

# Airport Profile

## Tallahassee International Airport

Tallahassee International Airport (TLH) is located five miles southwest of downtown Tallahassee in Leon County, Florida. TLH is owned and operated by the City of Tallahassee.

Tallahassee is the capital of Florida, requiring a consistent flow of traveling government employees, related contractors, and supportive service members both to and from the city. Additionally, Tallahassee is home to three major universities including Florida State University (FSU), Florida Agricultural and Mechanical University (FAMU), and Tallahassee Community College (TCC). With a combined enrollment of over 50,000 students, these universities make TLH a vital gateway for transportation in Northwest Florida.

TLH experienced a slight decrease in annual enplanements and annual passengers in 2015. The airport continued to serve seven domestic destinations throughout the year despite this slight decline.

# 2015

## BY THE NUMBERS

345,091  
Enplanements

332,653  
Passengers

\$263.23  
Average Fare

7  
U.S. Cities Served

4  
Intrastate  
Destinations



## Data Explanation

For this report, three key data sources were used: *Passenger Origin-Destination Survey* from the U.S. Department of Transportation, the Official Airline Guide (OAG) and Airline Reporting Corporation (ARC). In this profile, data are combined and compared in order to identify general trends about the airport, as well as offer certain analysis on the findings. A description of these data sources is presented below. Throughout the text, the data sources will be further explained, but this section provides a general overview of the data used in the development of this Airport Air Service Profile.

### Air Passenger Origin and Destination (O&D) Survey

**DB1B Coupon:** The Airline Origin and Destination Survey (DB1B) is a 10 percent sample of airline tickets from reporting carriers collected by the Office of Airline Information of the Bureau of Transportation Statistics. Data from this source provides coupon-specific information for each domestic itinerary of the Origin and Destination Survey.

**T-100 Domestic Market:** This data source contains domestic market data reported by both U.S. and foreign air carriers, including carrier, origin, destination, and service class for enplaned passengers, freight and mail when both origin and destination airports are located within the boundaries of the United States and its territories.

### Official Airline Guide (OAG)

OAG data were summarized as weekly averages for the reported year. All OAG data are for direct flights and represents statistically significant samples of data.

### Airline Reporting Corporation (ARC)

The data provided by this source represent a statistically significant and representative sample of airline tickets purchased with a consumer form of payment through an ARC-accredited agency, including major online travel agencies (OTAs), such as Expedia, Orbitz, and Travelocity.

The data represent a 10 percent sample, an industry standard sample size, of passengers from participating agencies. Passenger volumes represented by the data can vary significantly by individual markets, depending on several factors including, but not limited to, the following: 1) the overall composition of air travelers (leisure vs. business); 2) the presence of carriers whose distribution is more heavily weighted toward the direct vs. agency channel (e.g. low cost carriers); and 3) the presence of carriers with limited participation in the ARC settlement system (e.g. Southwest Airlines).

The data used represent passengers and zip codes from where in Florida tickets were purchased. The data include purchases from Florida zip codes only. Because the data in this document represent consumer purchases of airline tickets, there is a natural bias toward leisure and unmanaged business travel behavior and may not account for all business travel. There also may be limitations due to misrepresentation of the passenger information in instances where a person from one zip code purchased a ticket for another person in a different zip code.

Airline Reporting Corporation (ARC) did not assist in the preparation of this analysis, all analyses disclosed herein were performed by Kimley-Horn and Associates, INC., the consultant to the Florida Department of Transportation, Central Aviation Office.

## Tallahassee International Airport Air Service Summary

### Introduction

Dale Mabry Field, the first municipal airport in Tallahassee, began operations in 1929. Dale Mabry Field was abandoned when a new facility, Tallahassee Municipal Airport, began operations in 1961. Since then, Tallahassee International Airport (TLH) has expanded and currently has two runways, one measuring 7,000 feet and the other measuring 8,000 feet in length.

