0.0	\$0
28	Akron/Canton	14.5	\$1,981	14.5	\$1,981	14.5	\$1,981
29	Dayton	14.3	\$1,596	14.3	\$1,596	0.0	\$0
30	Milwaukee	14.3	\$2,136	14.3	\$2,136	14.3	\$2,136
31	Kansas City	13.7	\$2,233	13.7	\$2,233	0.0	\$0
32	Charlotte	12.8	\$2,020	12.8	\$2,020	0.0	\$0
33	Norfolk / Newport News	12.8	\$1,791	12.8	\$1,791	0.0	\$0
34	San Juan	12.6	\$2,375	12.6	\$2,375	0.0	\$0
35	Salt Lake City	11.5	\$2,830	11.5	\$2,830	11.5	\$2,830
36	Buffalo	11.4	\$1,756	11.4	\$1,756	11.4	\$1,756
37	Austin	11.3	\$2,022	11.3	\$2,022	0.0	\$0
38	Atlantic City	0.0	\$0	0.0	\$0	0.0	\$0
39	Columbus	9.8	\$1,421	9.8	\$1,421	9.8	\$1,421
40	Memphis	9.8	\$1,366	0.0	\$0	0.0	\$0
41	Hartford	9.0	\$1,832	9.0	\$1,832	9.0	\$1,832
42	Portland, OR	8.5	\$2,166	8.5	\$2,166	8.5	\$2,166
43	Louisville	8.4	\$977	8.4	\$977	0.0	\$0
44	Montego Bay	8.2	\$1,805	8.2	\$1,805	0.0	\$0
45	Jacksonville	0.0	\$0	0.0	\$0	0.0	\$0
46	London	7.7	\$6,235	7.7	\$6,235	7.7	\$6,235
47	Oklahoma City	7.6	\$1,553	0.0	\$0	0.0	\$0
48	Southwest Florida	7.5	\$1,123	0.0	\$0	0.0	\$0
49	Sacramento	7.5	\$1,938	7.5	\$1,938	0.0	\$0
50	Cleveland	7.5	\$1,407	7.5	\$1,407	7.5	\$1,407
Total True PDEW / RDEW		1,466	\$286,733	1,198	\$229,783	770	\$163,254

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Middle Georgia Regional Airport - Macon, Georgia



Potential Pax/Rev Flows over Air Carrier Hubs to/from the Macon Area Calendar Year 2013

