Airport Profile

Orlando Melbourne International Airport

Orlando Melbourne International Airport (MLB) is located in Brevard County, Florida about 1.5 miles northwest of downtown Melbourne, Florida. This airport is home to the Florida Institute of Technology flight school as well as many commercial service travelers.

Melbourne is home to the Florida Institute of Technology (FIT) as well as Eastern Florida State College. FIT is known for its aviation program and flight line at MLB. The beaches around Melbourne are well known for their surfing and fishing. Melbourne's close proximity to Cocoa Beach and Orlando make it a great destination for travelers seeking a variety of Florida culture.

MLB continued to remain consistent with its growing trend in annual enplanements in 2015 at 228,042. MLB's annual passenger also increased over 5,000 passengers to 220,346 in 2015. MLB also continued to serve two domestic destinations, as it has since 2007.

2015

BY THE NUMBERS

228,042
Enplanements

220,346
Passengers

$195.03
Average Fare

2
U.S. Cities Served

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.

Orlando Melbourne International Airport Air Service Summary

Introduction

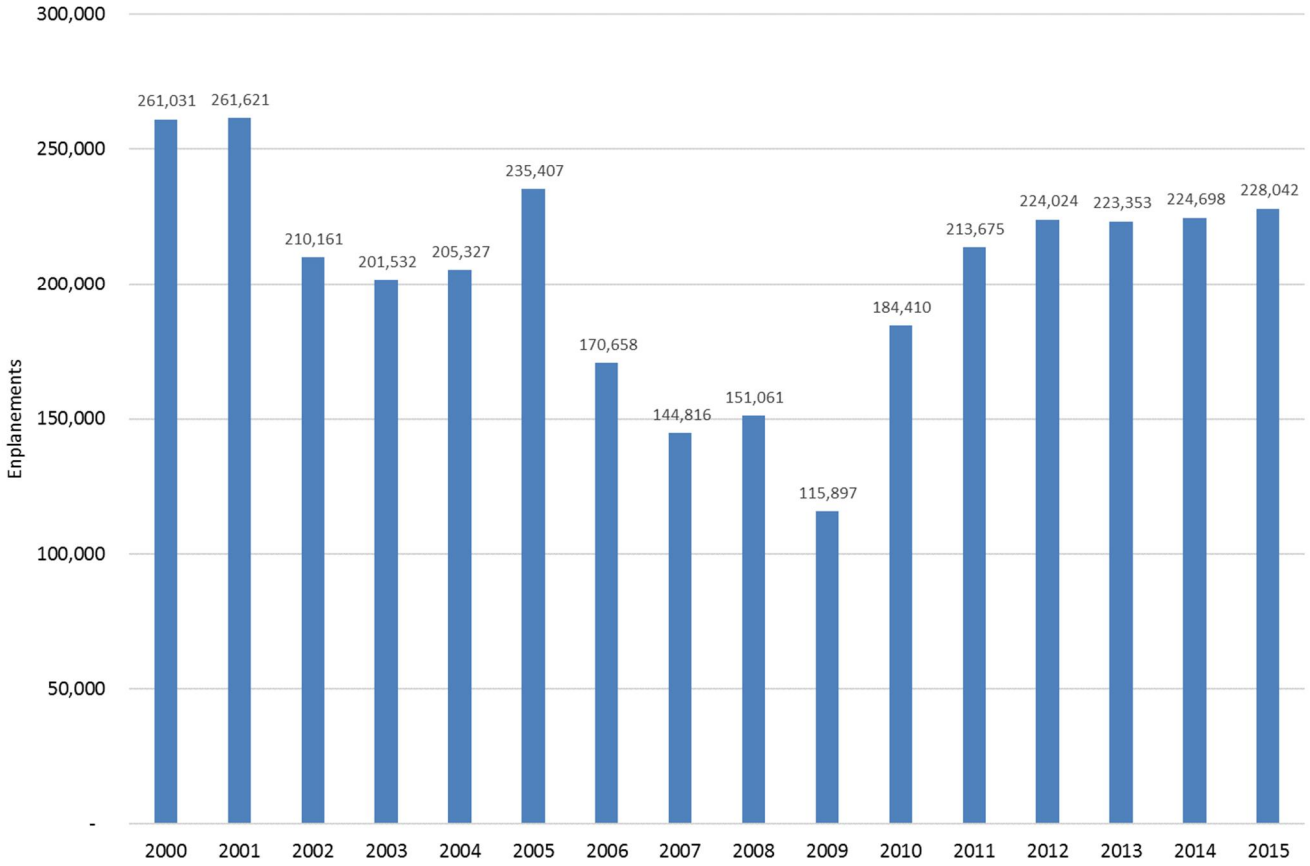
Melbourne International Airport (MLB) began commercial service in 1952 when Eastern Airlines began service there. The airport, which was originally established as a landing strip in an agricultural area, now has three runways, measuring 3,001 feet, 6,000 feet, and 10,181 feet. With these facilities, MLB was able to enplane 228,042 passengers in 2015 (**Figure 1**).