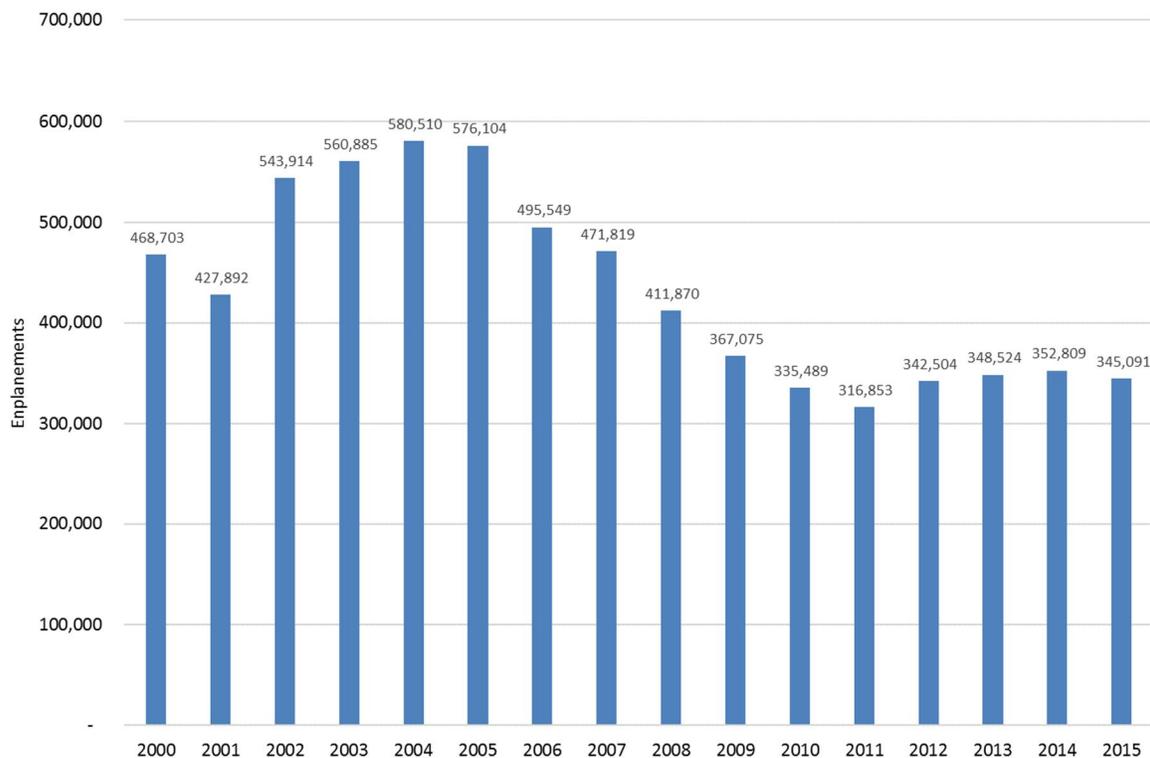
TLH is located in the Northwest Continuing Florida Aviation System Planning Process (CFASPP) region and FDOT District Three. Also included in this region are Northwest Florida Beaches International Airport (ECP), Destin-Ft. Walton Beach Airport (VPS), and Pensacola International Airport (PNS). This airport profile will illustrate statistical data about TLH including: annual enplanements, air carrier market share, as well as many other metrics using baseline conditions reported from 2014 and 2015 data. The following statistical information will provide a description of the most recent overall performance of TLH and how that compares to previous years' performance.

More information about TLH can be found at: <http://www.talgov.com/airport/AirportHome.aspx>

### Annual Enplanements

**Figure 1** represents total annual enplanements at TLH between 2000 and 2015. This data shows a slight decrease in enplanements between 2014 and 2015, TLH had 345,091 enplanements in 2015 compared to 352,809 in 2014. This two percent decline in annual enplanements suggests slight loss of demand for operations at TLH.

