

Albany

-1,842,890 passengers in 1998

1998

	Albany	Rest of Industry
Avg fare	\$216	\$175
Avg trip length	1,096	990
Avg yield	19.7 cents/mile	17.6 cents/mile

Albany has an 11% fare premium when compared to the rest of the domestic industry.

Six Albany markets in Domestic Top 1,000

First Quarter 1991- The Leisure markets exhibit low prices as expected.

origin	destination	distance	Passenger/ days	fare
ALBANY, NY	WASHINGTON, DC	318	176	228
ALBANY, NY	CHICAGO, IL	724	167	274
ALBANY, NY	ATLANTA, GA	853	207	229
ALBANY, NY	ORLANDO, FL	1073	700	114
ALBANY, NY	TAMPA, FL	1131	196	139
ALBANY, NY	FT. LAUDERDALE, FL	1205	171	141

For comparison in non-leisure markets consider:

origin	destination	distance	Passenger/ days	fare
Manchester,	Chicago	839	369	\$156
Providence, RI	Chicago	849	726	\$136
Buffalo, NY	Atlanta	712	316	\$130
Hartford, CT	Atlanta	859	700	\$151

Southwest serves both Chicago markets, Airtran serves both Atlanta markets

Bangor, Maine

1998 Total Passengers: 339,880
1998 Average Trip Length: 1,261 miles
1998 Average One-Way Fare: \$191

Top Bangor O&D Markets, 1998 (all other markets
Had less than 20 passengers/day)

origin	destination	Total	fare
BGR	MCO	33,160	\$124
BGR	TPA	23,080	\$127
BGR	NYC	22,690	\$196
ATL	BGR	13,000	\$249
BGR	WAS	10,970	\$176
BGR	FLL	8,970	\$141
BGR	PBI	8,570	\$150

Other New York markets with similar distance and density to NY-Bangor, 1998

New York to:	Passenger	Avg Fare	Nonstop Mileage	Yield
Ackron	20,050	\$213	381	\$0.56
Bangor	22,690	\$196	382	\$0.51
Charleston, WV	22,660	\$234	444	\$0.53
Charlottesville, VA	18,950	\$156	305	\$0.51
Fayetteville, NC	18,590	\$147	470	\$0.31

Other Atlanta markets with similar distance and density to Atlanta-Bangor, 1998

Atlanta to:	Passengers	Avg Fare	Nonstop Mileage	Yield
Bangor	13,000	\$249	1,134	\$0.22
EGE	11,520	\$236	1,312	\$0.18
Gunnison,	11,800	\$167	1,301	\$0.13
Lubbock, TX	12,720	\$186	1,001	\$0.19

Other Washington, DC markets with similar distance and density to WAS-Bangor, 1998

Washington to:	Passengers	Avg Fare	Nonstop Mileage	Yield
Appleton, WI	11,240	\$199	680	\$0.29
Bangor	10,970	\$176	590	\$0.30
Bloomington, IL	8,210	\$188	643	\$0.29
Champaign, IL	13,230	\$179	607	\$0.29
Columbus, GA	8,460	\$180	610	\$0.30
Gainesville, FL	9,240	\$224	699	\$0.32
Peoria, IL	11,700	\$207	684	\$0.30
Traverse City, MI	10,620	\$174	599	\$0.29
Wausau, WI	8,100	\$188	746	\$0.25

Year Ended September 1999 – Buffalo

233 Markets (More than 1 passenger/day)
 2,931,150 passengers
 \$175 Average Fare
 846 Mile Average Trip
 20.7 cents/mile Average Yield

- 1997, only one out of 238 Buffalo markets (Orlando) had a low-fare competitor.
- For the YE September 1999, eight Buffalo markets enjoy low-fare competition:
 - Airtran in Buffalo - Atlanta, Ft. Lauderdale, Gulfport, Savannah and Valparaiso markets.
 - Vanguard in Buffalo – Chicago, Kansas City, and Minneapolis
- Airtran is also present to a lesser degree (market share of less than 10%) in an additional 12 Buffalo markets.
- Vanguard is present to a lesser degree in two additional Buffalo markets.
- Vanguard entered Buffalo – Kansas City, Minneapolis, and Chicago in the third quarter of 1999. The effect on traffic and fares in these three markets has been swift and dramatic:
 - ⇒ Traffic in all three markets has more than doubled.
 - ⇒ Average fares are down by 30% to 50% compared to one year ago.