MLB is located in the East Central Continuing Florida Aviation System Planning Process (CFASPP) region as well as FDOT District five. Also, included in this region and district are Daytona Beach International Airport (DAB), Orlando International Airport (MCO), Orlando-Sanford International Airport (SFB). This airport profile will illustrate statistical data about MLB including: annual enplanements, local population, 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 MLB and how that compares to previous years' performance.

More information about MLB can be found at: http://www.mlbair.com/

Enplanements

Figure 1. Annual Enplanements[1]

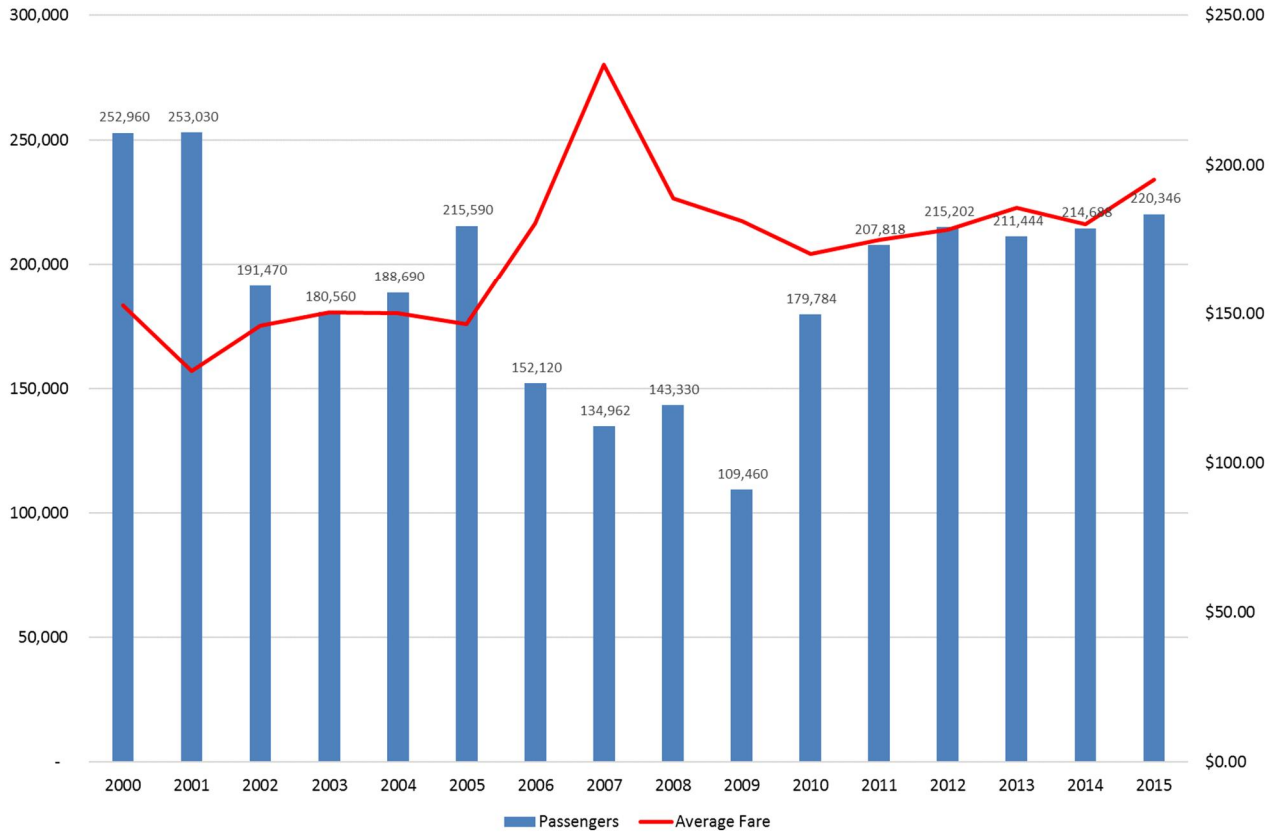


[1] Annual airport passenger traffic reports, provided by FDOT

Passengers and Fares

MLB had an increase in annual passengers between 2013 and 2015. In 2015 MLB had 220,346 annual passengers, this is roughly a 6,000 passenger increase from the passenger count in 2014. Although MLB had an increase in annual passengers, the airport's average fare also increased in 2015 to $195.03. This is nearly as $15 increase from 2014, although still below the high point of $233.61 in 2007. **Figure 2** displays the annual passengers and annual average fare at MLB.