Figure 1. Annual Enplanements<sup>1</sup>

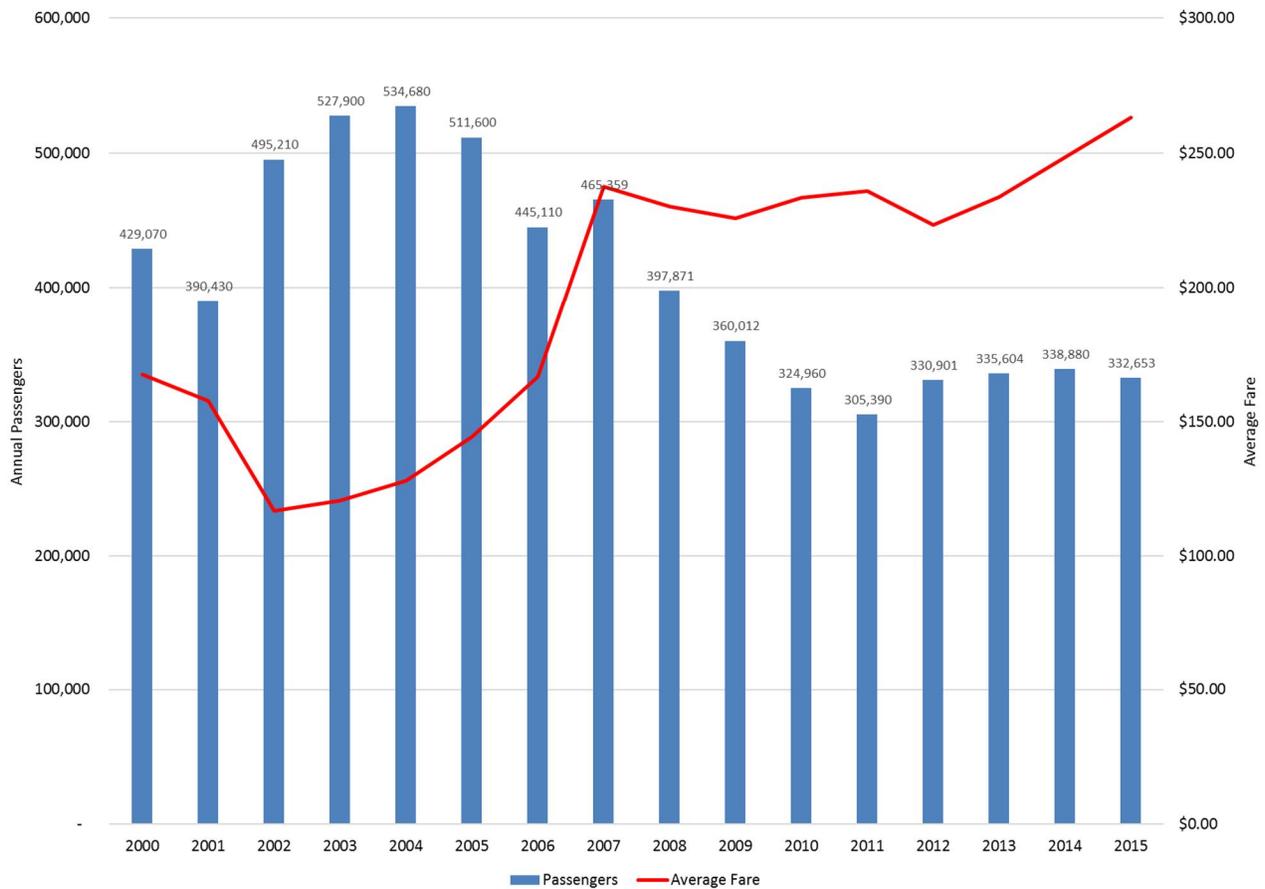


<sup>1</sup> Annual airport passenger traffic reports, provided by FDOT

## Passengers and Fares

TLH saw a slight decrease in annual passengers between 2014 and 2015. In 2015, TLH had 332,653 annual passengers, this is roughly a 6,000 passenger decrease from the passenger count in 2014. In concert with the decrease in passengers, the average fare at TLH continued its increasing trend in 2015 to \$263.23. This is roughly a \$15.00 increase from 2014, and marks the highest reported through all years of this study. **Figure 2** displays the annual passengers and annual average fare at TLH.

Figure 2. Annual Domestic Passengers and Average Fares<sup>2</sup>



<sup>2</sup> U.S. Department of Transportation (U.S. DOT) Bureau of Transportation Statistics (BTS) O&D Survey & T-100 Domestic Market All Carriers

## Destination Airports

TLH served seven destinations throughout the U.S. in 2015. Four of these destinations were other airports in the state of Florida. These intrastate destinations included:

- Miami International Airport (MIA) – 19 average weekly flights
- Tampa International Airport (TPA) – 12 average weekly flights
- Orlando International Airport (MCO) – 11 average weekly flights
- Fort Lauderdale International Airport (FLL) – 4 average weekly flights

Of flights departing from TLH, the destination receiving the most weekly flights was Hartsfield-Jackson Atlanta International Airport (ATL). ATL is known as being one of the busiest airports in the world as well as being the primary hub for Delta Air Lines. Regardless of the high number of flights bound for ATL (44 per week), TLH served destinations all over the United States. Following ATL, TLH served 24 average weekly flights to Charlotte Douglas International Airport (CLT). CLT is known as a primary hub for American Airlines and a common lay-over airport for travelers. **Figure 3** displays TLH's nonstop domestic destinations.

## Domestic Routes

**Figure 4** displays TLH's top ten domestic routes. For purposes of this study, a route is the complete path taken by passengers from the starting airport (in this case TLH) to their final destination. The routes from TLH shown below had the most frequent passengers traveling on them in 2015. Seven of the routes were direct flights. The final destinations of the direct flights include:

- Miami International Airport (MIA)
- Tampa International Airport (TPA)
- Orlando International Airport (MCO)
- Dallas Fort Worth International Airport (DFW)
- Fort Lauderdale-Hollywood International Airport (FLL)
- Charlotte Douglas International Airport (CLT)
- Hartsfield-Jackson Atlanta International Airport (ATL)

Three of the ten routes were indirect flights, meaning passengers had to lay over before traveling to their final destination. Two routes connected through Hartsfield-Jackson Atlanta international Airport (ATL) before reaching their final destinations and one connected through Charlotte Douglas International Airport (CLT). The final destination of the indirect flight routes included:

- Dallas Fort Worth International Airport (DFW) – connection through ATL
- Newark Liberty International Airport (EWR) – connection through CLT
- Denver International Airport (DEN) – connection through ATL

In certain instances, passengers might have been able to attain less expensive fares if they made the connection through ATL. This analysis represents the intention of travel of the majority of passengers flying out of TLH. It should be noted that the majority of these airports are in the state of Florida. Therefore, the appropriate conclusion is that the majority of passengers who travel from TLH are ultimately bound for Florida airports. Data for the routing analysis were obtained from Airline Reporting Corporation (ARC).

