

BEFORE THE
DEPARTMENT OF TRANSPORTATION
OFFICE OF THE SECRETARY
WASHINGTON, D.C.

DEPT. OF TRANSPORTATION
SECRET SECTION

97 MAY 27 AM 10:33

QA-23541

APPLICATION OF:

AirTran Airways, Inc.

For an exemption from Subparts K and
S of 14 CFR PART 93 (Slot Restrictions at New York
LaGuardia Airport) as to provide non-stop service
between:

Bloomington-Normal, IL / Moline-Quad Cities, IL &
New York LaGuardia (combination service);

Toledo, OH / Akron-Canton, OH &
New York LaGuardia (combination service);

Knoxville, TN & New York LaGuardia;

Docket OST-97-2557-1

APPLICATION OF AIRTRAN AIRWAYS, INC.

Communications with respect to this document should be addressed to:

Robert D. Swenson
President & CEO
AIRTRAN AIRWAYS, INC.
4170 Wiley Drive
Orlando, Florida 32827

Lawrence H. Brinker, Esq.
General Counsel
AIRTRAN AIRWAYS, INC.
4170 Wiley Drive
Orlando, Florida 32827

May 23, 1997

2000

**BEFORE THE
DEPARTMENT OF TRANSPORTATION
OFFICE OF THE SECRETARY
WASHINGTON, D.C.**

APPLICATION OF:	:	
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between:	:	
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Bloomington-Normal, IL / Moline-Quad Cities, IL &	:	
New York LaGuardia (combination service);	:	
	:	
Toledo, OH / Akron-Canton, OH &	:	
New York LaGuardia (combination service);	:	
	:	
Knoxville, TN & New York LaGuardia;	:	
	:	

AirTran Airways qualifies as a New Entrant Air Carrier within the meaning of 49 USC 41714 and does not hold any LaGuardia slots and has not sold or given up any such slots after December 16, 1985. /1 The company therefore respectfully submits this application seeking an exemption in the public interest and under the "exceptional circumstances" criterion from the high density airport slot limitations at New York's LaGuardia Airport /2 so as to provide two daily round-trips in each of the following markets: LaGuardia - Toledo, OH & Akron-Canton, OH (combination service); LaGuardia - Bloomington/Normal, IL & Moline/Quad Cities, IL (combination service); LaGuardia - Knoxville, TN.

In view of the fact that airport slot restrictions unduly restrict the ability of new entrant airlines to enter markets so restrained, in 1994 Congress authorized the Secretary of Transportation to grant exemptions from the High Density Rule/3 to new entrant air carriers to serve New York's LaGuardia Airport (and other specified airports subject to the High Density Rule) where the

1/ 49 U.S.C.41714(c).
2/ 14 CFR 93.1 23.
3/ 14 CFR Part 93, Subparts K & S.

Secretary concludes that such service is in the public interest and exceptional circumstances exist. The "public interest" is statutorily defined to include the following:

- the availability of a variety of.....low-priced services
- avoiding unreasonable industry concentration, excessive market domination, monopoly powers, and other conditions that would tend to allow at least one air carrier.....unreasonably to increase prices.
- encouraging entry into air transportation markets by new and existing air carriers and the continued strengthening of small air carriers to ensure a more effective and competitive airline industry. /4

In responding to recommendations of the U.S. General Accounting Office that Congress should consider revising the legislative standard governing the granting of landing slots to accommodate new entrants, making competition a key criterion, /5 the Department of Transportation took the following position:

Even without a change in the legislation, the Department intends to be more receptive to considering competition as a factor in granting slot exemptions to new entrants under the "exceptional circumstances" criterion. The use of exemptions may be a more effective way than a slot pool to target increased competition where it would be most effective. /6

AirTran's operations are based on a commitment to customer service, reliability and affordable fare service. AirTran's affordable fares stimulate demand, particularly by those who might otherwise have used ground transportation.