Figure 2. Annual Domestic Passengers and Average Fares[2]



Destination Airports

MLB served two destinations in the U.S. in 2015. These two destinations included:

- Hartsfield-Jackson Atlanta International Airport (ATL)
- Charlotte Douglas International Airport (CLT)

Of flights departing from MLB, the destination receiving the most weekly flights was ATL. ATL is known as being one of the busiest airports in the world as well as being a primary hub for Delta Air Lines. Additionally, CLT is known for being a major hub of American Airlines as well as a gateway for connections to destinations all over the United States. **Figure 3** displays MLB's nonstop domestic destinations.

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

Domestic Routes

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

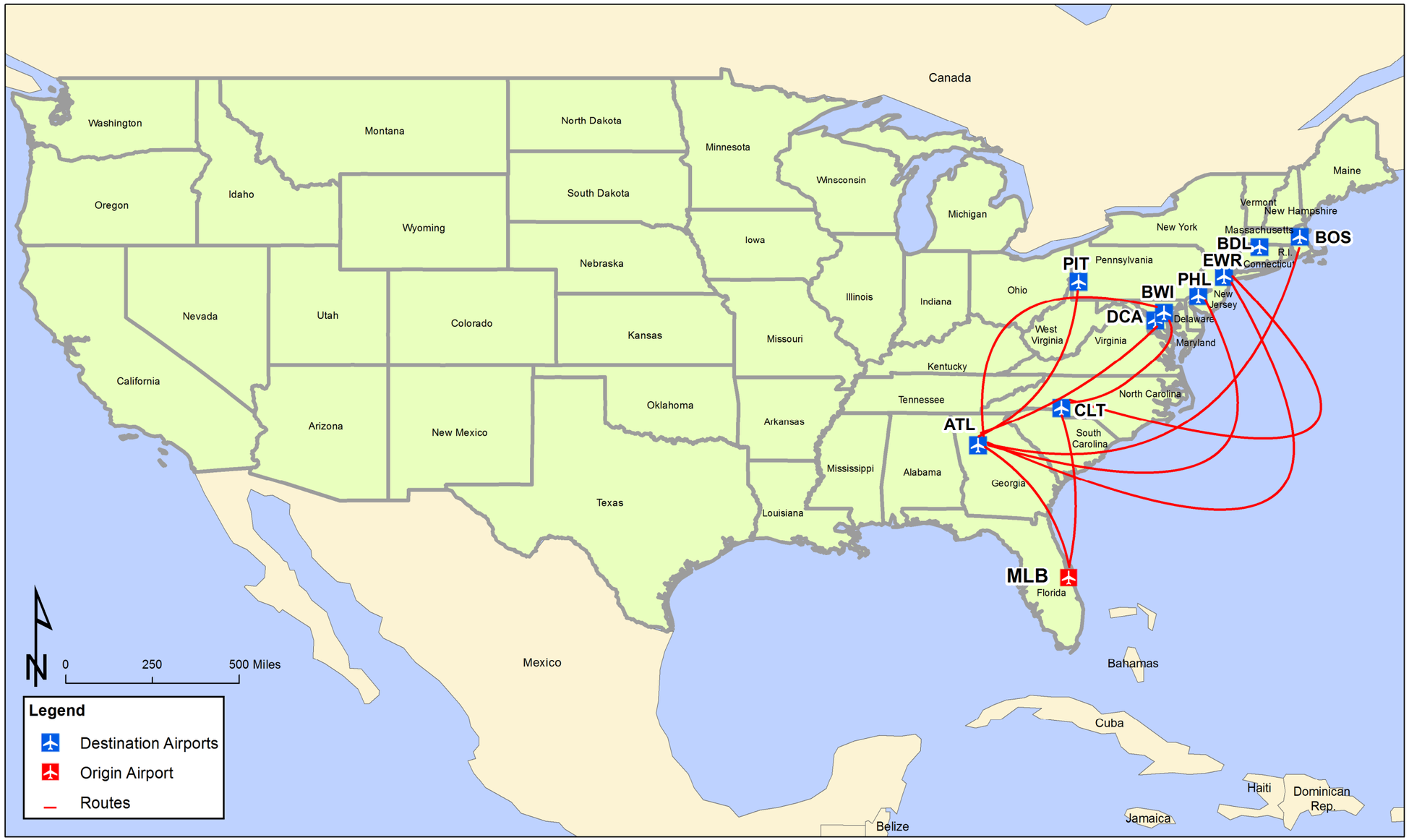
- Hartsfield-Jackson Atlanta International Airport (ATL)
- Charlotte Douglas International Airport (CLT)
- Pittsburgh International Airport (PIT)
- Ronald Reagan Washington National Airport (DCA)
- Baltimore-Washington International Airport (BWI)
- Philadelphia International Airport (PHL)
- Newark Liberty International Airport (EWR)
- Bradley International Airport (BDL)
- Boston Logan International Airport (BOS)