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Figure 3. TLH's Nonstop Domestic Destinations<sup>3</sup>



<sup>3</sup> The Official Airline Guide (OAG)

Figure 4. Top Domestic Routes<sup>4</sup>

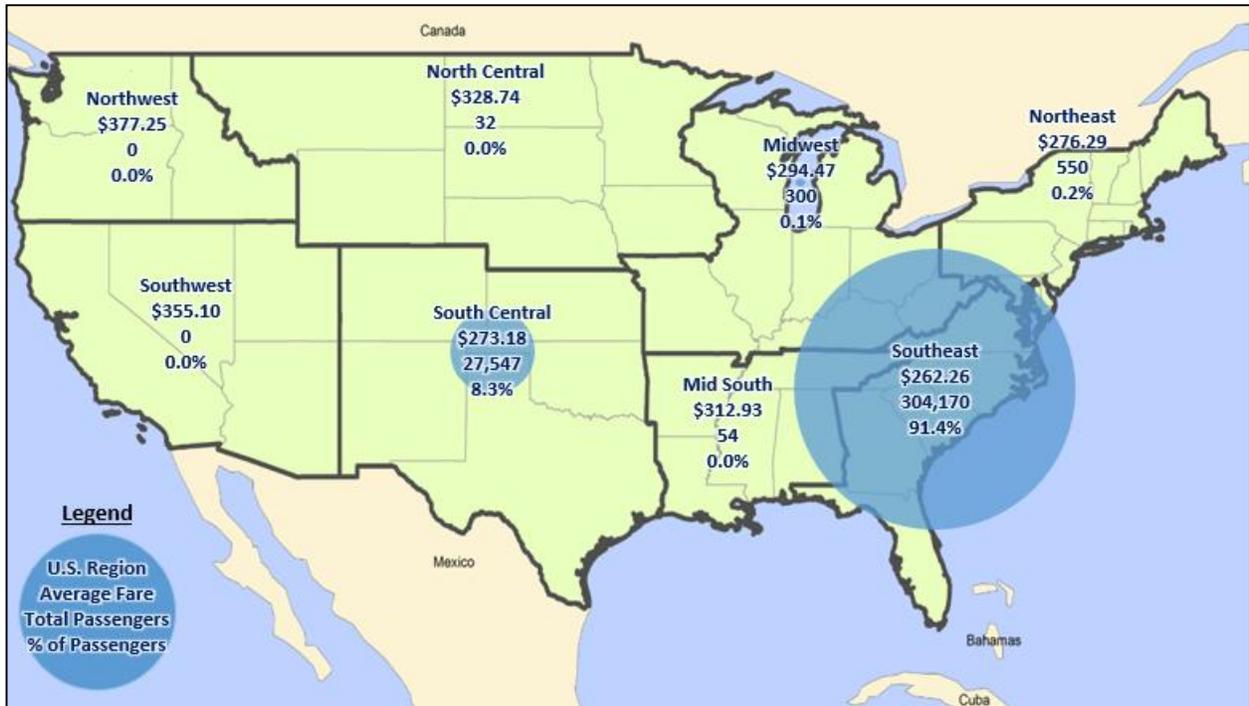


<sup>4</sup> Airline Reporting Corporation (ARC)

## Domestic Regional Analysis

**Figure 5** displays the average fare, number of passengers, and percentage of total passengers departing TLH and bound for each of the eight regions of the United States. The data shows that 91.4 percent of passengers departing TLH were bound for destinations in the Southeast region. The Southeast region contains Hartsfield-Jackson Atlanta International Airport (ATL) which received a large portion of TLH's flights in 2015. Additionally, this map incorporates Florida airports into the Southeast region. The South Central region received the second most passengers from TLH in 2015 at 8.3 percent.

**Figure 5. Domestic Passengers and Fares<sup>5</sup>**



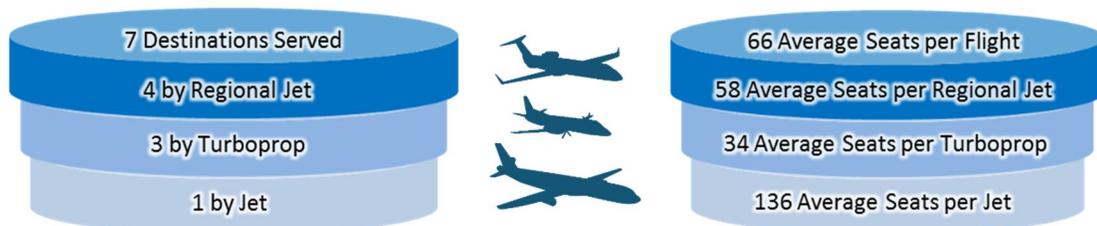
## International Flight Departures

TLH did not serve international destinations in 2015.

## Aircraft Type

Of the seven destinations served by TLH, four were served by regional jet aircraft, three by turboprop aircraft, and one by a large jet aircraft. Generally, larger jet aircraft substantially increase the average seats per flights. **Figure 6** displays the aircraft types that served the seven destinations from TLH as well as the average seats per flight on each aircraft type.