4/ 49 U.S.C. 40101(a)(4), (10), (13).

5/ U.S. General Accounting Office, Airline Deregulation: Barriers to Entry Continue to Limit Competition in Several Key Domestic Markets, RCED-97-4 (Oct. 1996).

6/ U.S. Department of Transportation, Statement of General Accounting Office (GAO) Report (Jan. 6, 1997).

AirTran currently provides non-stop and direct scheduled passenger air service between Orlando, FL and 23 cities principally in the eastern half of the United States. AirTran's route system is designed to serve medium-sized cities which typically lack service provided by the major airlines on a non-stop or direct basis. Operations are currently conducted with a fleet of Boeing 737.

AirTran proposes to expand this unique brand of affordable service between New York LaGuardia (LGA) and Bloomington, IL (BMI); Moline/Quad Cities, IL (MLI); Toledo, OH (TOL); Akron/Canton, OH (CAK); and Knoxville, TN (TYS) by offering convenient nonstop and direct jet service.

Currently these cities lack any direct or nonstop service to New York LaGuardia or any other airport in to New York metropolitan area. AirTran will remedy this situation by offering daily, well timed flights at affordable fare levels. The pattern of service proposed is critical in order to maximize station efficiency at LaGuardia since cost of operations exceed those of other airports in the AirTran system.

AirTran has researched the commercial availability of slots at LaGuardia and concludes the costs of slots coupled with the poor service pattern make the purchase or lease of existing slots not economically viable. Therefore, AirTran submits this application for exemption to the High Density Rule.

Not only will AirTran provide service to these five communities on a much needed one-stop and nonstop basis to New York LaGuardia, but it will do so at affordable fares free of cumbersome restrictions traditionally offered by the major carriers. The combination of the aforementioned public benefits clearly support a finding by the Secretary that the proposed service is in the

public interest.

Despite the lack of affordable and convenient jet service from Bloomington/Normal, Moline/Quad Cities, Toledo, Akron/Canton, and Knoxville; New York ranks within the top five of all origin and destination (O&D) markets served from these cities.

AirTran is well suited to serve New York LaGuardia from all these cities since station operations and a high level of brand identity are already present. Granting an exemption will not only improve consumer access to the transportation system, but will provide an economic benefit to these communities lacking convenient air service to the country's largest metropolitan area.

In the case of the business and leisure traveler, AirTran's proposed service to LaGuardia will produce more expedited, less circuitous routings compared to existing connecting services which will generate travel time savings of up to four hours.

As a condition to the granting of this application, AirTran would agree and acknowledge that the slots do not confer on AirTran any permanent right to serve LaGuardia for the purpose of selling, trading, transferring or conveying the slots for anything of value. AirTran would however respectfully request the right to slide any slots it obtains through an exemption into another time period by agreement with another slot holder to make a reciprocal slide such that the total number of operation in any relevant time period is not increased.

Bloomington/Normal, IL & Moline/Quad Cities, IL to New York LaGuardia Airport

The combined Bloomington/Normal, IL & Moline/Quad Cities markets probably represent the largest population base within the perimeter rule without direct access to New York.

The Moline/Quad Cities Airport serves an estimated market area of 670,000 people, while the Central Illinois Regional Airport at Bloomington/Normal is at the intersection

of four major highways and offers access within an hour's drive to over 800,000 people.

Combined, these two markets would offer convenient affordable jet transportation to over 1.4 million citizens in Illinois & Iowa.

AirTran proposes to operate two daily round-trip loops (combination) flights between LGA and BMI/MLI (see Exhibit 1 for proposed schedule). Each market will receive one daily nonstop flight and one daily one-stop flight utilizing Boeing 737 aircraft. AirTran anticipates offering affordable fares at up to 50% below current levels.

Based on AirTran's experience in both BMI & MLI, a large market exists as a result of high fares and inconvenient connecting service through hubs at ORD, STL, DTW, and MSP. Currently many potential passengers are driving to cities such as Indianapolis and Chicago (MDW) to take advantage of affordable nonstop and direct jet service.