This analysis represents the intention of travel of the majority of passengers flying out of MLB. It should be noted that the majority of these airports are in the Northeast region of the U.S. Therefore, the appropriate conclusion is that the majority of passengers who travel from MLB are ultimately bound for the Northeast region of the U.S. Data for the routing analysis were obtained from Airline Reporting Corporation (ARC).

Figure 3. MLB's Nonstop Domestic Destinations[3]

[3] The Official Airline Guide (OAG)

Figure 4. Top Domestic Routes[4]

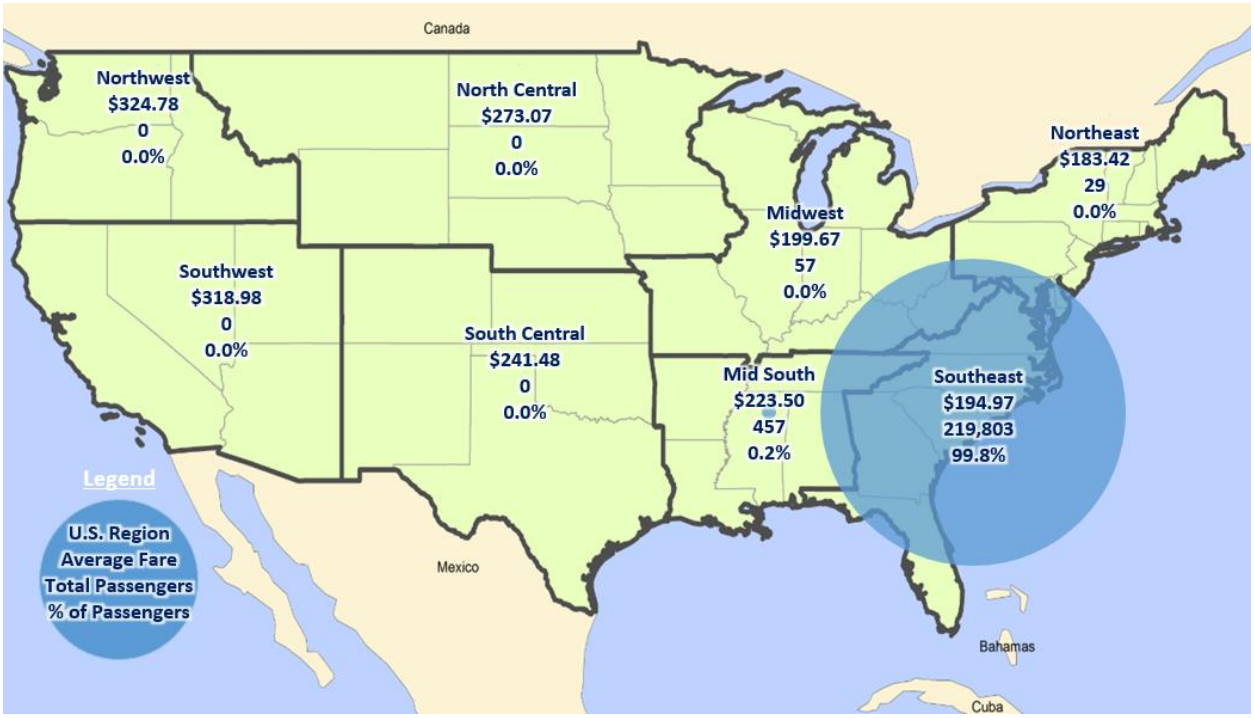


[4] Airline Reporting Corporation (ARC)

Domestic Regional Analysis

Figure 5 displays the average fare, number of passengers, and percentage of total passengers departing MLB and bound for each of the eight regions of the United States. The data shows the 99.8 percent of passengers departing MLB were bound for destinations in the Southeast region. The Southeast region contains Hartsfield-Jackson Atlanta International Airport (ATL) as well as Charlotte Douglas International Airport (CLT) which received the majority of MLB's flights in 2015.

