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Horizon Air

DYNAMIC ENVIRONMENT

Airport Perspective

Frequent Service

Multiple Destinations

Low Fares

Regional Carrier Perspective

Risk Mitigation

Opportunity Cost

Revenue Generation

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HUB SITUATION

Gate Availability

Connection Opportunity

Cost (CPE)

BASIS for SOLUTIONS

Revenue Guarantee Schemes

Seat Purchase

Rates and Charges Holiday

Joint Marketing

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COMMUNICATION

Honestly Discuss Each Others Needs
Involve the Carrier in Airport Terminal
Design Plans
Service Expectations
Written Agreement

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EFFECT of MERGERS

Very Fluid Situation

Fewer Scheduling Departments

Fewer Flights to Smaller Cities but with
Larger Aircraft

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THANK YOU!