AirTran commenced service to BMI in December of 1996 and MLI in March of 1997 from Orlando, FL. In both cases load factors have been very strong. It is estimated that in at both BMI and MLI the market was stimulated over 300%. The leakage to other surrounding airports has stopped; citizens of both communities have stopped driving up to two hours in search of convenient, affordable jet service and have returned to their local airports. As anecdotal evidence, the Central Illinois Regional Airport has doubled the size of their parking facilities and total enplanements are up over 60% in March of this year versus 1996.

AirTran has received strong letters of support from business and civic leaders in both communities (Exhibit 3). Granting an exemption to offer service to LGA from both these communities is truly in the spirit of the Congressional mandate to the Secretary in 1994 to permit exemption to the High Density Rule for new entrant carriers and is very much in keeping with the spirit of the Airline Deregulation Act of 1978.

Toledo, OH & Akron-Canton, OH - New York LaGuardia Airport

Both Toledo and Akron-Canton are medium sized metropolitan areas that experience a large degree of traffic lost to neighboring hubs. In the case of Toledo, an estimated 70% of the potential traffic currently drives over one hour to the Detroit Metro Airport to take advantage of the nonstop service offered through that hub. Similarly, Akron-Canton experiences over 90% of its natural market lost to the Cleveland hub. It is AirTran's position that both these metropolitan areas should be provided with a similar degree of service to the New York via LaGuardia enjoyed by other communities of similar or smaller population base. Recapturing this traffic would provide for economic growth, reduce the amount of vehicular traffic and associated pollutants, and provide a tremendous consumer benefit.

The Toledo SMSA (Standard Metropolitan Statistical Area as defined by the US Census Bureau) has a population of 614,000 and the Akron-Canton SMSA a population of 677,000. AirTran believes there is an unfulfilled demand in both these markets for nonstop service to New York.

AirTran proposes to offer service to Toledo & Akron-Canton via combination service. Two daily round-trip flights utilizing Boeing 737 aircraft would be offered. Service would be on a TOL-CAK-LGA routing. Toledo would receive two daily one-stop flights and Akron-Canton would receive two daily nonstop flights to LGA. AirTran anticipates offering affordable unrestricted fares at up to 50% below current levels.

By allowing AirTran access to New York LaGuardia, over 1.2 million Ohio consumers would benefit from reduced fares and improved service.

Knoxville, TN - New York LaGuardia Airport

Knoxville is one of AirTran's original cities. Since nonstop affordable jet service was offered to Orlando, the market has seen a growth of over 139% since service commenced in 1994.

The Knoxville SMSA has a population base of 631,000, however AirTran's experience is that the airport's catchment area extends up to 100 miles away, serving eastern Tennessee and western South Carolina. Population base for the catchment area is estimated at nearly 2,000,000. Eastern Tennessee continues to see an economic boom with low unemployment and solid household income growth.

Despite the lack of nonstop or direct service, New York was the third largest generator of traffic for Knoxville. Currently passengers must transit hubs at ATL, CLT, IAD, or CVG to reach any airport in the New York metropolitan area

AirTran proposes to offer two daily nonstop trips between Knoxville and New York LaGuardia. Service would be offered with Boeing 737 aircraft. Fares offered will be up to 50% below those currently available in the market.

By granting AirTran an exemption to serve the Knoxville market from LaGuardia the DOT will be providing a public service to the consumers in eastern Tennessee that now are subjected to high fares and inconvenient service through major carrier's hubs.

Conclusion

In granting the exemptions sought by AirTran Airways, the DOT will be acting in the "public interest" as to:

1. Ensure the availability of affordable jet service in a separate and distinct market where such

prices and service are currently unavailable.