Figure 5. Domestic Passengers and Fares[5]



International Flight Departures

MLB does not currently offer international commercial service.

Aircraft Type

Of the two destinations served by MLB, both were served by regional jet aircraft, and one was served by a large jet aircraft. The use of jet aircraft, especially large/wide-body, has a direct impact on the average seats per flight at an airport. Generally, larger jet aircraft substantially increase the average seats per flights. **Figure 6** displays the aircraft types that served the two destinations from MLB as well as the average seats per flight on each aircraft type.

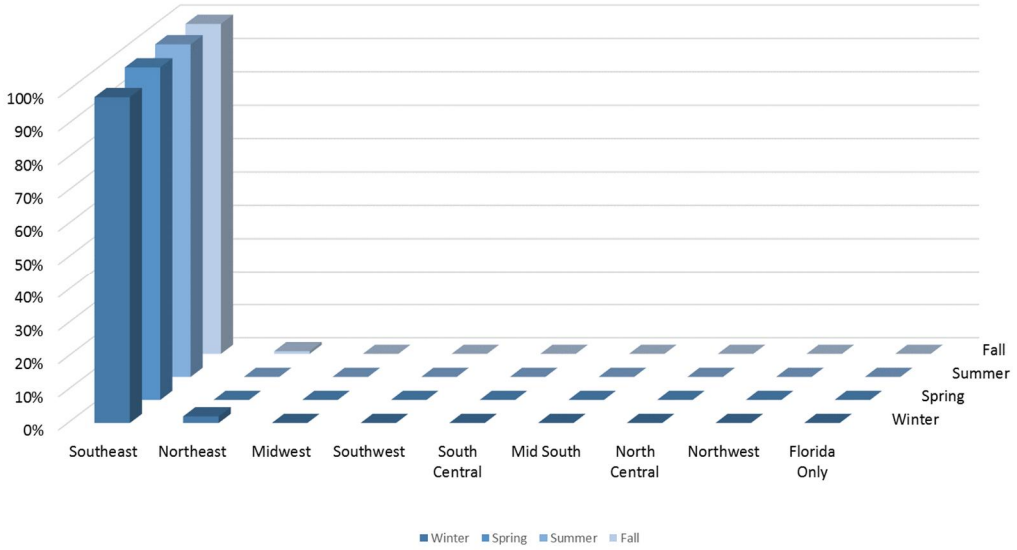
Figure 6. Aircraft Types and Average Seats per Flight[6]

[5] The Official Airline Guide (OAG)
[6] The Official Airline Guide (OAG)

Seasonal Flight Comparison

The data show in **Figure 7** further supports the identification of MLB's destinations in the Southeast region. The primary service to the Southeast region remains consistent across all four seasons at MLB. Additionally, this figure confirms that MLB does not offer intrastate service to other Florida airports in any season. As previously mentioned, the Southeast region contains both ATL and CLT, the two primary airports MLB served in 2015. The previous routing analysis showed that after MLB travelers connected through ATL and CLT, the majority continued to final destinations located in the Northeast region.

Figure 7. Season by Region Analysis[7]



Average Load Factors

Average load factors represent the number of passenger miles traveled as a proportion of available seat miles. Higher average load factor represents more total passenger boardings. The average load factor at MLB was 85.01, slightly higher 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[8]

Year	Domestic	International	Total
Melbourne International			
2014	84.96	n/a	84.96
2015	85.09	27.70	85.01
All U.S. Airports			
2014	84.49	81.03	82.69
2015	84.98	80.61	82.68

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. Melbourne Beach International shipped 194,820 pounds of freight in 2015, roughly 20,000 pounds more than 2014. A summary of 2014 and 2015 on-flight market freight statistics is shown in **Table 2**. Freight statistics were derived from the Bureau of Transportation Statistics (BTS) T-100 segment data for the years 2014 and 2015.

Table 2. MLB Freight[9]

Year	Freight (in pounds)
2014	174,650
2015	194,820

[7] The Official Airline Guide (OAG)
[8] The Bureau of Transportation Statistics (BTS) T-100 Table Data
[9] The Bureau of Transportation Statistics (BTS) T-100 Segment 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 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 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 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. JAX is the only commercial service airport in the Jacksonville MSA.