Buffalo to:	Nonstop Distance	98/3 Passengers /day	99/3 Passengers /day	% Change in Passengers	98/3 Avg One-Way Fare	99/3 Avg One-Way Fare	% Change in Fare
Kansas City, KS	872	44	104	136%	\$192	\$138	-28%
Chicago, IL	468	325	723	122%	\$217	\$114	-47%
Minneapolis, MN	735	84	222	164%	\$221	\$135	-39%

- Airtran has also had an extremely positive impact on Buffalo markets, including markets in which it holds a relatively small market share.

Airtran YE Sept-99 Mkt Share	Buffalo to:	1997 Passengers	YE Sept-99 Passengers	% Change	1997 Average Fare	YE Sept-99 Average Fare	% Change
52%	Valparaiso, FL	1,550	3,890	151%	\$210	\$150	-29%
31%	Atlanta	86,290	168,470	95%	\$182	\$118	-35%
23%	Savannah	5,790	10,840	87%	\$168	\$127	-24%
14%	Gulfport	590	1,880	219%	\$230	\$148	-36%
13%	Ft. Lauderdale	57,270	70,460	23%	\$134	\$128	-4%
10%	Memphis	9,690	18,070	86%	\$246	\$146	-41%
9.5%	Tampa	73,880	100,310	36%	\$139	\$125	-10%
8%	Houston	30,270	45,720	51%	\$288	\$187	-35%
8%	Knoxville	4,730	7,470	58%	\$225	\$133	-41%
6%	Ft. Myers	33,350	42,190	27%	\$141	\$130	-8%

6%	Dallas	47,670	71,830	51%	\$246	\$186	-24%
6%	Orlando	171,070	222,020	30%	\$129	\$108	-16%
5%	New Orleans	17,470	26,760	53%	\$209	\$146	-30%
5%	Greensboro	10,850	15,320	41%	\$172	\$150	-13%
5%	Miami	30,480	37,430	23%	\$168	\$146	-13%
4%	Jacksonville, Fl	14,450	24,200	67%	\$187	\$134	-28%
3%	Raleigh Durham	22,420	31,450	40%	\$160	\$150	-6%

- 16% of Buffalo's total O&D traffic flew in the eight markets with low-fare competition for YE 9/99.
- Vanguard and Airtran combined carried nine percent of Buffalo's O&D traffic YE 9/99.

Burlington, Vermont

In 1997, there were 166 O&D markets involving Burlington, VT that had an average of at least 1 passenger per day. Only eight of those city-pairs had more than 50 O&D passengers/day:

Destination	Nonstop Distance	No of Competitors*	Total Passengers	Average Fare	Average Yield
New York	267	2	64,010	\$ 174	\$ 0.66
Chicago	763	1	35,670	\$ 256	\$ 0.32
Orlando	1195	2	34,600	\$ 133	\$ 0.11
Philadelphia	336	1	32,720	\$ 182	\$ 0.53
Washington, DC	442	2	28,680	\$ 177	\$ 0.38
San Francisco	2575	3	23,830	\$ 379	\$ 0.14
Tampa	1251	2	23,660	\$ 140	\$ 0.11
Denver	1639	3	19,770	\$ 276	\$ 0.16

*A competitor is defined as a carrier that transports at least ten percent of passengers in an O&D market.
Source: US Department of Transportation Origin & Destination Survey, DB1A

Burlington, VT Fare Data for 1997, Markets with more than 50 Passengers/Day
Compared to other cities with Similar Passenger Counts in Over 50 Passenger/Day Markets

