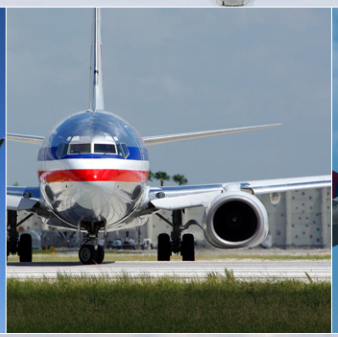
2012

AIRPORT AIR SERVICE PROFILE

Gainesville Regional Airport



prepared by
Kimley-Horn
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Purpose

Airport Air Service Profiles have been developed for Florida's 19 commercial service airports. The purpose of the Airport Air Service Profiles is to inform Florida's airports of the travel patterns of their communities, so they can operate their airports more efficiently and to communicate this information to the airline industry, allowing them to make informed service delivery decisions.

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 are 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% 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, and industry standard sample size, of passengers from participating agencies. This amount can vary significantly by individual market 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.

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GAINESVILLE REGIONAL AIRPORT AIR SERVICE SUMMARY

AIRPORT INFORMATION AND HISTORY

Gainesville Regional Airport (GNV), originally established as John R. Alison Airport in 1942, has long served as a convenient gateway for visitors to reach Central Florida. It was not until 1977 that the airport renamed itself in order to recognize the role that the airport was playing on a regional level. Currently, Gainesville Regional Airport has two runways, one measuring 4,158 feet and one measuring 7,504 feet. Gainesville Regional Airport served 164,977 total enplanements in 2010 and is located near the University of Florida and Shands Hospital.

ANALYSIS

Gainesville Regional Airport is located in the Northeast Continuing Florida Aviation System Planning Process (CFASPP) region. The only other commercial service airport in this region is Jacksonville International Airport. In this analysis, baseline conditions of the airport are reported using 2010 and 2011 data. In some instances, historical data are shown for years 2000 to 2010. The main sources of information are the United States Department of Transportation (U.S.DOT), the Official Airline Guide (OAG), and the Airline Reporting Corporation (ARC). Specific data sources are described where appropriate.

TOTAL ENPLANEMENTS

In 2010, Gainesville Regional Airport had 164,977 total enplanements, making it the smallest airport in the Northeast CFASPP region and the second smallest airport in Florida. Total enplanements at Gainesville Regional Airport have fluctuated throughout the decade, but the overall average has remained relatively stable. The trends seen at this airport followed similar trends to other airports of the same size in response to the economic recession of 2007. Trends in total enplanements at Gainesville Regional Airport are shown in *Figure 1*. Data for this figure were taken from 2000 – 2010 Enplanements in Florida's Commercial Airports, annual airport passenger traffic reports.

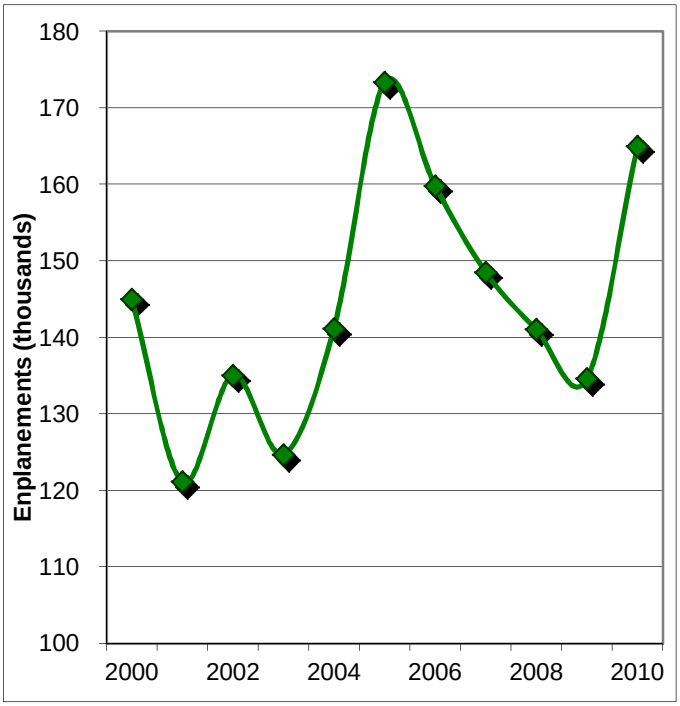


Figure 1: Gainesville Regional Airport Total Annual Enplanements

DOMESTIC ORIGIN AND DESTINATION (O&D) TRAVEL PATTERNS

In 2010, Gainesville Regional Airport had 159,476 domestic enplanements (O&D passengers), which was the lowest of any other airport in the Northeast CFASPP region, and one of the lowest of all airports in the state. Fares for flights departing the airport are some of the most expensive in the state. Gainesville Regional Airport has an average domestic one-way fare of $217.05. O&D passenger and fare data were collected from the U.S. Department of Transportation (U.S.DOT) Bureau of Transportation Statistics (BTS) O&D Survey and summarized from schedule T-100 Domestic Market All Carriers. Fare data were obtained from U.S.DOT BTS DB1B Market Data. Summarized data for each year were taken from all months of the respective year. A graphical summary of O&D passenger and fare data can be seen in *Figure 2* below. United States (U.S.) regional trends and destination airports for 2010 and 2011 can be seen in *Maps 1 and 2* on the following pages. Included in *Map 1* is a table that displays the top 10 final destinations of passengers originating at Gainesville Regional Airport and a table that shows how average one-way fares and domestic passenger totals vary across U.S. regions. *Map 2* contains the top ten final destinations from Gainesville Regional Airport. The destination airport data seen in *Maps 1 and 2* were obtained from Airlines Reporting Corporation (ARC) and are a 10 percent sample of reporting years 2010 and 2011.