Drive Time and Population Analysis

Figure 8 displays the area around MLB that can access the airport with a 90-minute or less drive time. Further, **Table 3** displays the population of that area in 2010 and 2016 as well as a projected population of 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 1.48 percent. With this growth rate, this area is expected to have a 42 percent growth in population by the year 2040. Therefore, by the year 2040, it is anticipated that 4,302,571 people will have a 90 minute or less drive time from their homes to MLB.

Figure 8. 90 Minute Drive Time Area[10]

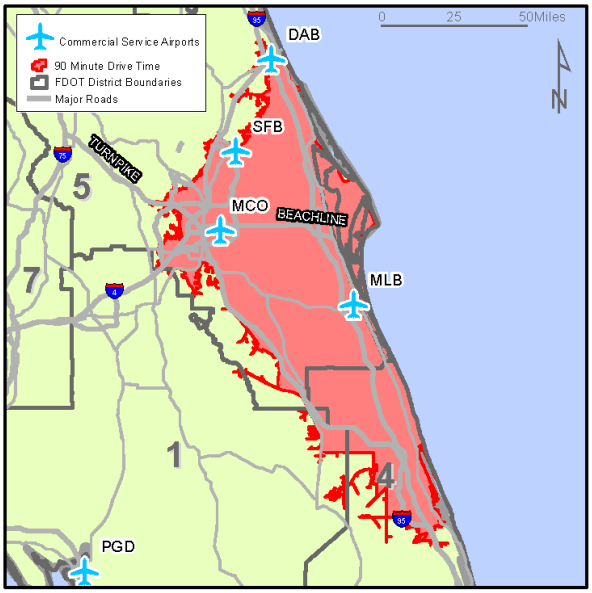


Table 3. Population Within 90 Minutes[11]

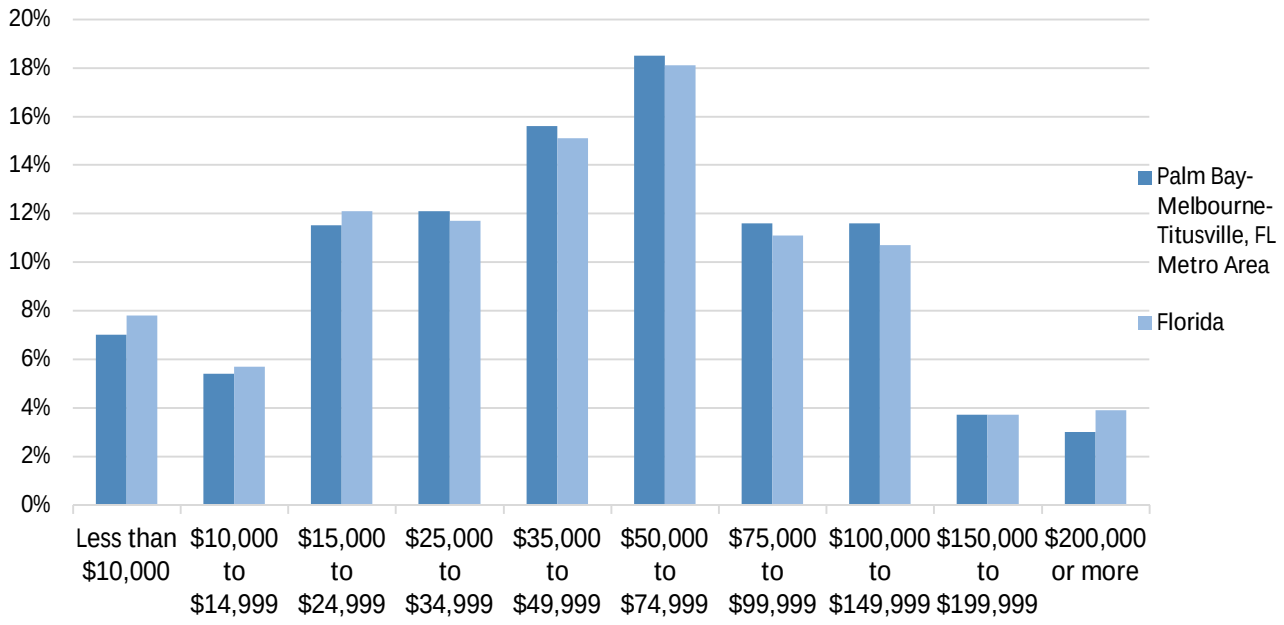
Population Trends	
2010 Total Population	2,792,699
2016 Total Population	3,025,941
2021 Total Population	3,256,176
2040 Total Population	4,302,571
2016-2021 Annual Rate of Change	1.48%
2016-2040 Percent Change	42%