2. Lessen unreasonable industry concentration at hubs, and eliminate traffic erosion in medium sized markets not currently enjoying affordable nonstop and direct service to the New York LaGuardia Airport.
3. Encourage the market entry of a new carrier and strengthen a small carrier to ensure a more effective and competitive airline industry.
4. To benefit over 3.2 million consumers who currently fail to enjoy convenient nonstop affordable jet service to New York from their communities. A benefit which is currently available to many communities having a smaller population base.
5. Vehicular highway traffic would be reduced and consumers would return to their local airports rather than driving up to two hours to obtain affordable jet service.
6. Facilitate the DOT's strong commitment to enhancing the role of new entrants.

Therefore, AirTran Airways respectfully requests the Secretary to grant an exemption, in the public interest and under the exceptional circumstances criterion, that will provide AirTran Airways with sufficient and appropriate LaGuardia slots necessary for the carrier to provide the pattern of service proposed.

Respectfully submitted,



Robert D. Swenson
President, Chairman and Chief Executive Officer
AirTran Airways, Inc.

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the following persons with a copy of the APPLICATION OF AIRTRAN AIRWAYS, INC. by depositing a true copy of same in the United States Mail with proper postage affixed thereto and addressed as follows:

SERVICE LIST

Mr. Carl Nelson
1101 17th Street N. W.
Washington, DC 20036
For: **American Airlines**
(202) 496-5647

R. Bruce Keiner, Jr.
Crowell & Moring
1001 Pennsylvania Avenue, N. W.
Suite 1100
Washington, DC 20004
For: **Continental Airlines**

Robert E. Cohn
Shaw, Pittman, Potts & Trowbridge
2300 N. Street N. W.
Chartered
Washington, DC 20037
For: **Delta Airlines, Inc.**
Midway Airlines Corp.

John Gillick
Winthrop, Stimson, Putnam
1133 Connecticut Avenue, N. W.
Suite 1200
Washington, DC 20036
For: **America West Airlines**

Robert P. Silverberg
Klein & Bagileo
1101 30th Street, N. W.
Washington, DC 20007
For: **Midwest Express Airlines, Inc.**

Megan Rae Poldy
Associate General Counsel
Northwest Airlines, Inc.
901 15th Street, N. W.
Suite 310
Washington, DC 20005
For: **Northwest Airlines**

Richard J. Fahy, Jr.
1800 Diagonal Road
Suite 600
Alexandria, VA 22314
For: **Trans World Airlines**

Joel Stephen Burton
Ginsburg, Feldman & Bress,
1250 Connecticut Avenue, N. W.
Suite 800
Washington, DC 20036
For: **United Airlines, Inc.**

Richard D. Mathias
Frank J. Costello
Cathleen Peterson
Zuckert, Scoutt & Rasenberger
888 17th Street, N. W.
Suite 600
Washington, DC 20006
For: **US Airways, Inc.**

Service List - continued

Mr. Michael B. LaPier, A. A. E.
Director of Aviation
Bloomington-Normal Airport Authority
R. R. 1 Box 26
Bloomington, IL 61704

Mr. Kent George, A. A. E.
Director of Aviation
Quad City Airport
2200 69th Avenue
Moline, IL 61265

Mr. Fred Krum
Director of Aviation
Akron-Canton Regional Airport
Authority
5400 Lauby Road N.W.
Box 9
N. Canton, OH 44720

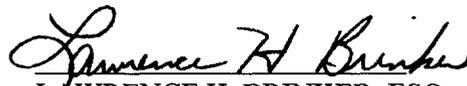
Mr. Terry Igoe
President
Metropolitan Knoxville Airport
McGhee Tyson Airport
P.O. Box 15600
Knoxville, TN 37901

Mr. Mark D. VanLoh, A.A.E.
Director of Airports
Toledo Express Airport
11013 Airport Highway
Box 11
Swanton, OH 43558

The Honorable Rudolph W. Giuliani
Mayor of New York
City Hall
New York, NY 10007

Mr. Robert J. Kelly
Director of Aviation
Port Authority of NY/NJ
One World Trade Center
Room 65 West
New York, NY 10048

This 23rd day of May, 1997.