City	No of Markets	Total Passengers	Average Fare	Average Yield	Average Trip Length
Mobile, AL	7	300,650	\$ 155	\$ 0.24	637
Santa Barbara, CA	7	279,520	\$ 168	\$ 0.16	1069
Daytona Beach, FL	7	277,970	\$ 131	\$ 0.14	932
Akron, OH	6	276,650	\$ 109	\$ 0.14	774
Eugene, OR	7	266,690	\$ 134	\$ 0.19	700
Burlington, VT	8	262,940	\$ 201	\$ 0.23	878
McAllen, TX	5	244,510	\$ 122	\$ 0.19	654
Shreveport, LA	9	230,830	\$ 161	\$ 0.19	861
Tallahassee, FL	6	219,730	\$ 152	\$ 0.36	420
Melbourne, FL	6	217,230	\$ 145	\$ 0.15	975
Sioux Falls, SD	7	203,780	\$ 151	\$ 0.16	964

**Second Quarter 1998 Consumer Air Fare Report, Table 1 Excerpt
251 to 300 Mileage Block, Including Burlington, VT to New York City**

Origin	Destination	Distance	Psgs Per Day	Avg Fare	Largest Carrier			Lowest Fare Carrier		
					Carrier	Mkt Share	Avg Fare	Carrier	Mkt Share	Avg Fare
CHICAGO, IL	CINCINNATI, OH	264	693	261	DL	57.34	257	DL	57.34	257
MILWAUKEE, WI	MINNEAPOLIS, MN	297	397	258	NW	96.27	258	NW	96.27	258
CHARLOTTE, NC	RICHMOND, VA	256	181	243	US	98.97	243	US	98.97	243
NEW YORK, NY	RICHMOND, VA	292	568	223	US	49.02	230	TW	11.05	155
BUFFALO, NY	PHILADELPHIA, PA	279	213	214	US	96.13	214	CO	1.08	118
CHICAGO, IL	DES MOINES, IA	299	326	212	UA	72.04	221	TZ	11.99	164
PHILADELPHIA, PA	ROCHESTER, NY	257	195	201	US	95.83	202	CO	1.13	137
ATLANTA, GA	CHARLESTON, SC	259	260	190	DL	93.82	191	CO	2.2	141
CLEVELAND, OH	INDIANAPOLIS, IN	261	203	186	CO	81.2	197	WN	11.62	88
ROCHESTER, NY	WASHINGTON, DC	296	214	182	US	73.82	181	US	73.82	181
SYRACUSE, NY	WASHINGTON, DC	298	190	181	US	92.31	184	CO	5.09	123
NEW YORK, NY	NORFOLK, VA	296	588	177	US	39.73	168	TW	19	163
NEW YORK, NY	PORTLAND, ME	284	153	173	CO	93.19	173	AA	1	122
PHILADELPHIA, PA	PITTSBURGH, PA	267	937	169	US	98.62	168	US	98.62	168
BUFFALO, NY	WASHINGTON, DC	296	247	166	US	86.79	168	CO	6.01	111
BURLINGTON, VT	NEW YORK, NY	258	185	163	US	58.03	157	US	58.03	157
BATON ROUGE, LA	HOUSTON, TX	253	147	160	CO	98.36	160	CO	98.36	160
BALTIMORE, MD	HARTFORD, CT	283	251	160	US	96.94	159	US	96.94	159
MINNEAPOLIS, MN	OMAHA, NE	282	267	159	NW	79.08	175	F9	19.56	89
BOSTON, MA	PHILADELPHIA, PA	280	1971	136	US	88.11	143	FL	9.49	60
NEW YORK, NY	ROCHESTER, NY	254	738	133	US	62.56	141	CO	27.13	115
BUFFALO, NY	NEW YORK, NY	292	1334	118	US	50.85	129	CO	39.64	105
SAN FRANCISCO, CA	SANTA BARBARA,	262	377	99	UA	99.27	98	UA	99.27	98
ATLANTA, GA	JACKSONVILLE, FL	270	1117	92	DL	75.42	96	FL	24.16	76
CHICAGO, IL	COLUMBUS, OH	284	1851	82	WN	34.78	63	HP	19.79	57
AUSTIN, TX	MIDLAND/ODESSA	290	189	81	WN	97.96	81	WN	97.96	81
ATLANTA, GA	VALPARAISO, FL	264	153	77	FL	95.91	75	FL	95.91	75
CHICAGO, IL	LOUISVILLE, KY	271	925	77	WN	74.99	59	WN	74.99	59
CHICAGO, IL	ST. LOUIS, MO	251	2869	74	WN	42.59	62	WN	42.59	62
DALLAS, TX	LITTLE ROCK, AR	296	1047	69	WN	69.73	67	WN	69.73	67
DALLAS, TX	LUBBOCK, TX	293	932	68	WN	83.62	67	WN	83.62	67
BURBANK, CA	SAN JOSE, CA	296	1361	66	WN	99.98	65	WN	99.98	65
HARLINGEN, TX	HOUSTON, TX	276	658	64	WN	93.44	63	WN	93.44	63
AUSTIN, TX	HARLINGEN, TX	280	236	64	WN	98.93	64	WN	98.93	64
BOISE, ID	SALT LAKE CITY,	291	396	64	DL	61.72	69	WN	37.98	53
LOUISVILLE, KY	ST. LOUIS, MO	254	274	61	WN	67.79	52	WN	67.79	52
LAS VEGAS, NV	SAN DIEGO, CA	258	1929	61	WN	88.17	60	QQ	8.24	58
ATLANTIC CITY, NJ	BOSTON, MA	274	126	61	NK	93.88	54	NK	93.88	54
LITTLE ROCK, AR	ST. LOUIS, MO	296	463	60	WN	65.07	55	WN	65.07	55
BOISE, ID	SPOKANE, WA	287	410	59	WN	65.37	53	WN	65.37	53
LAS VEGAS, NV	PHOENIX, AZ	256	2580	58	WN	77.25	58	HP	22.09	58
PORTLAND, OR	SPOKANE, WA	279	721	58	WN	51.51	53	WN	51.51	53