** Disclaimer: 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.*

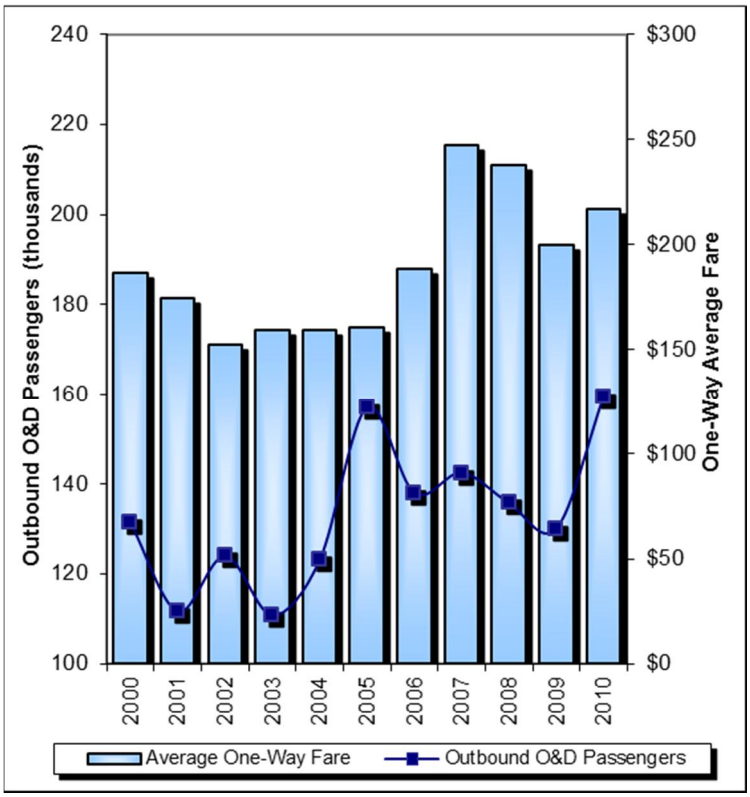
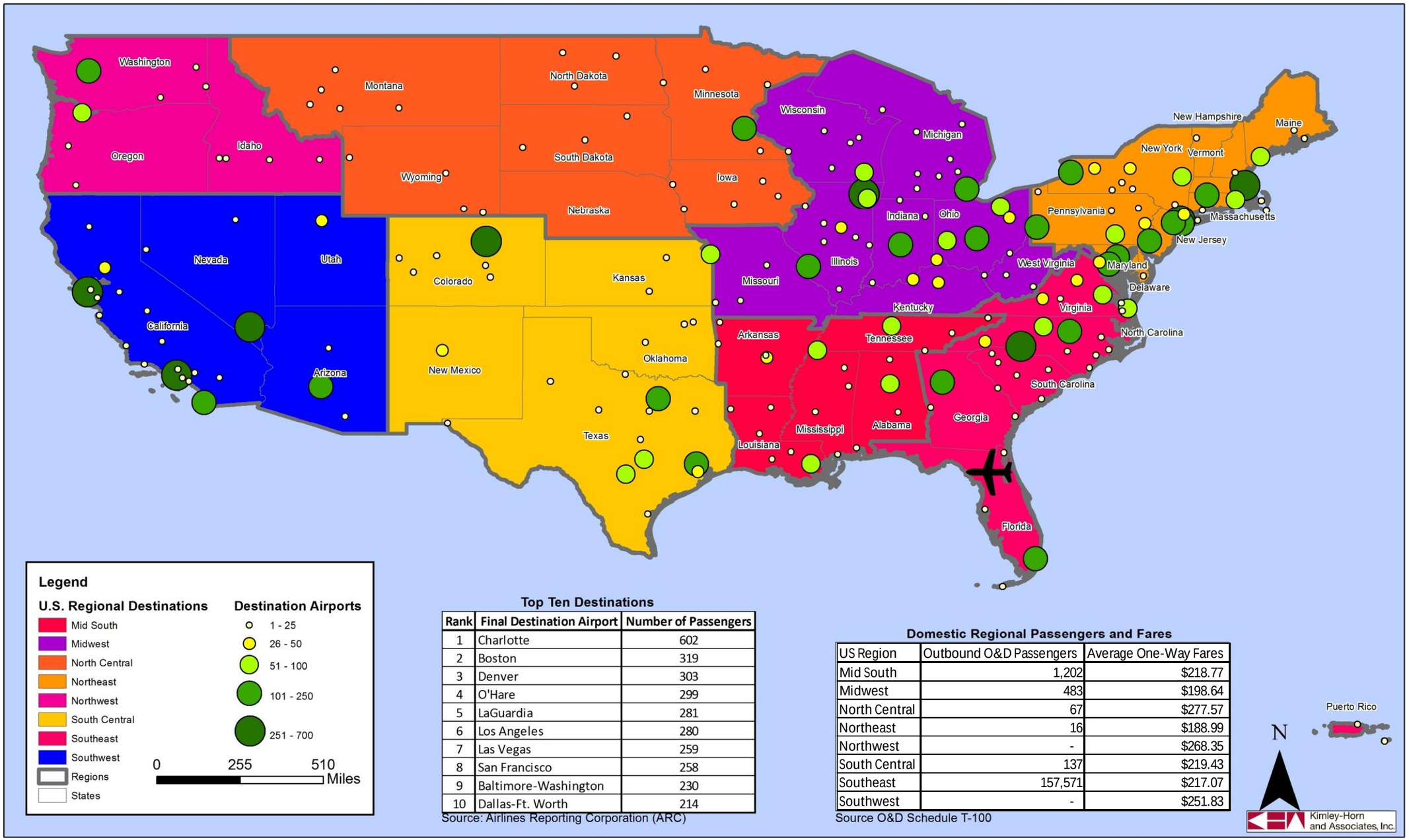


Figure 2: Summary of Outbound O&D Passengers and Average One-Way Fares



Top Ten Destinations

Rank	Final Destination Airport	Number of Passengers
1	Charlotte	602
2	Boston	319
3	Denver	303
4	O'Hare	299
5	LaGuardia	281
6	Los Angeles	280
7	Las Vegas	259
8	San Francisco	258
9	Baltimore-Washington	230
10	Dallas-Ft. Worth	214

Source: Airlines Reporting Corporation (ARC)