[10] U.S. Census Bureau, Census 2010 Summary – ESRI Housing Profile
[11] U.S. Census Bureau, Census 2010 Summary – ESRI Housing Profile

Income Levels

The income distribution in the Palm Bay-Melbourne-Titusville MSA relatively follows normal trends when compared to other MSA's in the state. 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. In lower income areas, people may be likely to drive a greater distance for air travel in order to capture reduced fares. Many other factors affect airports other than income, and in an area that has multiple large hub commercial airports within a relatively close proximity, there may be a multitude of reasons that a household may choose to use a given airport. A summary of income data for the MSA are in **Figure 9**. Income data for the MSA and State was derived from the US Census American Fact Finder.

Figure 9. MSA and Florida Income Comparison[12]

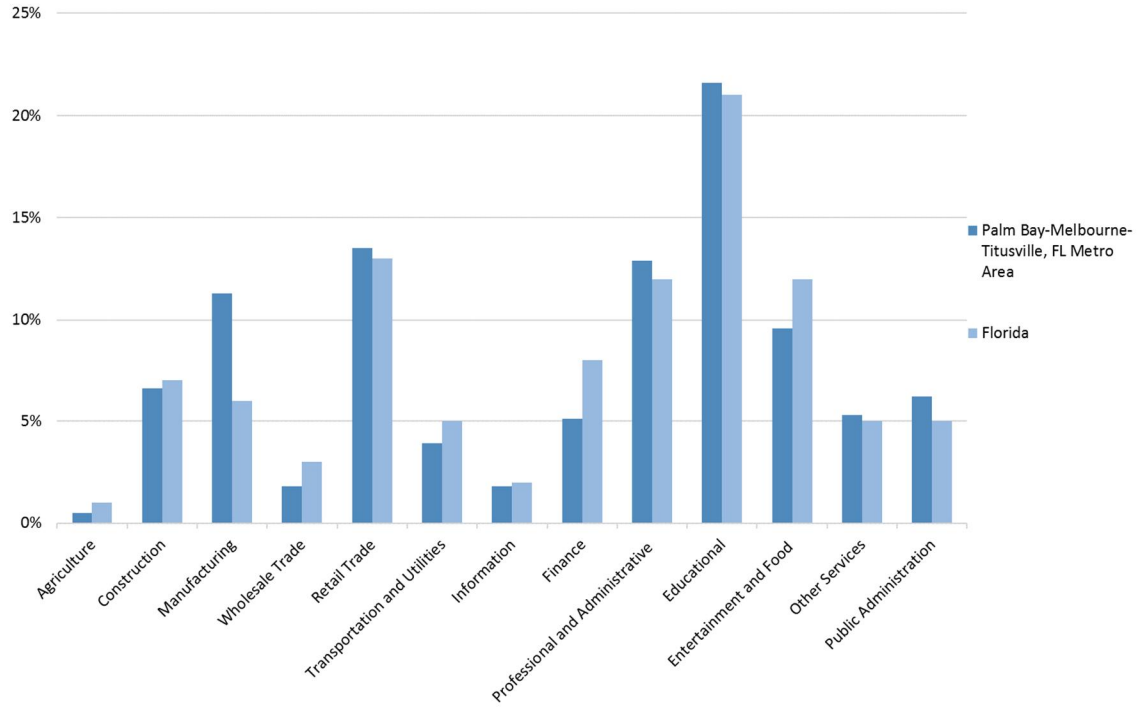


Employment

The primary types of employment located in an area may have an effect on 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 Palm Bay-Melbourne-Titusville MSA has a relatively parallel relationship with Florida's employment by industry percentages. A summary of employment by industry can be seen in **Figure 10**. As shown, the MSA has a high employment percentage in the entertainment and food industry as well as the finance industry compared to the rest of the state. The higher percentage in finance could result in increased demand for local air travel and increase MLB's annual passenger count.

[12] U.S. Census American Fact Finder

Figure 10. Employment by Industry[13]