Charleston, South Carolina

1997 Quick Facts

Local O&D Passengers: 1.4 million

Average One-Way Fare: \$191

Average Trip Distance: 841 miles

Charleston (CHS) Traffic and Fare History

Year	Number of Markets	CHS O&D Passengers	CHS Avg Fare (One-Way)	Industry Avg Fare (One-Way)	CHS Avg Yield (\$/mile)	Industry Avg Yield (\$/mile)	CHS Avg Trip Length	Industry Avg Trip Length
1994	207	1,566,250	\$146	\$163	0.19	0.17	787	954
1995	197	1,200,580	\$197	\$168	0.23	0.17	853	960
1996	185	1,214,750	\$182	\$160	0.22	0.16	830	972
1997	209	1,417,340	\$191	\$169	0.23	0.17	841	985

157 of 209 O&D markets in 1997 were traveled by fewer than 20 passengers each day. Eighty-nine out of 209 O&D markets were airline monopolies. Delta and USAir provide the vast majority of service out of Charleston.

In 1994, fares in Charleston dropped when Continental entered a number of markets with low fares (probably Continental Lite service, though I haven't been able to verify that). When Continental Lite withdrew service in 1995, average fares jumped by 35%. Since that time, average fares have stayed relatively level.

Charleston has received low-fare service since Continental Lite... Air South started service from Charleston to Savannah, Greensboro, Norfolk, Chicago (Midway), New York, and Atlanta in 1996. Air South added further service to Columbia, SC, Jacksonville, FL, and Miami in 1997. All Air South service was discontinued in mid-1997 when the airline went out of business. The only additional low-fare competition in Charleston was AirTran service to Orlando between the first and third quarters of 1997.