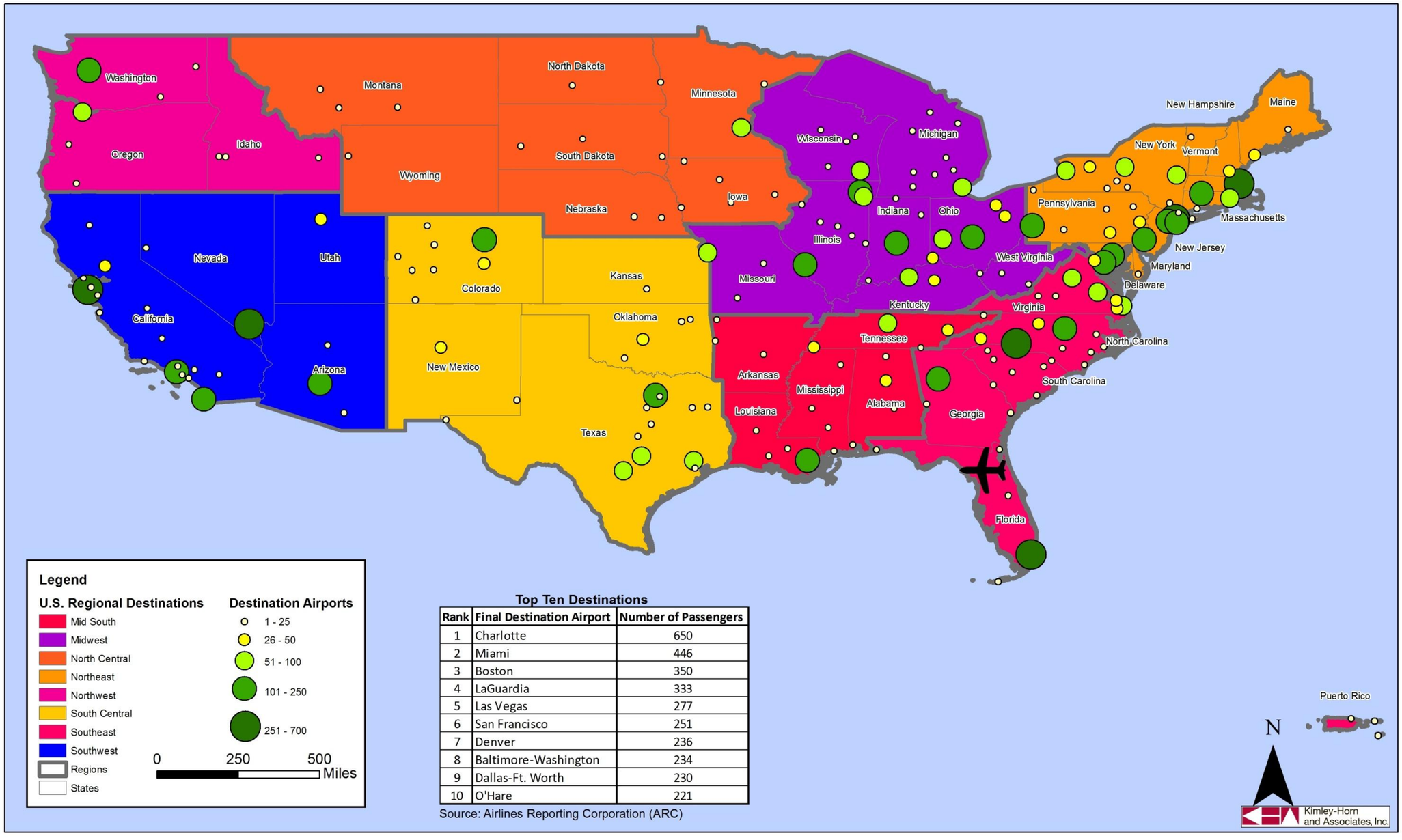
Domestic Regional Passengers and Fares

US Region	Outbound O&D Passengers	Average One-Way Fares
Mid South	1,202	$218.77
Midwest	483	$198.64
North Central	67	$277.57
Northeast	16	$188.99
Northwest	-	$268.35
South Central	137	$219.43
Southeast	157,571	$217.07
Southwest	-	$251.83

Source O&D Schedule T-100

Map 1: Gainesville Domestic Destination Airports and Regions, 2010

Final destination information is based on a 10% sample of ARC-accredited Online Travel Agencies (OTA) and represents tickets purchased from Florida zip codes



Legend

U.S. Regional Destinations

- Mid South
- Midwest
- North Central
- Northeast
- Northwest
- South Central
- Southeast
- Southwest
- Regions
- States

Destination Airports

- 1 - 25
- 26 - 50
- 51 - 100
- 101 - 250
- 251 - 700

0 250 500 Miles

Top Ten Destinations

Rank	Final Destination Airport	Number of Passengers
1	Charlotte	650
2	Miami	446
3	Boston	350
4	LaGuardia	333
5	Las Vegas	277
6	San Francisco	251
7	Denver	236
8	Baltimore-Washington	234
9	Dallas-Ft. Worth	230
10	O'Hare	221

Source: Airlines Reporting Corporation (ARC)

Map 2: Gainesville Domestic Destination Airports and Regions, 2011

Final destination information is based on a 10% sample of ARC-accredited Online Travel Agencies (OTA) and represents tickets purchased from Florida zip codes

DESTINATIONS SERVED

Gainesville Regional Airport serves three domestic airport locations, Hartsfield-Jackson Atlanta International Airport (ATL), Miami International Airport (MIA), and Charlotte Douglas International Airport (CLT), with direct flights; one of the lowest service offerings of all commercial service airports in Florida. All three destinations are served by regional jets. Currently, Gainesville Regional Airport averages 50 seats per flight for domestic destinations and operates 80 domestic departures per week. Data used to compile this information are from the Official Airline Guide (OAG) and are presented as a weekly summary taken during July 2011. A summary of airports served, number of flights, and serving airlines is provided in the *Appendix*. The destinations that an airport is able to serve are directly affected by the airlines that provide service. Airlines often enter into code sharing agreements so that they are able to expand their service without investing in the necessary resources. The *Appendix* provides a list of contract airlines and the airports that have code sharing agreements with them.

INTRASTATE SUMMARY

Gainesville Regional Airport is one of 16 airports in Florida that offers intrastate service. Of commercial service airports in Florida, Gainesville Regional Airport offers one of the lowest numbers of flights to intrastate destinations. Currently, Gainesville Regional Airport offers seven weekly flights to Miami International Airport. Throughout the decade, Gainesville Regional Airport has started and dropped intrastate service to various destinations including Tampa International Airport. Data displayed for intrastate flights are from the Official Airline Guide (OAG) and show the weekly average number of flights from data collected in July of 2011. Intrastate service is summarized below in *Figure 3* and in *Map 3* on the following page. Intrastate flight data was taken from a one week sample from July 2011, Gainesville Regional Airport did offer increased intrastate flight options to Miami International Airport throughout various seasons, having a yearly average of 13 flights per week.