**Figure 6. Aircraft Types and Average Seats per Flight<sup>6</sup>**



<sup>5</sup> The Official Airline Guide (OAG)

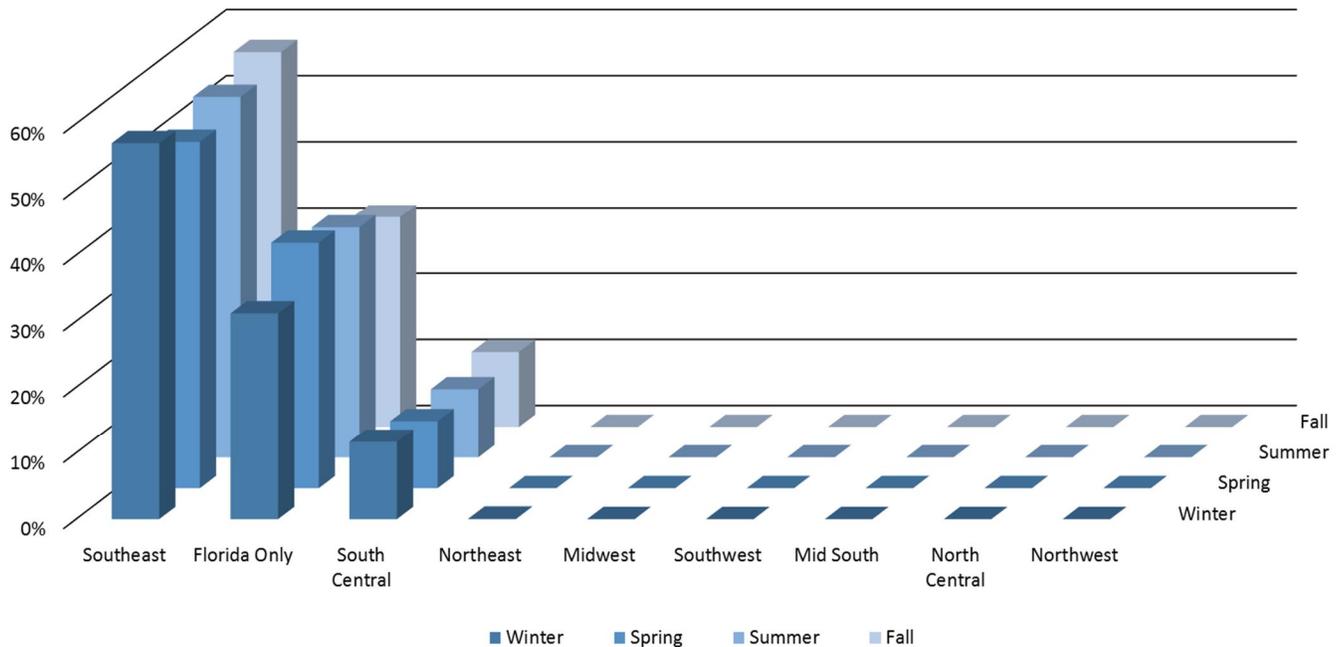
<sup>6</sup> The Official Airline Guide (OAG)

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## Seasonal Flight Comparison

The data shown in **Figure 7** further supports the identification of major routes to the Southeast region. The southeast region sees a decrease in flight service in the Spring, and an increase in service to airports within the state of Florida. Additionally, the South Central region can be seen receiving a larger impact of flight activity in the Fall, most likely as a result to the decrease in service to Florida airports at that time.

Figure 7. Season by Region Analysis<sup>7</sup>



## Average Load Factors

Average load factors represent the number of passenger miles traveled as a proportion of available seat miles. Higher average load factors represent more total passenger boardings. The average load factor at TLH was 72.83, significantly lower than the U.S. average, 82.68, for 2015. A summary of 2014 and 2015 average load factors is shown in **Table 1**.

Table 1. Average Load Factor Analysis<sup>8</sup>

Year	Domestic	International	Total
<b>Tallahassee International</b>			
2014	74.34	N/A	74.34
2015	72.81	96.64*	72.83
<b>All U.S. Airports</b>			
2014	84.49	81.03	82.69
2015	84.98	80.61	82.68

\*Data reflective of one month of service in 2015.

<sup>7</sup> The Official Airline Guide (OAG)

<sup>8</sup> The Bureau of Transportation Statistics (BTS) T-100 Table Data

## On-Flight Market Freight Statistics

Freight statistics represent the total number of pounds of freight, property other than mail and passenger baggage, transported by air **from** a given airport. In 2015, TLH shipped over 8.4 million pounds of freight at a roughly 500,000-pound decrease from 2014. A summary of 2014 and 2015 on-flight market freight statistics is shown in **Table 2**.

Table 2. TLH Freight<sup>9</sup>

Year	Freight (in pounds)
2014	8,988,681
2015	8,462,809

## On-Flight Market Mail Statistics

Mail statistics represent the total number of pounds of U.S. and foreign mail shipped **from** a given airport. TLH reduced mail shipping in 2015, following the shipment of over 35,000 pounds of mail in 2014. A summary of 2014 and 2015 on-flight market mail statistics is shown in **Table 3**.