Air South's and AirTran's market share in the Charleston market was too small to influence overall Charleston market fares (only 4% combined market share in 1997). However, fares were affected in the individual city-pairs served:

Date (Year/Quarter)	Average Fares (One-Way)			O&D Passengers		
	Pre-low-fare entry	during service	after low-fare exit	pre-low-fare entry	during service	after low-fare exit
	95/4	96/4	97/4	95/4	96/4	97/4
Charleston-Chicago	\$209	\$143	\$172	8,188	16,836	16,464
Charleston-New York	\$169	\$112	\$156	29,624	44,620	45,080
	96/1	97/1	98/1	96/1	97/1	98/1
Charleston-Atlanta	\$159	\$145	\$199	14,310	25,470	19,800

Below are some 1997 fare and traffic comparisons between Charleston and other cities in the Southeast. Harlingen, TX, and Newport News, VA have the lowest fares as well as the greatest low-fare carrier market presence. Like many other mid-size southern cities, Charleston has an average fare and yield above the industry average, as well as relatively little low-fare service. (Market defined as city-pair with one or more passengers per day. Low-fare competition defined as low-fare carrier holding at least 10% of market share).

	Low-Fare Mkts	Total Mkts	Total Pax	Average Fare	Avg Yield	Avg Distance	Low-Fare Mkt Share
Harlingen, TX	40	115	887,720	105	0.16	646	74%
Newport News, VA	17	111	285,290	153	0.19	814	38%
Savannah, GA	10	181	1,113,140	168	0.20	834	6%
Norfolk, VA	3	265	2,566,320	189	0.19	979	3%
Mobile, AL	10	158	739,760	190	0.22	858	7%
Charleston, SC	9	209	1,417,340	191	0.23	841	4%
Raleigh-Durham	5	279	5,050,590	197	0.23	847	0.2%
Columbia, SC	8	186	970,360	212	0.26	823	8%
Richmond	1	238	2,081,620	234	0.27	853	0.2%
Industry Averages		22,798		169	0.17	985	

Fare Premiums for Charleston and other cities of similar size compared to the industry as a whole. The data below is for 1997, markets with greater than 20 passenger per day:

	Passengers	Number of Markets	Avg One Way Fare	\$ Premium (Discount)	% Premium (Discount)
Harlingen, TX	71,600	16	\$88	(\$26.09)	-23%
Newport News, VA	14,417	10	\$116	(\$29.01)	-20%
Savannah, GA	87,646	35	\$151	(\$2.00)	-1%
Columbia, SC	75,944	38	\$191	\$13.80	8%
Norfolk, VA	223,115	68	\$174	\$21.90	14%
Charleston, SC	111,381	43	\$175	\$23.34	15%
Mobile, AL	50,835	26	\$166	\$23.07	16%
Raleigh-Durham	467,299	82	\$183	\$41.26	29%
Richmond	176,449	56	\$216	\$68.89	47%

Second Quarter 1998, Top Charleston City-Pairs Compared to Others of Similar Distance

Origin	Destination	Distance	Psgs/Day	Avg One-Way Fare
CHARLOTTE, NC	RICHMOND, VA	256	181	\$ 243
NEW YORK, NY	RICHMOND, VA	292	568	\$ 223
BUFFALO, NY	PHILADELPHIA, PA	279	213	\$ 214
CHICAGO, IL	DES MOINES, IA	299	326	\$ 212
PHILADELPHIA, PA	ROCHESTER, NY	257	195	\$ 201
ATLANTA, GA	CHARLESTON, SC	259	260	\$ 190
CLEVELAND, OH	INDIANAPOLIS, IN	261	203	\$ 186
ROCHESTER, NY	WASHINGTON, DC	296	214	\$ 182
SYRACUSE, NY	WASHINGTON, DC	298	190	\$ 181
NEW YORK, NY	NORFOLK, VA	296	588	\$ 177
NEW YORK, NY	PORTLAND, ME	284	153	\$ 173