Approximates 100% Sample - Directional Journeyed Passengers

Rank	Airport / Multiple Airport Metro Area	Philadelphia / American		Chicago / United		Cleveland / United	
		PDEW	RDEW	PDEW	RDEW	PDEW	RDEW
Share of Pax / Rev via Hub		40.6%	40.7%	38.0%	39.6%	35.5%	28.8%
1	New York / Newark	124.8	\$21,997	0.0	\$0	124.8	\$21,997
2	Washington / Baltimore	105.5	\$15,761	0.0	\$0	105.5	\$15,761
3	Chicago	0.0	\$0	77.9	\$11,586	77.9	\$11,586
4	South Florida	0.0	\$0	0.0	\$0	0.0	\$0
5	Las Vegas	55.7	\$11,211	55.7	\$11,211	55.7	\$11,211
6	Los Angeles Basin	55.4	\$12,977	55.4	\$12,977	55.4	\$12,977
7	Denver	0.0	\$0	50.9	\$7,588	50.9	\$7,588
8	Dallas / Ft. Worth	0.0	\$0	0.0	\$0	0.0	\$0
9	Houston	0.0	\$0	0.0	\$0	0.0	\$0
10	Boston	38.7	\$7,023	38.7	\$7,023	38.7	\$7,023
11	San Francisco Bay Area	33.0	\$8,296	33.0	\$8,296	33.0	\$8,296
12	Philadelphia	31.6	\$5,738	0.0	\$0	0.0	\$0
13	Orlando / Sanford	0.0	\$0	0.0	\$0	0.0	\$0
14	San Antonio	0.0	\$0	0.0	\$0	0.0	\$0
15	Phoenix / Mesa	0.0	\$0	25.7	\$5,170	0.0	\$0
16	Detroit	0.0	\$0	23.6	\$4,333	0.0	\$0
17	Seattle / Tacoma	23.0	\$5,552	23.0	\$5,552	0.0	\$0
18	Tampa / St. Petersburg	0.0	\$0	0.0	\$0	0.0	\$0
19	Minneapolis	0.0	\$0	20.2	\$4,079	0.0	\$0
20	Pittsburgh	19.5	\$2,974	0.0	\$0	0.0	\$0
21	Raleigh / Durham	0.0	\$0	0.0	\$0	0.0	\$0
22	San Diego	16.9	\$4,008	16.9	\$4,008	0.0	\$0
23	New Orleans	0.0	\$0	0.0	\$0	0.0	\$0
24	St Louis	0.0	\$0	0.0	\$0	0.0	\$0
25	Cancun	0.0	\$0	0.0	\$0	0.0	\$0
26	Richmond	0.0	\$0	0.0	\$0	0.0	\$0
27	Indianapolis	0.0	\$0	0.0	\$0	0.0	\$0
28	Akron/Canton	0.0	\$0	0.0	\$0	0.0	\$0
29	Dayton	0.0	\$0	0.0	\$0	0.0	\$0
30	Milwaukee	0.0	\$0	14.3	\$2,136	14.3	\$2,136
31	Kansas City	0.0	\$0	13.7	\$2,233	0.0	\$0
32	Charlotte	0.0	\$0	0.0	\$0	0.0	\$0
33	Norfolk / Newport News	2.3	\$1,791	0.0	\$0	0.0	\$0
34	San Juan	12.6	\$2,375	0.0	\$0	0.0	\$0
35	Salt Lake City	11.5	\$2,830	11.5	\$2,830	0.0	\$0
36	Buffalo	11.4	\$1,756	11.4	\$1,756	0.0	\$0
37	Austin	0.0	\$0	0.0	\$0	0.0	\$0
38	Atlantic City	0.0	\$0	0.0	\$0	0.0	\$0
39	Columbus	0.0	\$0	0.0	\$0	0.0	\$0
40	Memphis	0.0	\$0	0.0	\$0	0.0	\$0
41	Hartford	9.0	\$1,832	0.0	\$0	0.0	\$0
42	Portland, OR	8.5	\$2,166	8.5	\$2,166	0.0	\$0
43	Louisville	0.0	\$0	0.0	\$0	0.0	\$0
44	Montego Bay	0.0	\$0	0.0	\$0	0.0	\$0
45	Jacksonville	0.0	\$0	0.0	\$0	0.0	\$0
46	London	7.7	\$6,235	7.7	\$6,235	0.0	\$0
47	Oklahoma City	0.0	\$0	0.0	\$0	0.0	\$0
48	Southwest Florida	0.0	\$0	0.0	\$0	0.0	\$0
49	Sacramento	7.5	\$1,938	7.5	\$1,938	0.0	\$0
50	Cleveland	0.0	\$0	7.5	\$1,407	7.5	\$1,407
Total True PDEW / RDEW		649	\$143,102	608	\$139,066	568	\$101,012

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Conclusions / Contact Information

Conclusions

The results of this True Market Study show that the catchment area currently produces roughly 1,167,491 total airline passengers per year, or 1,599 passengers per day each way. This study also shows that the Macon area currently produces about \$256.4 million in current annual airline revenue, or \$351,280 in airline revenue per day each way. A minority of these passengers use the Middle Georgia Regional Airport for their travel - 0.3% - taking flights that depart or arrive locally. About 98.3% of Macon area passengers use Hartsfield-Jackson Atlanta Airport.

It is important to note that even if additional airline service is offered at Macon, airlines serving Middle Georgia Regional Airport may not realize the full number of passengers and the full amount of revenue represented in this True Market Study. While these numbers represent what the market currently produces for airlines at Middle Georgia Regional Airport and other airports combined, it does not represent the eventual retention number of service in Macon. It is not unusual in regional markets like Macon that the local airport retains only a percentage of the total market, as many travelers still choose to drive to other airports to access the national air transportation system.