LAWRENCE H. BRINKER, ESQ.
General Counsel
AirTran Airways, Inc.

**AirTran Airways
Proposed New York LaGuardia Schedule**

FROM LGA		TO LGA	
<u>To</u>	<u>Depart</u>	<u>From</u>	<u>Arrive</u>
MLI/BMI	0620	TYS	0820
TYS	0850	TOL/CAK	0910
CAK/TOL	0940	MLI/BMI	1245
BMI/MLI	1600	TOL/CAK	1750
CAK/TOL	1820	TYS	1900
TYS	1930	BMI/MLI	2215

**AirTran Airways
Slot Requirements**

Time Period	Arrival	Departure
0600-0630		XX
0800-0830	XX	
0830-0900		XX
0900-0930	XX	
0930-0940		XX
1230-1300	XX	
1600-1630		XX
1730-1800	XX	
1800-1830		XX
1900-1930	XX	
1930-2000		XX
2200-2230	XX	

State Farm Mutual Automobile Insurance Company



May 14, 1997

Corporate Headquarters
One State Farm Plaza
Bloomington, Illinois 61710-0001

Gus Carbonell
Vice President, Planning & Scheduling
AirTran Airways
6280 Hazeltine National Dr.
Orlando, FL 32822

Dear Gus:

First let me express my appreciation to you and your staff for bringing jet service to Central Illinois. AirTran Airways has been a huge success for both our State Farm business as well as leisure travelers to Orlando. I've received many favorable comments from our travelers, especially on the friendliness of the flight crews and station attendants.

We understand you are now interested in venturing AirTran Airways into the New York market. While our business does not take us to LaGuardia as often as it does Orlando, my most recent figures show we made 652 round trips to LaGuardia in 1996. That places LaGuardia as the 14th most popular city pair from Bloomington for our State Farm travelers. Revenues from these flights were approximately \$150,000.

Gus, this means, while State Farm alone cannot account for filling a 737-200 daily to LaGuardia, we would make a significant contribution to your desired load factors should you commence service. As State Farm's commitment to AirTran Airways has been for your service to Orlando, we want to hopefully prove to you again "if you fly there, we will come".

We are also aware that "slots" at LaGuardia are a precious commodity. If we at State Farm Insurance can be of assistance to you at a later time in attaining those "slots," please do not hesitate to call on us.

If I can personally be of further assistance, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "David J. Colee".

David J. Colee
Supervisor, Air Travel/Lodging Unit
State Farm Mutual Automobile Insurance Co.

DC/054/0512015

GROWMARK

P.O. BOX 2500 • BLOOMINGTON, IL 61702-2500 • (309) 557-6000

May 12, 1997

Mr. Gus Carbonell
VP Planning & Scheduling
AirTran Airways
6280 Hazeltine National Drive
Orlando, FL 32822

Dear Mr. Carbonell:

I am writing to you on behalf of GROWMARK, Inc. in support of air traffic from Bloomington, Illinois to LaGuardia.

Our community is strong and continues to grow. With service to LaGuardia, the opportunity to travel for business and pleasure will be good for us and AirTran.

Sincerely,



Stan Nielsen
Vice President, Corporate Services

SWN:jad

THE NATURAL RESOURCE
PEOPLE • PRODUCTS • SERVICE • SOLUTIONS

EXHIBIT 3
APPLICATION OF AIRTRAN AIRWAYS, INC.

Chamber of Commerce and Economic Development of the Bloomington-Normal Area

April 15, 1997

Mr. Gus Carbonell
Vice President of Planning
AirTran Airways
6280 Hazeltine National Boulevard, Suite 100
Orlando, FL 33822

Dear Gus:

AirTran Airways has been a great success from all indications in the Bloomington-Normal community. Reports from my business and leisure traveling contacts are that the service is excellent, departures/arrivals well scheduled, dependable, and the fares are outstanding. Needless to say, the Central Illinois Regional Airport at Bloomington-Normal and AirTran have both hit a home run!

