

The Honorable Norman Mineta
Secretary
U.S. Department of Transportation
400 Seventh Street SW
Washington DC 20590

Dear Secretary Mineta,

I am writing as an employee of Alaska Airlines to express support for our application to be granted authority to serve the Los Angeles-Mexico City route. Alaska's plan to offer 2 daily nonstop round trip flights between Los Angeles and Mexico City will provide a much needed enhancement in access to Mexico's capital. For several reasons, I believe Alaska is uniquely qualified to competitively serve this market and is the best candidate to fill this vacant route designation.

Alaska's new Mexico City service will bring greater convenience and new competitive alternatives to tens of thousands of leisure and business travelers up and down the West Coast. As both the leading Los Angeles-Mexico and West Coast-Mexico carrier, Alaska is perfectly positioned to build on the strength of its existing market presence. Alaska's success in becoming the leading West Coast-Mexico carrier is largely attributable to Alaska's superior north-south West Coast route system, which extends from Mexico through 35 cities in California, Oregon, Washington, Idaho and Alaska, plus 38 western points served by Alaska's sister carrier Horizon Air. No other carrier has a comparable West Coast network that is as ideally positioned to support multiple daily Los Angeles-Mexico City flights.

Additionally, Alaska's new entrant status at Mexico City provides the greatest incentive to maximize competition in the Los Angeles-Mexico City market. Alaska is the only applicant that does not serve Mexico City. Every other applicant already serves Mexico City from its principal hub and, in some cases, from multiple hubs.

Moreover, Mexico City represents a key addition to Alaska's international route system. While Alaska is the leading U.S. West Coast-Mexico carrier, our Mexico service is almost entirely in leisure markets that are highly seasonal in nature. In sharp contrast, the Los Angeles-Mexico City route represents the largest year-round U.S.-Mexico market, making it an appropriate addition to Alaska's route network.

Most importantly from my perspective as an employee, allowing Alaska Airlines to fly to Mexico City from LAX will best serve the public interest because of the award-winning customer service we will provide. We live our values of Alaska spirit, resourcefulness, integrity, professionalism and caring every day as we serve the traveling public. Please allow us the opportunity to offer our unique customer service to travelers between the West Coast and Mexico City by granting Alaska Airlines the route authority as described above. Thank you for your consideration.

Sincerely,

Robb Boscardin
Scottsdale, Arizona