Still, the results of this study show the potential for hundreds more daily passengers to fly in and out of the Middle Georgia Regional Airport. Moreover, it is important to note, this study does not take into account any stimulation of the market through additional service – especially service that is priced below similar service found at other airports in the region. Low cost, less-than-daily service would also have the potential to pull passengers from other nearby catchment areas to the Middle Georgia Regional Airport. Passengers from other catchment areas other than Macon, who might use the Middle Georgia Regional Airport, are not accounted for in this study.

The results of the study indicate the Middle Georgia Regional Airport has a passenger market large enough to support additional service. However, this study alone will not be enough to convince new airlines to begin service. It is likely the Middle Georgia Regional Airport will have to offer some kind of risk mitigation program, including fee waivers, marketing, and even ground handling, to convince another airline to launch service at Middle Georgia Regional Airport.

Contact

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Glossary of Terms

Available Seat Miles (ASM's) - Calculated by multiplying total number of seats available by the segment trip mileage.

Average Fare - Represented as either Average Fare or Fared Average Fare. Average Fare is calculated by dividing total revenues by total passengers. Fared Average Fares are calculated by dividing total revenues by the total number of passengers that pay a fare for their journey. Fared Average Fares eliminate the dilution effect that frequent fliers have on air fares. Average fares represent a one-way fare and do not include applicable taxes or passenger facility charges.

City-Pair - The relationship between the origin city and the destination city. For example, Billings-Austin would be a city-pair when a passenger originates in Billings, connects through Denver, and has an ultimate destination of Austin.

Connecting Airport - An intermediate airport where the passenger spends fewer than four hours before enplaning on another leg of a journey.

Consolidated Market - A city or market that has more than one airport that provides commercial air service.

Coupons - Equivalent to a boarding pass. Each time a passenger boards an aircraft, a boarding pass, or coupon, is surrendered.

Deplanement - A passenger that is departing or getting off a commercial aircraft.

Destination Airport - Any airport where the air traveler spends four hours or more. This is the FAA definition.

Enplanement - As defined by the FAA, an enplanement is a passenger boarding a commercial aircraft.

Gateway - A city/airport in which an international passenger departs / arrives in the United States.

Itinerary Miles - The total number of miles traveled during any given passenger journey, including excess travel caused by connections to multiple flights, as opposed to the direct or non-stop mileage between city-pair end-points.

Load Factor - Calculated as the number of revenue passenger miles divided by available seat miles.

Non-Stop Service - Air travel between two points without stopping at an intermediate airport.

Onboard Passenger - A passenger that has enplaned / deplaned a commercial aircraft.

One-Way Fare - Represents one-half of a round trip fare excluding applicable taxes and passenger facility charges.

Origin & Destination (O&D) Passengers & Revenues - O&D Passengers are the number of passengers that travel between city-pair end-points. O&D Revenues is the value to air carriers of the tickets purchased for travel between these end-points. For example, a passenger originating in Billings, traveling first to Denver, then connecting in Denver with an ultimate destination of Austin is an O&D Passenger in the Billings-Austin market. The carrier revenues derived from this journey are also credited to Billings and Austin.

Originating Airport - The airport used by a traveler for the first enplanement of a commercial aircraft.

Pax - Abbreviation for passenger.

PDEW / RDEW - Passengers Per Day Each Way, Revenue Per Day Each Way.

Revenue Passenger Miles (RPM's) - Calculated by multiplying the total number of onboard passengers by the segment trip mileage.

Seats Available - The total number of seats provided by the airline serving a particular airport or route.

Segment Trip - The total number of non-stop departures or arrivals provided by airlines at an airport.

Yield - Yield determines the average revenues generated per mile during a given journey. Yield is calculated by dividing average fare paid by itinerary mileage flown. Yield can also be shown as the Fared Average Yield, similar to Fared Average Fares explained previously.

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