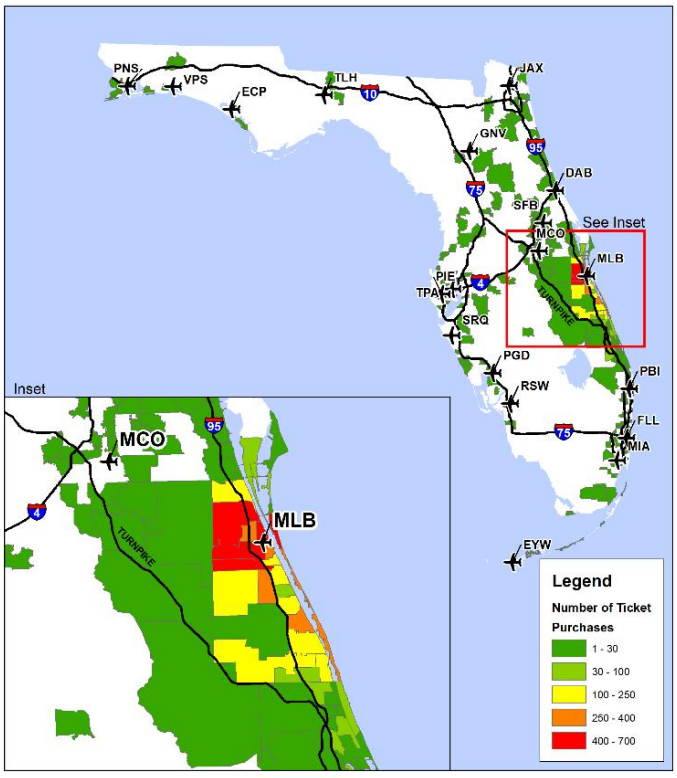
Leakage

Figure 11 displays the zip codes in Florida where tickets for flights departing from MLB were purchased. This graphic shows the purchases of tickets primarily in the area surrounding MLB. However, tickets have been purchased for MLB flights from all over the state of Florida. Some areas with noticeable aggregations of ticket purchases include Jacksonville, Tampa, and Fort Lauderdale. The majority of tickets purchased for MLB flights were purchased from in-state locations. However, 41 percent of ticket purchases were from out of state locations. The other states where ticket purchases were made included but aren't limited to:

- New York – 5%
- Virginia – 3%
- Ohio – 3%
- Pennsylvania – 3%
- Massachusetts – 2%

Based on the market leakage analysis, Melbourne International Airport loses a significant number of passengers to Orlando International Airport. Of the passengers departing from Orlando

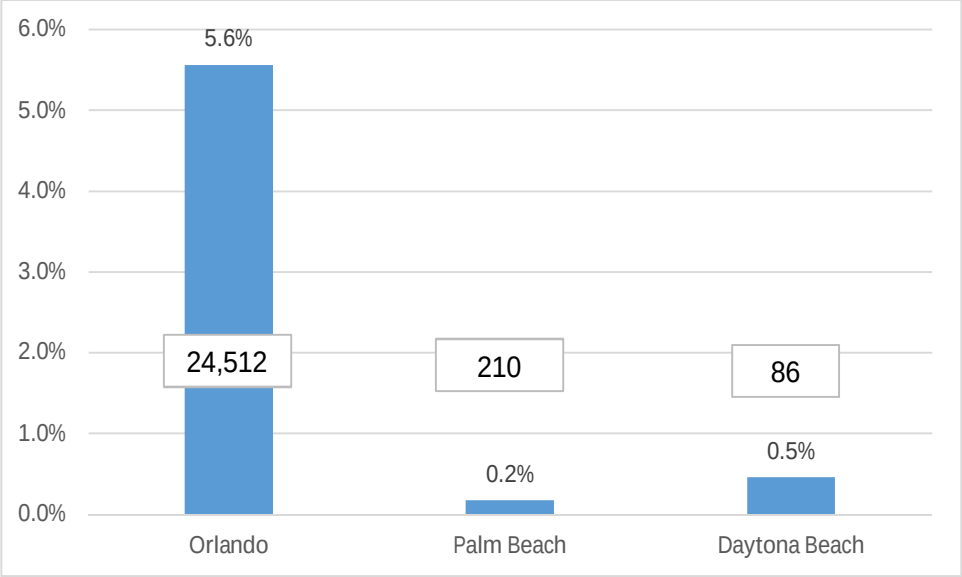
Figure 11. In-State Ticket Purchases[14]



[13] U.S. Census American Fact Finder
[14] Airline Reporting Corporation (ARC)

International Airport, 5.6 percent are from Brevard County. That percentage relates to a loss of passengers from the primary Melbourne International Airport market. **Figure 12** illustrates three of the top airports that received leaked passengers from Melbourne International Airport market. The values that are presented represent the number and percent of passengers who purchased their ticket from a Brevard County zip code but flew out of an alternative airport. Data presented are from a 10 percent sample from all months of 2015.

Figure 12. In-state Ticket Purchases[15]
(Represented as a Percentage of the Departing Airports Total Enplanement Volumes in 2015)



[15] Airline Reporting Corporation (ARC)