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
CHARLOTTE, NC	PHILADELPHIA, PA	447	528	\$ 247
ATLANTA, GA	COLUMBUS, OH	446	528	\$ 194
CHARLESTON, SC	WASHINGTON, DC	444	196	\$ 186
NASHVILLE, TN	RALEIGH/DURHAM, NC	443	190	\$ 183
AUSTIN, TX	NEW ORLEANS, LA	446	193	\$ 122
HOUSTON, TX	MIDLAND/ODESSA, TX	440	535	\$ 105
DALLAS, TX	NEW ORLEANS, LA	437	1,419	\$ 97
DETROIT, MI	ST. LOUIS, MO	440	1,099	\$ 80
SAN DIEGO, CA	SAN FRANCISCO, CA	447	3,154	\$ 64
OAKLAND, CA	SAN DIEGO, CA	446	1,891	\$ 64
PORTLAND, OR	RENO, NV	444	959	\$ 53

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
CHICAGO, IL	RICHMOND, VA	642	327	\$ 272
CHARLOTTE, NC	HARTFORD, CT	643	209	\$ 262
BOSTON, MA	COLUMBUS, OH	640	402	\$ 197
DENVER, CO	TUCSON, AZ	639	217	\$ 173
DALLAS, TX	DENVER, CO	641	1,655	\$ 171
CHARLESTON, SC	NEW YORK, NY	639	512	\$ 169
JACKSONVILLE, FL	WASHINGTON, DC	634	314	\$ 154
KNOXVILLE, TN	NEW YORK, NY	642	254	\$ 144
COLUMBUS, OH	KANSAS CITY, MO	634	214	\$ 119
DETROIT, MI	MYRTLE BEACH, SC	636	274	\$ 110
EL PASO, TX	SAN DIEGO, CA	636	233	\$ 99

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
NASHVILLE, TN	NEW YORK, NY	764	796	\$ 255
DALLAS, TX	INDIANAPOLIS, IN	762	397	\$ 244
MEMPHIS, TN	WASHINGTON, DC	762	389	\$ 191
ATLANTA, GA	OKLAHOMA CITY, OK	761	233	\$ 190
CHARLESTON, SC	CHICAGO, IL	761	193	\$ 182
ATLANTA, GA	NEW YORK, NY	756	6,084	\$ 171
CINCINNATI, OH	ORLANDO, FL	756	347	\$ 159
ALBUQUERQUE, NM	HOUSTON, TX	758	364	\$ 134
ORLANDO, FL	WASHINGTON, DC	758	1,565	\$ 130
AMARILLO, TX	LAS VEGAS, NV	759	124	\$ 104
LAS VEGAS, NV	PORTLAND, OR	762	1,117	\$ 90

Norfolk Quick Facts, 1998

Local Passengers: 2.57 million

Average Fare: \$196

Average Nonstop Trip Length: 931 miles

When compared to other national markets of similar distance and density, Norfolk has a fare premium of 6%. Norfolk Regional Airport does not have any low-fare service. However, Airtran does serve Newport News/Williamsburg, located approximately 25 miles from Norfolk Regional. Norfolk has benefited from Airtran's presence in the Newport News market.

Norfolk had nine markets in the nation's top 1,000 in the first quarter of 1999. Those nine markets had an average yield of 21 cents/mile. Out of 81 cities with a significant number of passengers travelling in top 1,000 markets, Norfolk's yield ranked 26th from the highest.

How Does Norfolk Benefit from Airtran Service to Newport News?

Low-fare service can have a positive effect not only on fares to and from the airport actually being served by the low-fare carrier, but also on the fares at nearby substitute airports. For example, Airtran began serving Atlanta – Newport News in the 3rd qtr of 1995. While the more dramatic change took place between Atlanta and Newport News, passengers in the Atlanta- Norfolk market also benefited greatly from more competitive fares. Between 1992 and 1998, passengers nearly doubled between Atlanta and Norfolk, while average fares dropped by 42%. The attached table shows the change that has taken place in passenger and fare levels in a handful of large Norfolk markets since Airtran entered the comparable Newport News market.