As AirTran considers new routes, I feel confident that area business and personal travelers will "come aboard" much as they have for the southern routes. AirTran has established a good reputation and travelers have responded to your operations. East coast destinations are a market which I believe will be very attractive and I would encourage AirTran to begin service as soon as possible.

Bloomington-Normal and the surrounding area has been an excellent market for AirTran and your airline has done a great deal to attract more users to our airport. I believe this situation will continue and expand with new, major market cities in AirTran's future schedule.

Please keep me posted regarding AirTran's progress at LaGuardia and let me know if the Economic Development Council and Chamber of Commerce can be of further assistance.

Sincerely,



Dave Hawkinson
Executive Director

Bloomington-Normal Trades & Labor Assembly
City of Bloomington
County of McLean
Livingston-McLean Counties Building Trades Council
McLean County Chamber of Commerce
McLean County Mayor's Association
Town of Normal
United Private Industry Council



GARY SHULTZ
VICE PRESIDENT, GENERAL COUNSEL AND
SECRETARY

May 9, 1997

Mr. Gus Carbonell
Vice President Planning & Scheduling
AirTran Airways
6280 Hazeltine National Drive
Orlando, FL 32822

Dear Mr. Carbonell,

AirTran Airways has provided a tremendous benefit to the Bloomington-Normal and Central Illinois community with its daily flights to and from Orlando. It is, therefore, with tremendous pleasure to now write to you and suggest that any future service that AirTran Airways may offer to other destinations from the Central Illinois Regional Airport, and in particular, to LaGuardia in New York, would most assuredly also be welcomed by the businesses and citizens of our community.

From the standpoint of business travel to New York, Mitsubishi Motor Manufacturing does conduct some administrative and legal business with affiliated and other businesses in Manhattan and we would certainly utilize AirTran Airways' service if it were available. And, I assume other enterprises in and around Bloomington-Normal would use your service, not only because of the convenience, but also because of the popularity of your flights to Orlando and the attentiveness of your staff to passengers that we have experienced.

Further, my impression from my familiarity with the people of this community, which has always been my home, is that personal travel alone would support such service. This is a conservative, affluent and cultured society where, if travel were readily and reasonably available to New York for shopping, dining, theater and sightseeing, such air service would be prized and used regularly. I hope that you will seriously consider such service for the Central Illinois Regional Airport in the near future.

Very truly yours,

A handwritten signature in black ink, appearing to read "Gary Shultz", is written over a horizontal line. The signature is fluid and cursive.

Gary Shultz

100 N. MITSUBISHI MOTORWAY
NORMAL, IL 61761
(309) 888-8211
TELEFAX: (309) 888-8154

The Eureka Company
1201 E. Bell St.
Bloomington, IL 61701-6902

May 7, 1997

Mr. Gus A. Carbonell, Vice President
AirTran Airways
6820 Hazeltine National Drive
Orlando, Florida 32822

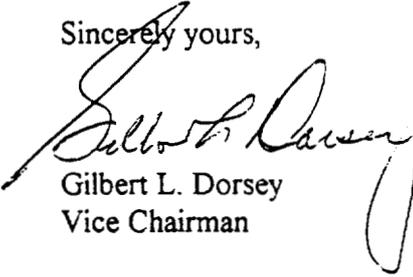
Dear Mr. Carbonell:

I was excited to learn that you and AirTran are contemplating additional air service for the Central Illinois Regional Airport located in Bloomington-Normal. I can tell you that everyone I have talked to about AirTran's service, people and attitude is certainly complimentary of your organization. My own personal experience has been A-1 as well.

I can tell you that our company will certainly use LaGuardia service as often as possible, knowing from a first-hand basis how great the service has been to Orlando.