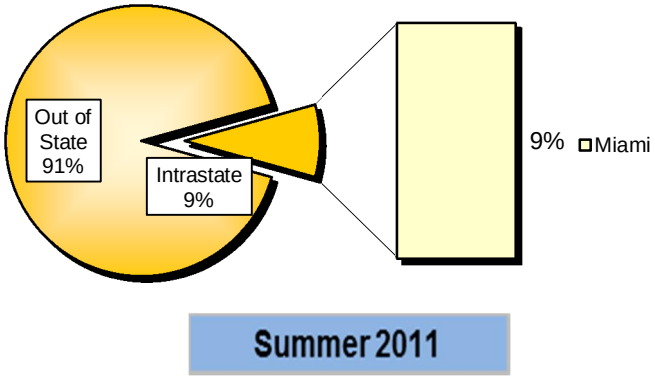
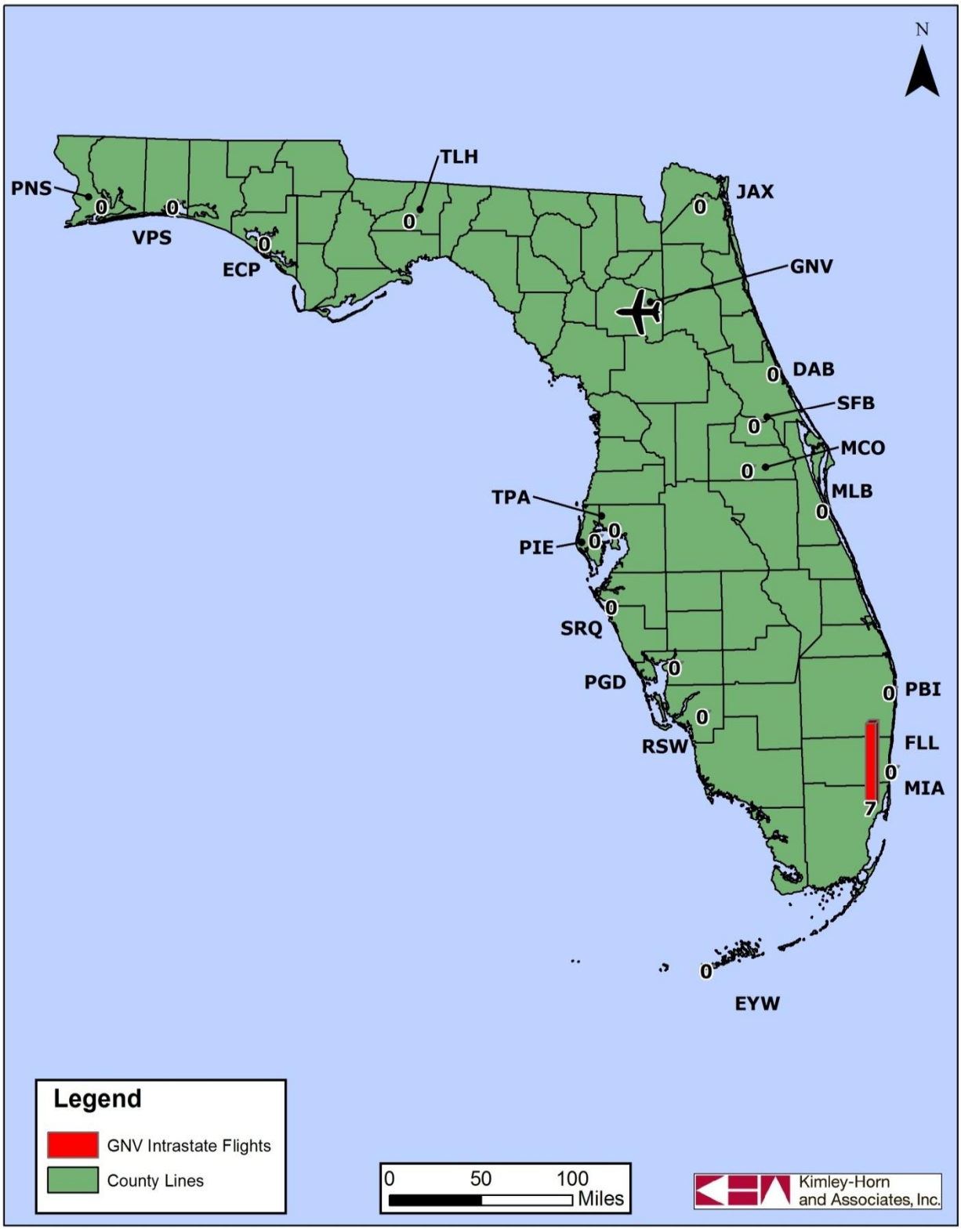


Figure 3: Intrastate Service

Intrastate passengers as a percent of total



Map 3: Gainesville Intrastate Flights, 2011

Average Number of Weekly Flights

INTERNATIONAL FLIGHT DEPARTURES

In 2011, Gainesville Regional Airport did not offer direct international service. However, when looking at final destinations of flights departing the airport, it was found that 11.3 percent of flights that leave Gainesville Regional Airport have international final destinations.

SEASONAL FLIGHT COMPARISON

Scheduled service showed large amounts of variability during different seasons in 2011. To destinations in the southeast, Gainesville Regional Airport offered more flights in the summer than in the winter or spring months. To intrastate destinations, Gainesville Regional Airport offered twice as many flights in the winter and spring as it did in the summer. Seasonal flight information is from the Official Airline Guide (OAG) and summarized as a weekly average with winter months being December 2010 and January 2011, spring months being March and April 2011, and summer months being July and August 2011. A summary of the seasonal comparison for Gainesville Regional Airport can be seen below in *Figure 4*.

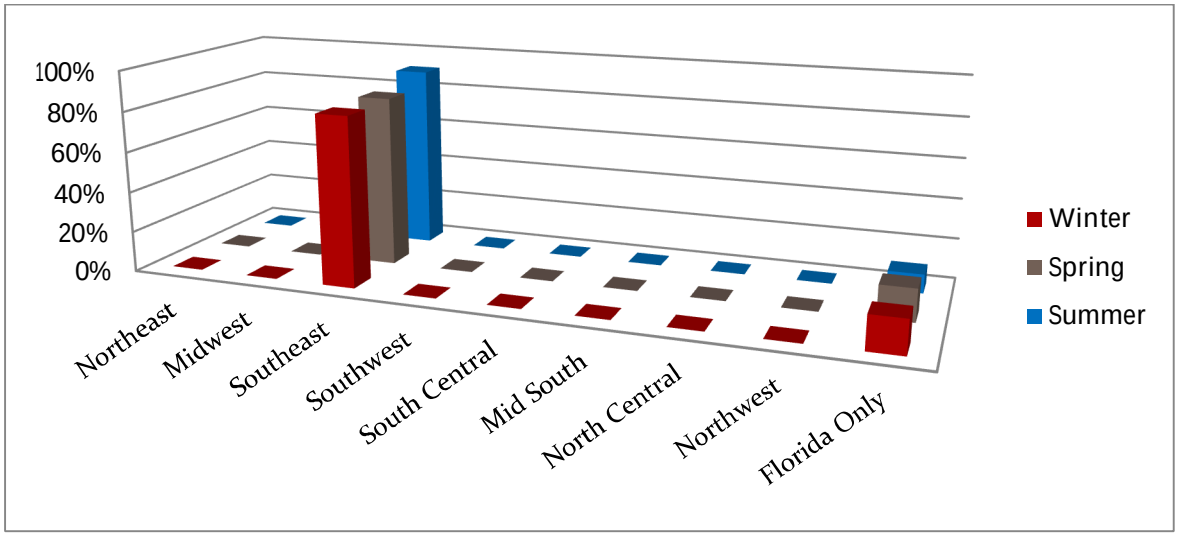


Figure 4: Gainesville Regional Airport – Seasonal Flight Comparison

Seasons presented are from a representative sample.