Table 3. TLH Mail<sup>10</sup>

Year	Mail (in pounds)
2014	36,875
2015	131

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<sup>9</sup> The Bureau of Transportation Statistics (BTS) T-100 Segment Data

<sup>10</sup> The Bureau of Transportation Statistics (BTS) T-100 Table Data

## Market Leakage Study

### Introduction

Florida has the highest number of large hub airports (4) of any state in the U.S. Florida also has many commercial service airports (20), which compete for the same potential passengers. There are many factors that play into the decision-making of passengers, ranging from cost-to-airport proximity to how direct a flight is. Because of these factors, many smaller commercial airports in Florida experience market leakage, or a loss of passengers who choose to drive further distances to airports for various reasons, such as less expensive flights or more convenient flight options. For large airports located in large metropolitan areas leakage may be a less significant factor because they still carry large numbers of passengers. Conversely for smaller airports, the loss of passengers to larger airports may potentially be more significant. This analysis looks at tickets purchased in Florida zip codes to see which Florida airports may lose business due to market leakage. The market leakage study analyzes zip codes from where a ticket was purchased and subsequently which airport was departed from for that ticket purchase. To better understand the market leakage findings, key demographic data are presented as part of the market leakage study.

### Metropolitan Statistical Area (MSA)

According to the U.S. Census, an MSA is “a geographic entity based on the concept of a core area with a large population nucleus, plus adjacent communities having a higher degree of economic and social integration with that core.” Per this definition, looking at populations, employment, and other important factors at the level of an MSA, should prove beneficial in better understanding the area. TLH is the only commercial airport in the Tallahassee MSA.

### Drive Time and Population Analysis

**Figure 8** displays the area around TLH that can

**Figure 8. 90 Minute Drive Time Area<sup>12</sup>**



**Table 4. Population Within 90 Minutes<sup>11</sup>**

Population Trends	
2010 Total Population	693,655
2016 Total Population	712,373
2021 Total Population	723,154
2040 Total Population	765,631
2016-2021 Annual Rate of Change	0.30%
2016-2040 Percent Change	7%

access the airport with a 90-minute or less drive time. Further, **Table 4** displays the population of that area in 2010 and 2016 as well as the projected population in the area for 2021 and 2040. The projected annual rate of change, or growth rate, between 2016 and 2021 of the population in that area is 0.30 percent. With this growth rate, this area is expected to have a 7 percent growth in population by the year 2040. Therefore, by the year 2040, it is anticipated that 765,631 people will have a 90 minute or less drive time from their homes to TLH. Therefore, it is anticipated that the demand for air service will increase proportionally in the future.

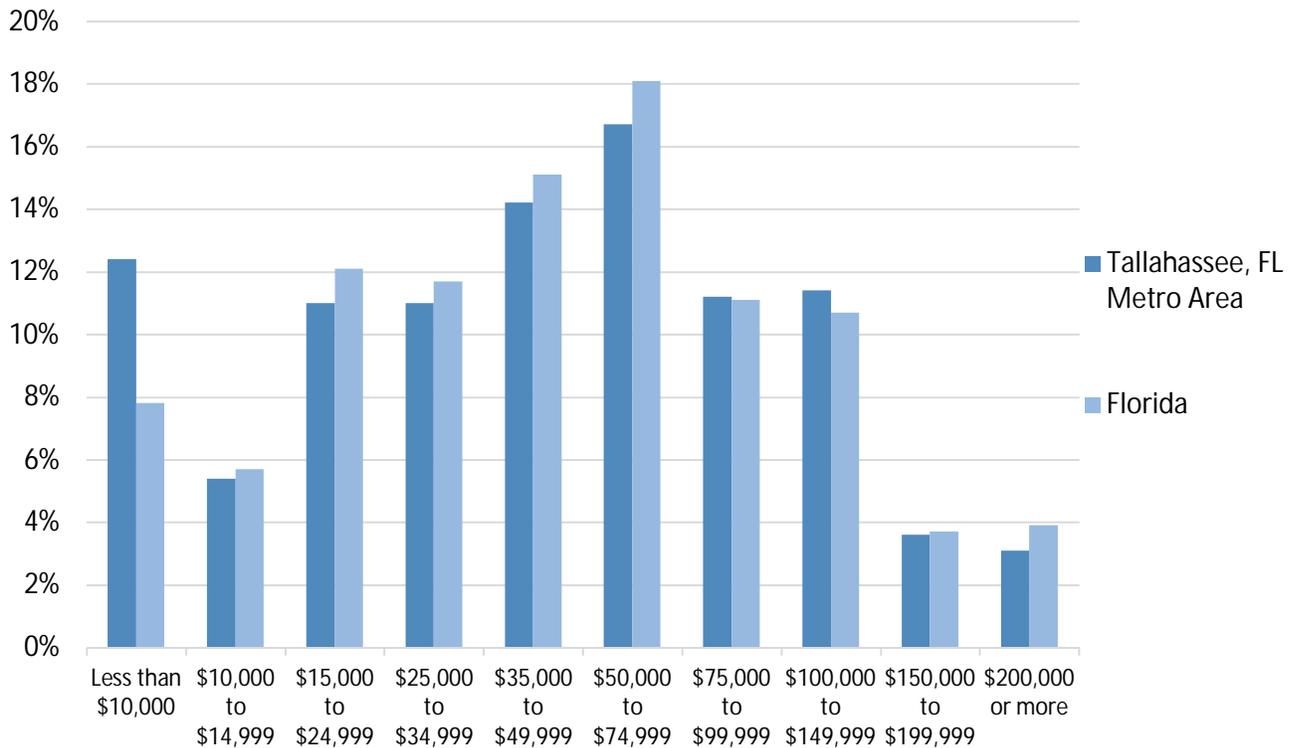
<sup>11</sup> U.S. Census Bureau, Census 2010 Summary – ESRI Housing Profile