I am sure you know by now that the entire Bloomington-Normal community as well as the surrounding area are willing to use the jet service that you are providing to Orlando and certainly would follow and use it extensively for New York. I hope the decision to fly from Bloomington-Normal comes to a positive result and hope to see you again soon at a ribbon cutting in Bloomington.

Sincerely yours,



Gilbert L. Dorsey
Vice Chairman

GLD/kk

(309) 828-2367
TWX 510-352-2170
TELEX 270144

EXHIBIT 3
APPLICATION OF AIRTRAN AIRWAYS, INC.

**Nonstop Markets to New York City - Top 75 Population Base
Continental United States Only
SMSA Population Ranking - Includes Proposed Markets**

<u>Rank</u>	<u>Metropolitan Area</u>	<u>Population (000)</u>
1	Los Angeles, CA	9,150
2	Chicago, IL	7,668
3	Philadelphia, PA	5,959
4	Phoenix, AZ	5,959
5	Washington, DC	4,466
6	Dallas/Fort Worth, TX	4,362
7	Detroit, MI	4,307
8	Houston, TX	3,653
9	Atlanta, GA	3,331
10	Boston, MA	3,240
11	Minneapolis, MN	2,688
12	San Diego, CA	2,632
13	St. Louis, MO	2,536
14	Pittsburgh, PA	2,473
15	Baltimore, MD	2,458
16	Cleveland, OH	2,222
17	Denver, CO	2,190
18	Seattle/Tacoma, WA	2,180
19	Tampa, FL	2,157
20	Miami, FL	2,025
21	Portland, OR	1,676
22	Kansas City, MO	1,647
23	San Francisco, CA	1,646
24	Cincinnati, OH	1,581
25	Norfolk, VA	1,529
26	Indianapolis, IN	1,462
27	Milwaukee, WI	1,456
28	San Antonio, TX	1,437
29	Ft. Lauderdale, FL	1,383
30	Orlando, FL	1,361
31	New Orleans, LA	1,309
32	Charlotte, NC	1,266
33	Buffalo, NY	1,189
34	Hartford, CT	1,151
35	Providence, RI	1,129
36	Greensboro, NC	1,107
37	Rochester, NY	1,091
38	Las Vegas, NV	1,076
39	Nashville, TN	1,070
40	Memphis, TN	1,056
41	Louisville, KY	981
42	Jacksonville, FL	972
43	Raleigh/Durham, NC	965
44	Bloomington/Normal, IL (Composite)	962 Proposed
45	Dayton, OH	956
46	West Palm Beach, FL	955
47	Richmond, VA	917
48	Albany, NY	875

**Nonstop Markets to New York City - Top 75 Population Base
Continental United States Only
SMSA Population Ranking - Includes Proposed Markets**

<u>Rank</u>	<u>Metropolitan Area</u>	<u>Population (000)</u>
49	Greenville, SC	873
50	Syracuse, NY	754
51	Akron/Canton, OH	677 Proposed
52	Omaha, NE	663
53	Wilkes-Barre Scranton, PA	637
54	Knoxville, TN	631 Proposed
55	Toledo, OH	614 Proposed
56	Harrisburg, PA	610
57	Quad Cities/Cedar Rapids, IA	535 Proposed
58	New Haven, CT	523
59	Charleston, SC	522
60	Sarasota/Bradenton, FL	518
61	Columbia, SC	486
62	Worcester, MA	485
63	Colorado Springs, CO	452
64	Daytona Beach, FL	440
65	Fort Myers, FL	367
66	Atlantic City, NJ	330
67	Utica, NY	315
68	Binghamton, NY	262
69	Roanoke, VA	229
70	Portland, ME	225
71	Burlington, VT	158
72	Myrtle Beach, SC	153
73	Hyannis, MA	143
74	Charlottesville, VA	141
75	Bangor, ME	90

Primary Market Area

Souce: US Cencus Bureau

1994 Population Estimates

BMI Composite composed of SPI, CUI, PIA, DCT & BMI