HUBS SERVED

Gainesville Regional Airport had 159,476 domestic enplanements and offered flights to three domestic hub airports. Because of this, it is considered a non-hub airport. To be considered a hub airport, an airport must serve at least 0.05 percent of all enplaned passengers in the U.S. Hub information is from the U.S. Department of Transportation (U.S.DOT) Research and Innovative Technology Administration (RITA) using Bureau of Transportation Statistics (BTS) data as of June 2011.

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 passengers boarding. The average load factor at Gainesville Regional Airport is 80.20 which was slightly lower than the U.S. average of 81.73 for 2011. Load factor statistics were determined using Bureau of Transportation Statistics (BTS) T-100 segment data for the years 2010 and 2011. A summary of 2010 and 2011 average load factors can be seen in *Table 1*.

Table 1: Average Load Factors Per Year

Year	Domestic	International	Total
Gainesville Regional Airport			
2010	80.92	n/a	80.92
2011	80.20	n/a	80.20
All U.S. Airports Average Load Factors			
2010	82.18	81.59	81.90
2011	83.03	80.41	81.73

ON-FLIGHT MARKET FREIGHT STATISTICS

Freight statistics represent the total number of pounds of freight, property other than mail and passenger baggage transported, transported by air from a given airport. Gainesville Regional Airport carries a small amount of freight, shipping only 3,597 pounds between the months of January and September 2011. A summary of 2010 and 2011 on-flight market freight statistics is shown in *Table 2*. Due to delay in reporting periods by airlines and airports to the Bureau of Transportation Statistics (BTS), not all 2011 data have been reported. Therefore, comparisons cannot be made between 2010 and 2011, but comparisons can be made between airports for the same years. Freight statistics were determined using BTS T-100 domestic market data.

Table 2: Total Freight (lbs.) Per Year

Year	Freight (in pounds)
2010 (Jan-Dec)	13,831
2011 (Jan-Sept)	3,597

ON-FLIGHT MARKET MAIL STATISTICS

Mail statistics represent the total number of pounds of U.S. and foreign mail shipped from a given airport. In 2011, Gainesville Regional Airport shipped 450 pounds of mail freight between the months of January and September. This total is high when compared to other airports of a comparable size in Florida. A summary of 2010 and 2011 on-flight market mail statistics are shown in *Table 3*. Due to delay in reporting periods by airlines and airports to the Bureau of Transportation Statistics (BTS), not all 2011 data have been reported. Therefore, comparisons cannot be made between 2010 and 2011, but comparisons can be made between airports for the same years. Mail statistics were determined using BTS T-100 domestic market data.

Table 3: Total Mail (lbs.) Per Year

Year	Freight (in pounds)
2010 (Jan-Dec)	500
2011 (Jan-Sept)	400

MARKET LEAKAGE STUDY

INTRODUCTION

Florida has the most large hub airports (4) of any state in the U.S. Florida also has a large number of commercial service airports (19), which compete over 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 due to the fact that 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 lose passengers due to market leakage. The market leakage study analyzed zip codes from where a ticket was purchased and subsequently which airport was departed from for that purchase. This analysis determined how many passengers leaving a county with commercial air service to use an airport located within another county. In order to better understand the market leakage findings, key demographic data are presented as part of the market leakage study.

METROPOLITAN STATISTICAL AREA (MSA)

Gainesville Regional Airport is the only commercial airport in the Gainesville MSA. This MSA is one of the smallest in the state in terms of MSA's with commercial air service, but has shown steady growth over the past few decades. 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 high 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. Data are also analyzed at the county level where appropriate.

POPULATION TRENDS AND PROJECTIONS

The Gainesville MSA has a current population of 260,930 people. The airport is located in Alachua County, which has a current population of 247,336 people. The populations within the MSA and county have steadily increased over the past two decades and this growth is likely to continue based on projections for the area. Historical, current, and future population projections for Alachua County are shown in *Figure 5*. Historical population data for the MSA are shown in *Figure 6*. Historical and current population data for the County and the MSA are from the 2010 census and population projections were taken from the Bureau of Economic and Business Research (BEBR) 2010.

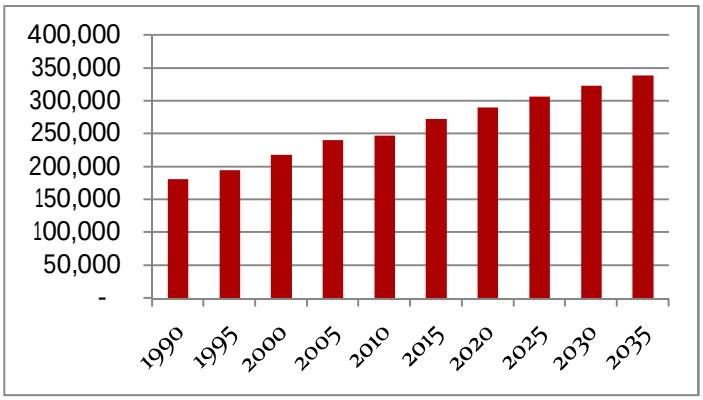


Figure 5: Historical, Current, and Future Population Projections Alachua County

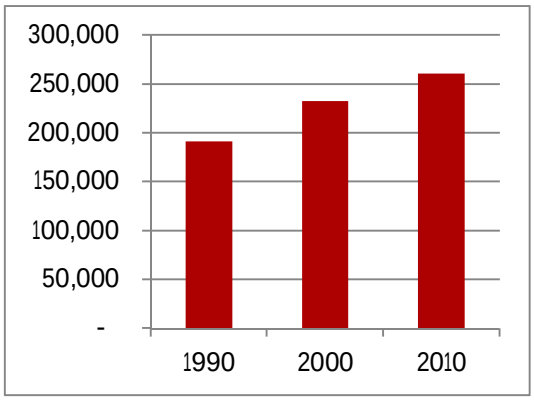


Figure 6: Gainesville MSA

INCOME LEVELS

Income levels for Alachua County are lower than the average for the state. Currently, the average per capita income for Alachua County is $35,573 while the average for the state is $38,965. The income distribution for the Gainesville MSA is highly skewed from the typical distribution seen in other MSA's. This is most likely due to the fact that located within the MSA is a large university, and university students typically either do not have incomes or have very low incomes. Having this unique population will skew common principles of income to demand, but overall trends can still be established. 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 upper income households, more people may be willing to pay more in order to travel a shorter distance to the airport increases. In lower income areas, people may be likely to drive a greater distance for air travel in order to capture reduced fares. A summary of income data for the MSA is shown in *Figure 7*. Income data for the county are from Enterprise Florida while income information for the MSA is from the U.S. Census American Fact Finder.