<sup>12</sup> U.S. Census Bureau, Census 2010 Summary – ESRI Housing Profile

## Income Levels

The income distribution in the Tallahassee MSA follows relatively similar trends when compared to other MSA's in the state. However, this MSA has a higher percentage of incomes below \$10,000 and between \$75,000 and \$150,000 than the state average. The income in an area may impact the demand for air travel in an area. In an area that has a relatively high number of high income households, more people may be willing to pay more in air fare in order to have a shorter drive to the airport. In lower income areas, people are more likely to drive a greater distance for air travel in order to capture reduced fares. A summary of income data for the MSA are in **Figure 9** below. Income data for the MSA and State was derived from the US Census American Fact Finder.

**Figure 9. MSA and Florida Income Comparison<sup>13</sup>**



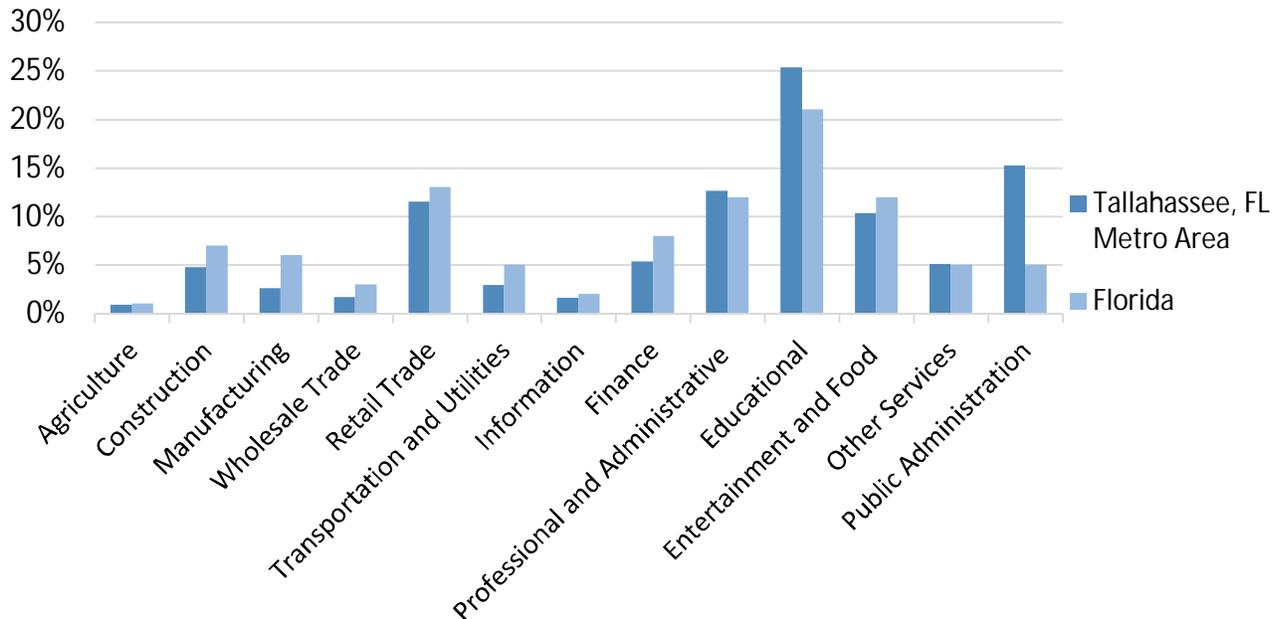
## Employment

The primary types of employment located in an area may influence air travel. For areas that have a large number of companies that participate in professional and financial services, demand for local air travel will likely increase because they are less concerned about the cost of flights and more concerned about ease of access to the airport. In most cases, differences will exist between the county and the state averages, but these discrepancies are generally not large enough to impact commercial air service demand. The Tallahassee MSA has a unique relationship with Florida's employment by industry percentages. A summary of employment by industry can be seen in **Figure 10** on the following page. As shown, the MSA has a high employment percentage in the educational and public administration industries compared to the rest of the state. This can most likely be attributed to the location of three major universities within the MSA.