Destination	Newport News to:						Norfolk to:					
	1992		1998		% change in		1992		1998		% change in	
	Passengers	Average Fare	Passengers	Average Fare	Passengers	Fare	Passengers	Average Fare	Passengers	Average Fare	Passengers	Fare
Atlanta	3,880	\$ 169	67,070	\$ 88	1629%	-48%	85,000	\$ 203	162,410	\$ 118	91%	-42%
Chicago	7,190	\$ 178	11,820	\$ 159	64%	-11%	86,500	\$ 172	95,900	\$ 223	11%	30%
Dallas	4,180	\$ 203	10,780	\$ 154	158%	-24%	56,660	\$ 221	77,610	\$ 194	37%	-12%
Houston	3,020	\$ 198	8,450	\$ 152	180%	-23%	31,310	\$ 195	46,300	\$ 191	48%	-2%
Jacksonville, FL	2,590	\$ 136	6,770	\$ 143	161%	5%	30,110	\$ 178	47,500	\$ 144	58%	-19%
Orlando	5,530	\$ 153	19,480	\$ 116	252%	-24%	38,860	\$ 164	74,820	\$ 125	93%	-24%
Tampa	4,350	\$ 171	8,800	\$ 137	102%	-20%	26,110	\$ 180	43,130	\$ 149	65%	-17%

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	1992		1998		% change in		1992		1998		% change in	
	Passengers	Average Fare	Passengers	Average Fare	Passengers	Fare	Passengers	Average Fare	Passengers	Average Fare	Passengers	Fare
Atlanta	3,880	\$ 169	67,070	\$ 88	1629%	-48%	85,000	\$ 203	162,410	\$ 118	91%	-42%
Chicago	7,190	\$ 178	11,820	\$ 159	64%	-11%	86,500	\$ 172	95,900	\$ 223	11%	30%
Dallas	4,180	\$ 203	10,780	\$ 154	158%	-24%	56,660	\$ 221	77,610	\$ 194	37%	-12%
Houston	3,020	\$ 198	8,450	\$ 152	180%	-23%	31,310	\$ 195	46,300	\$ 191	48%	-2%
Jacksonville, FL	2,590	\$ 136	6,770	\$ 143	161%	5%	30,110	\$ 178	47,500	\$ 144	58%	-19%
Orlando	5,530	\$ 153	19,480	\$ 116	252%	-24%	38,860	\$ 164	74,820	\$ 125	93%	-24%
Tampa	4,350	\$ 171	8,800	\$ 137	102%	-20%	26,110	\$ 180	43,130	\$ 149	65%	-17%

Portland- 1997

Twenty of 301 markets had a low-fare competitor.

Total O&D Passengers: 8,836,880

Average Fare: \$149

Average Trip Length: 1,116

Fare Premium (Discount) for markets >20 passengers/day compared to industry-wide markets of similar distance and size: (8%)

	Market Share	Avg Fare	Avg Trip Length	Avg Yield
Alaskan	29%	\$99	600	\$0.16
United	20%	\$194	1,360	\$0.14
Southwest	15%	\$76	647	\$0.12
Delta	13%	\$216	1,672	\$0.13

Spokane - 1997

Twenty-seven of 207 markets had a low-fare competitor.

Total O&D Passengers: 2,517,130

Average Fare: \$119

Average Trip Length: 800

Fare Premium (Discount) for markets >20 passengers/day compared to industry-wide markets of similar distance and size: (24%)

	Market Share	Avg Fare	Avg Trip Length	Avg Yield
Alaskan	33%	\$80	432	\$0.19
Southwest	33%	\$68	523	\$0.13
United	16%	\$209	1381	\$0.15
Delta	11%	\$179	1371	\$0.13