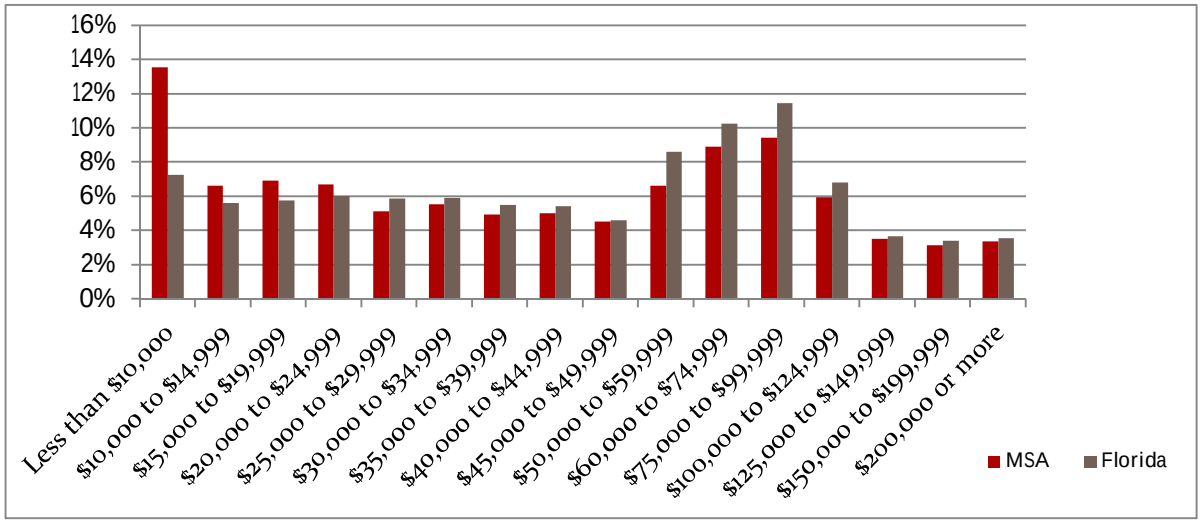


Figure 7: Income Brackets – Gainesville MSA

EMPLOYMENT BY INDUSTRY

The type of employment that is located in an area may also have an effect on airline 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 generally 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. Alachua County shows moderate variation in employment industries with a lower percent of trade and professional jobs. Across all other industry groups, employment was very well matched to state averages. A summary of employment by industry can be seen in *Figure 8*. A list of the County's top employers can be seen in *Table 4*. Employment information was taken from Enterprise Florida and contains data from 2010.

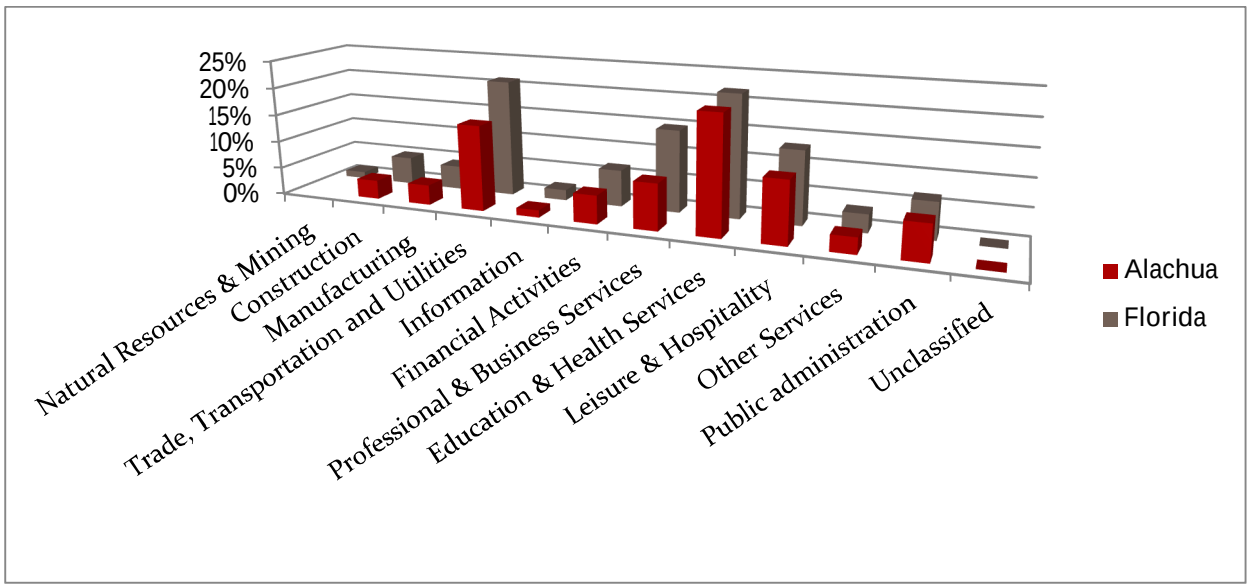


Figure 8: Jobs by Industry – Alachua County

Table 4: Top 10 Private Employers: Alachua County

Major Employers	Number of Employees
Shands Hospital	12,588
Publix	2,056
North Florida Regional Medical Center	1,700
Nationwide Insurance	1,300
Wal-Mart Distribution	736
Gator Dining Services	625
Dollar General Distribution Center	624
Meridian Behavioral	620
Wal-Mart Stores	504
Tower Hill Insurance	500

ROUTING

A route analysis was completed to see how destinations are served by Gainesville Regional Airport. *Map 4* depicts the top ten routes served by the airport. Based on the route analysis, Gainesville Regional Airport may consider evaluating current service offerings in comparison to the most popular final destinations.

NEARBY AIRPORTS

Gainesville Regional Airport is located over an hour and a half drive from any other commercial service airport. The nearest commercial airports are: Jacksonville International Airport, Daytona Beach International Airport, Orlando-Sanford International Airport, Orlando International Airport, and Tampa International Airport.

MARKET LEAKAGE ANALYSIS

A market leakage analysis was completed for Gainesville Regional Airport for 2010 and 2011. The market leakage analysis evaluates the zip codes from where tickets were purchased for flights departing Gainesville Regional Airport. Data for this analysis were obtained from Airline Reporting Corporation (ARC)* and can be seen in *Maps 5 and 6*. The market leakage analysis also looks at tickets purchased from an Alachua County zip code departing from other airports. By doing this, trends were identified as to whether or not Gainesville Regional Airport loses passengers to other nearby airports.