<sup>13</sup> U.S. Census American Fact Finder

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Figure 10. Employment by Industry<sup>14</sup>

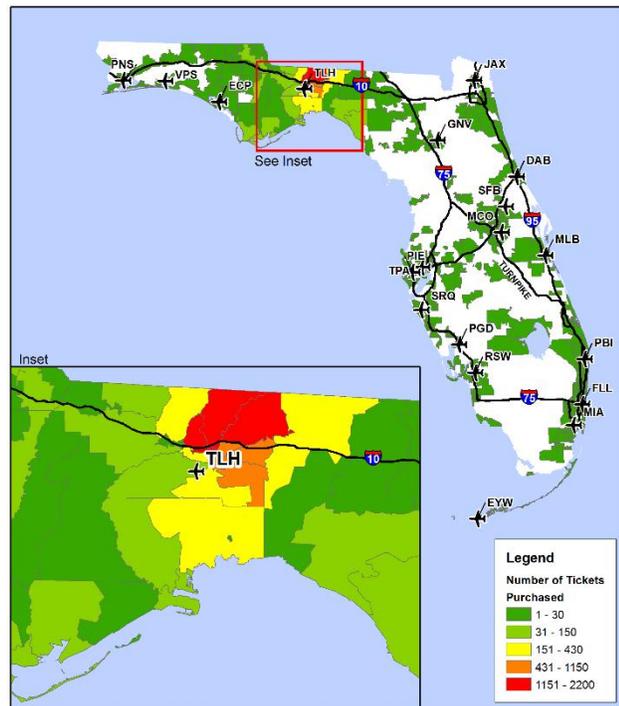


## Market Leakage

**Figure 11** displays the zip codes in Florida where tickets for flights departing from TLH were purchased. This graphic shows the purchases of tickets primarily in the area surrounding TLH. However, tickets have been purchased for TLH flights from all over the state of Florida. Some areas with noticeable aggregations of ticket purchases include Jacksonville, Tampa, and Miami. The majority of tickets purchased for TLH flights were purchased from in-state locations. However, 36 percent of ticket purchases were from out of state locations. The other states where ticket purchases were made included but aren't limited to:

- Georgia – 7%
- Texas – 2%
- New York – 2%
- California – 2%
- Illinois – 2%

Figure 11. In-state Ticket Purchases<sup>15</sup>

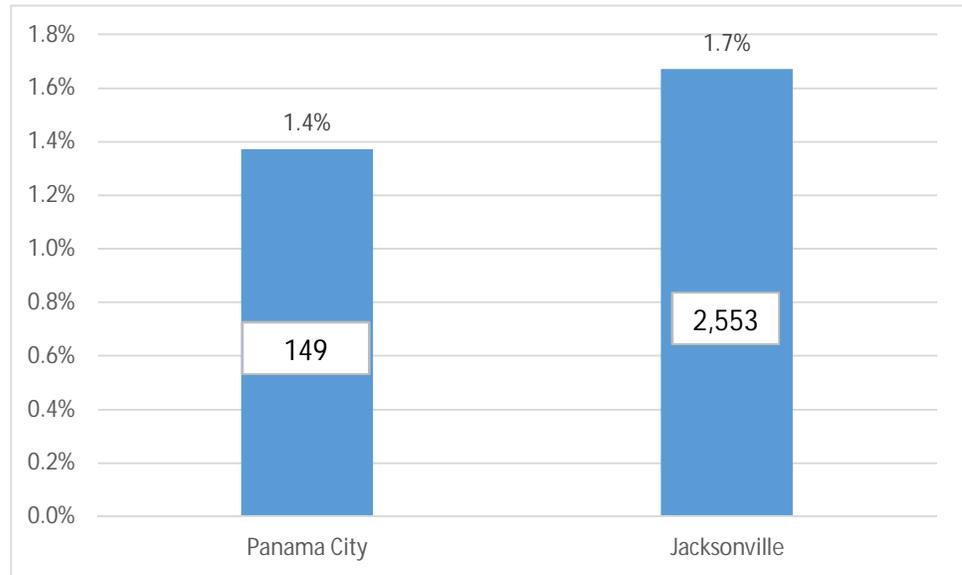


<sup>14</sup> U.S. Census American Fact Finder

<sup>15</sup> Airline Reporting Corporation (ARC)

The market leakage analysis shows that a number of passengers are leaked from the Tallahassee International Airport market to Jacksonville International Airport. Of the passengers departing from Jacksonville International Airport, 1.7 percent were from Leon County. Although the percentage (1.7 percent) may appear low, Jacksonville had over 2.7 million enplanements in 2015. **Figure 12**

**Figure 12. In-state Ticket Purchases<sup>16</sup>**  
 (Represented as a Percentage of the Departing Airports Total Enplanement Volumes in 2015)



illustrates two of the top airports that receive leaked passengers from the Tallahassee International Airport market area, these include Northwest Florida Beaches and Jacksonville. The values that are presented represent the number and percent of passengers who purchased their ticket from a Leon County zip code but flew out of an alternative airport. Data represent a 10 percent sample of all months of 2015.

<sup>16</sup> Airline Reporting Corporation (ARC)