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NEWS RELEASE

Huntsville International Airport Sees Impact of Low-Cost Carrier in Third Quarter 2010 DOT Report

Despite 10.7% increase in average fares nationwide, Huntsville International Airport yields second-largest fare decrease at 8.5%

HUNTSVILLE, Ala., Feb. 8, 2011 – Huntsville International Airport is pleased to announce it has relinquished its position as having the number one highest average airfares nationwide. According to third quarter 2010 data released by the Department of Transportation, Huntsville International Airport yielded an 8.5% decrease in fares – the second-largest decrease in fares year over year – despite a nationwide average domestic fare increase of 10.7%.

According to Betty Fletcher, Chairman, Board of Directors, Huntsville International Airport, “The report underscores the impact the Tennessee Valley’s low-cost carrier, AirTran Airways, has had on our community. The competition AirTran generated resulted in substantially decreased fares among our top 20 markets. This is definitely a very positive step in the right direction and emphasizes the importance of the support of the community in sustaining AirTran’s low-cost service.”

Huntsville International Airport Executive Director, Rick Tucker, concurred. “Since AirTran announced the first week of March 2010 that it would begin serving our market, average fares among our top 20 markets have decreased 37% for advance purchases and 41% for walk-up purchases as of the 1st of February.”

With the announcement of the AirTran Airways/Southwest merger, executives at Huntsville International Airport are working feverishly to build the case for the Rocket City to remain on Southwest’s list of viable markets. Approval of the merger will not be complete until the first half of 2011 and full integration of the two airlines operating as one could take approximately 12-18 months thereafter.

“This is a golden opportunity for our community,” said Barbie Peek, Director of Marketing, Huntsville International Airport. “We have a seat at the table due entirely to the presence of AirTran. This merger paints an impressive picture in terms of opening up travel options for our community, and the savings is astonishing. It is estimated our community will save \$20 million annually with the AirTran Baltimore/Washington and Orlando service; however, reports indicate that figure could prove to be much higher with the merger. The routes that Southwest’s service could add to our existing AirTran service would increase our savings by \$11 million for a combined savings of more than \$31 million annually.”

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