FINDINGS

Based on the market leakage analysis, Gainesville Regional Airport loses a significant number of passengers to Jacksonville International Airport, Orlando International Airport, and Tampa International Airport in 2011. Of all passengers departing from Jacksonville International Airport, 5.6 percent were from Alachua County. Of all passengers departing from Orlando International, 2.8 percent were from Alachua County. Of all passengers departing from Tampa International Airport, 0.9 percent was from Alachua County. As shown in *Maps 5 and 6,* the airport is able to retain some local flights but attracts no additional passengers from the primary markets of other commercial airports. *Figure 9* illustrates three of the top airports that receive leaked passengers from the Gainesville Regional Airport market. The values that are presented represent the number and percent of passengers who purchased their ticket from an Alachua County zip code but flew out of an alternative airport. Data presented are from a 10 percent sample from all months of 2011.

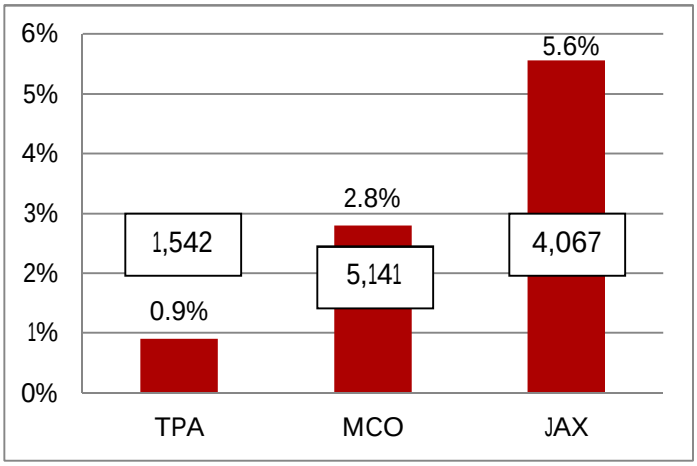


Figure 9: Market Leakage
As a Percentage of the Departing Airports Total Enplanement Volume in 2011

** Disclaimer: 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.*

Top Ten Routes

Rank	Routes	Number of Passengers
1	GNV/CLT	622
2	GNV/MIA	446
3	GNV/CLT/BOS	181
4	GNV/ATL/LAS	175
5	GNV/ATL/DEN	164
6	GNV/ATL/DFW	153
7	GNV/ATL/LGA	145
8	GNV/ATL/SFO	139
9	GNV/CLT/LGA	136
10	GNV/CLT/BWI	129

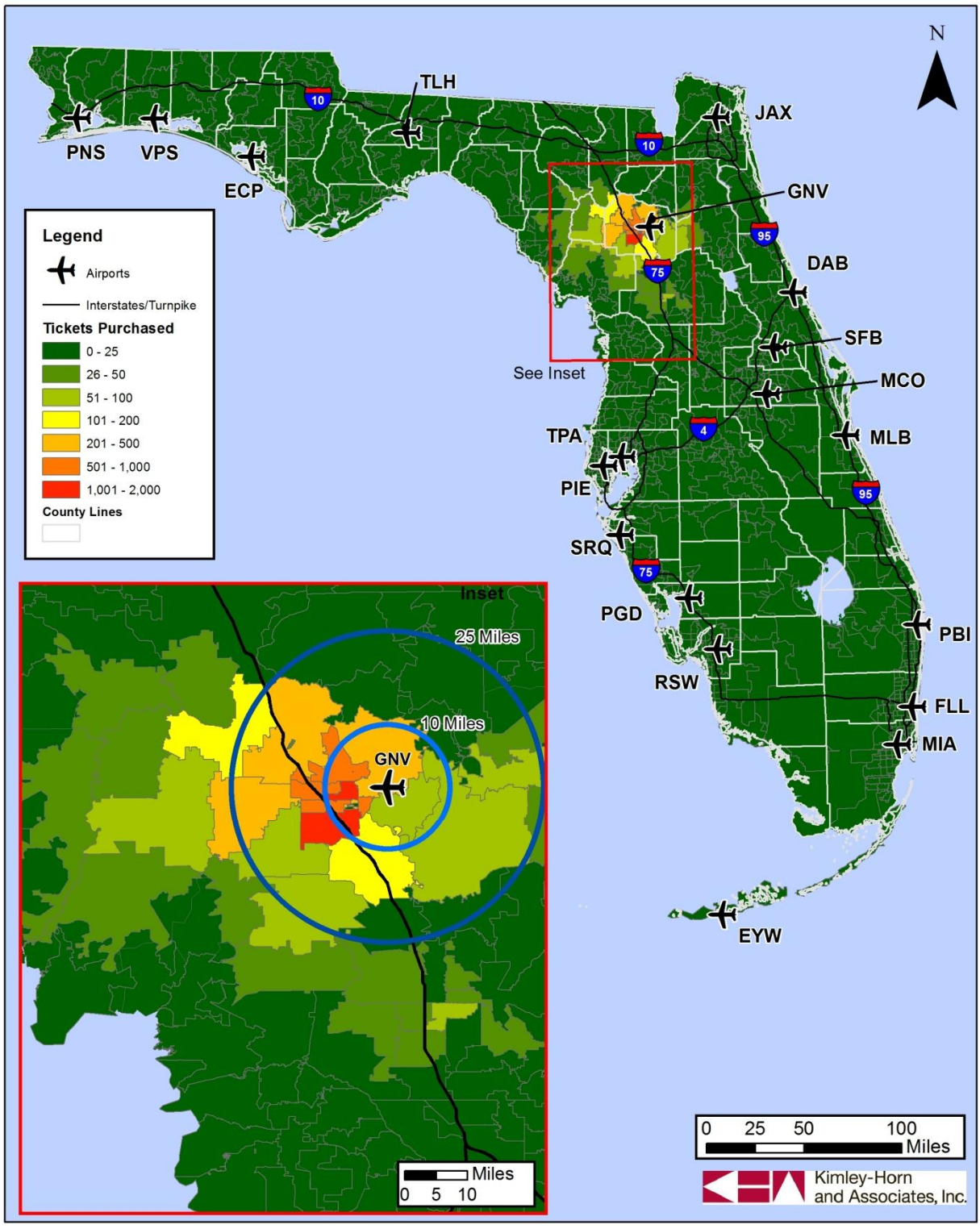
Source: Airlines Reporting Corporation (ARC)

Legend

- Routes
- Base Airport
- Destination Airports
- Domestic Destinations
- International Destinations

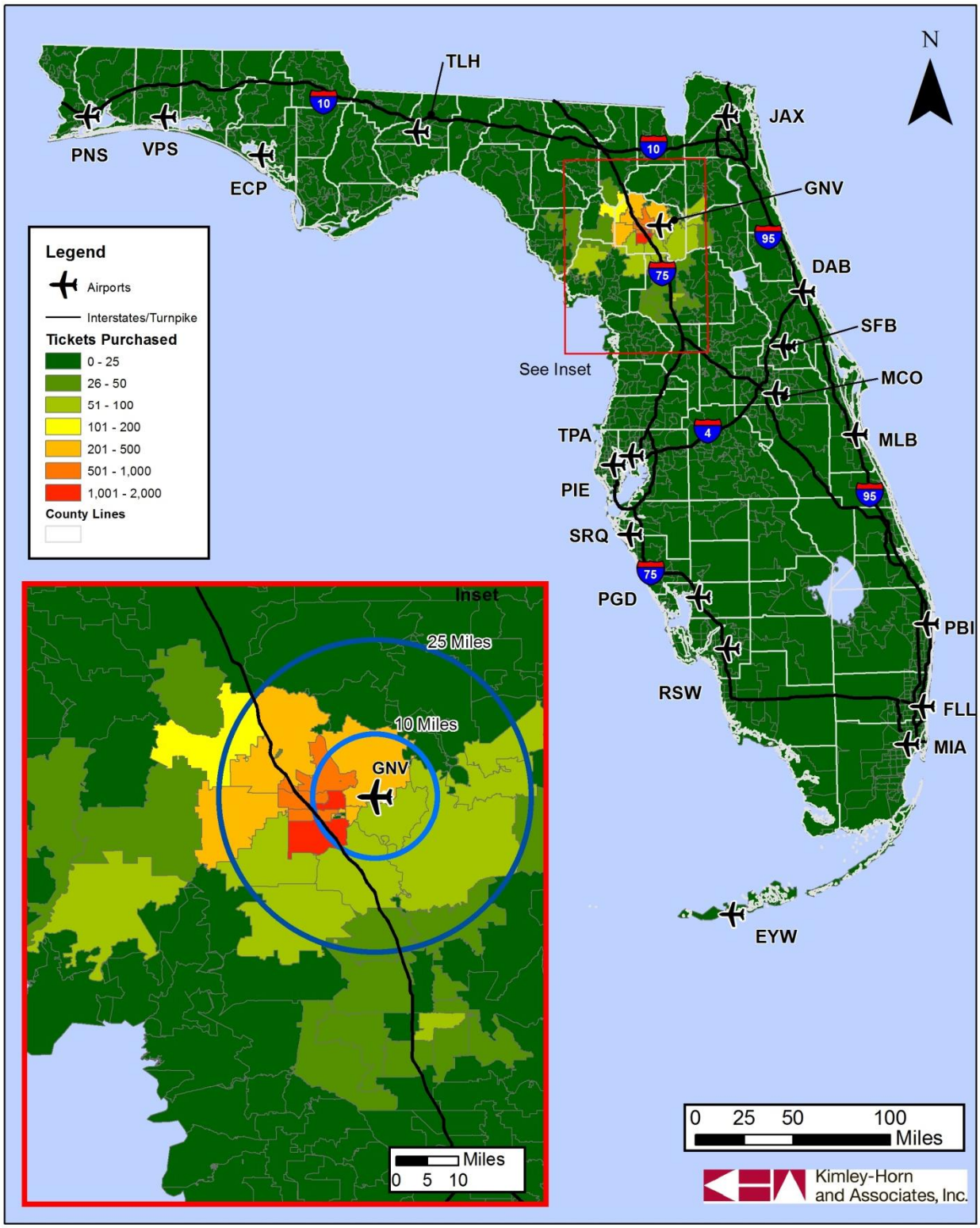
Map 4: Gainesville Regional Airport Top Ten Routes, 2011

Routing information is based on a 10% sample of ARC-accredited Online Travel Agencies (OTA) and represents tickets purchased from Florida zip codes



Map 5: Gainesville Regional Airport, 2010 – Market Leakage Analysis

Market leakage data is based on a 10% sample of ARC-accredited Online Travel Agencies (OTA) and represents tickets purchased from Florida zip codes



Map 6: Gainesville Regional Airport, 2011 – Market Leakage Analysis

Market leakage data is based on a 10% sample of ARC-accredited Online Travel Agencies (OTA) and represents tickets purchased from Florida zip codes

APPENDIX

Summary of Domestic Airport Activity
Gainesville Regional Airport (GNV)
As of Summer 2011

Destinations Serves	Weekly Departures 2010	Weekly Departures 2011	Carrier 2010	Carrier 2011
Atlanta	45	46	DL	DL
Charlotte	25	27	US	US
Miami	0	7	-	AA
Total	70	80		

Source: Official Airline Guide

Carrier Legend: DL- Delta Airlines, US- US Airways, AA- American Airlines

Commercial Agreements
as of February 2012

US Airways
PSA
Republic Airways
Piedmont
Chautauqua
Colgan
Trans States
Mesa Airlines
Air Wisconsin
Asiana
Singapore Airlines

Alaska Airlines
Peninsula Airways
Horizon
ERA Aviation

Continental Airlines
United Airlines
Air Doliminti
Euro Wings
Contact
Augsburg

Delta
Aeromexico
Air France
AF Regional
Brit Air (AF)
City Jet (AF)
Alitalia
Avianca
Atlantic Southeast Airlines
Alaska Airlines
Horizon Air
China Airlines
China Southern
Comair
Compass Airlines
CSA Czech Airlines
KLM Royal Dutch Airlines
KLM City Hopper
Korean Airlines
Olympic Air
Royal Air Maroc
Masaba Airlines
Sky West
Chautauqua Airlines
Freedom
Pinnacle
Shuttle America
Vietnam Airlines
Virgin Blue
Virgin Australia

American Airlines
Cathay Pacific Airways
British Airways
Japan Airlines
Jalways
Brussels Airlines
Finnair
Iberia
Gulf Air
Qantas
Royal Jordanian Airlines
Malev Hungarian Airlines
Trans States Airlines
Chautauqua Airlines
China Eastern Airlines
EVA Air
Jet Airways
LAN Airlines
Mexicana

Frontier
Chautauqua Airlines
Republic d/b/a/ Midwest Airlines
Republic Airlines

United Airlines
Colgan Airlines
Mesa Air Group
Republic Airways
Shuttle America
Sky West Airlines
Trans States Airlines
Go Jet
Express Jet
All Nippon Airways
Atlantic Southeast
Lufthansa German Airlines
Continental Airlines
Air Lingus
Asiana
City Line
Air Dolimiti
EuroWings
Contact
Augsburg

JetBlue
Cape Air

AirTran
Sky West