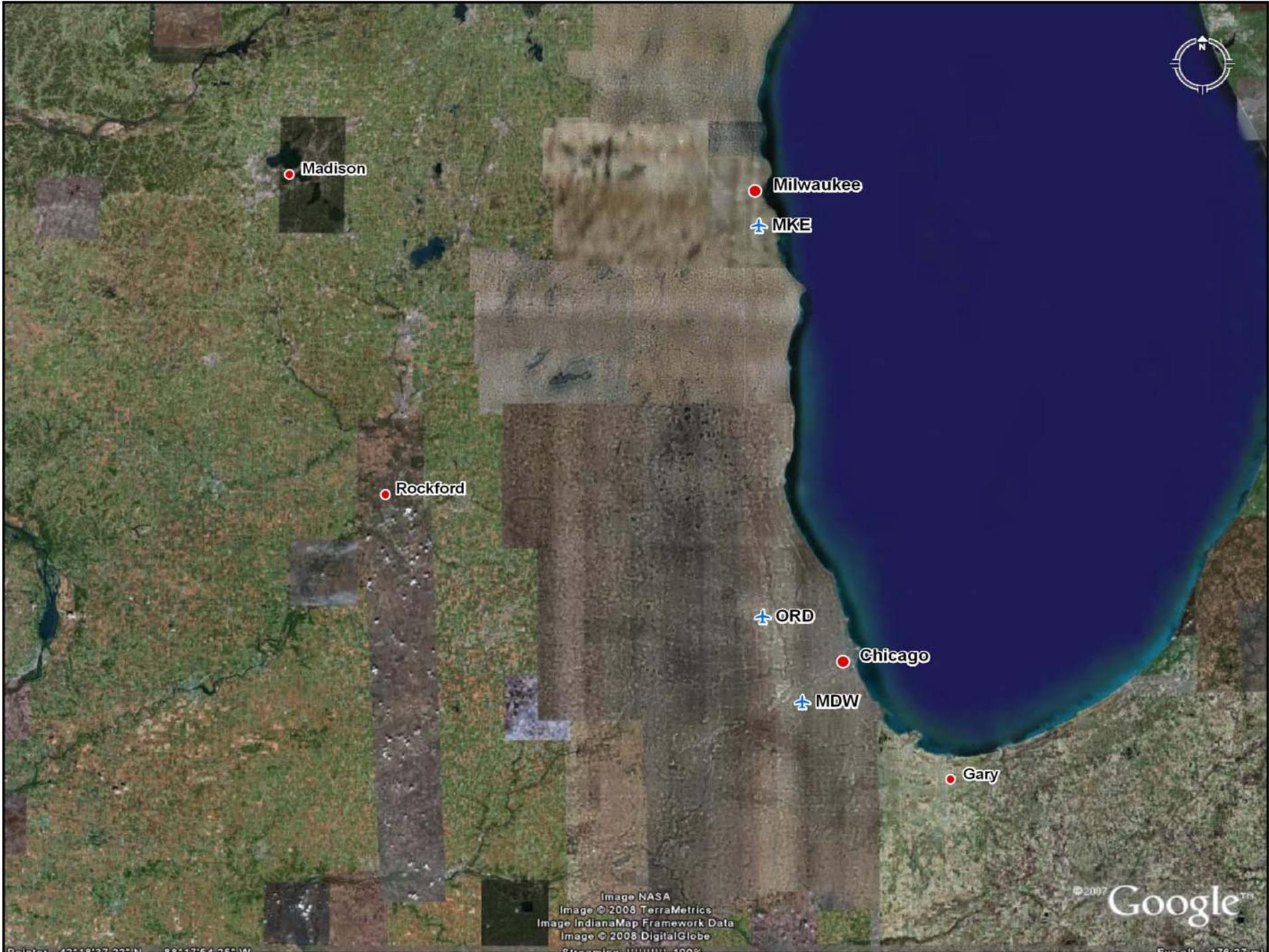


# 33<sup>rd</sup> Annual FAA Aviation Forecast Conference



*March 10 & 11, 2008*



Madison

Milwaukee

MKE

Rockford

ORD

Chicago

MDW

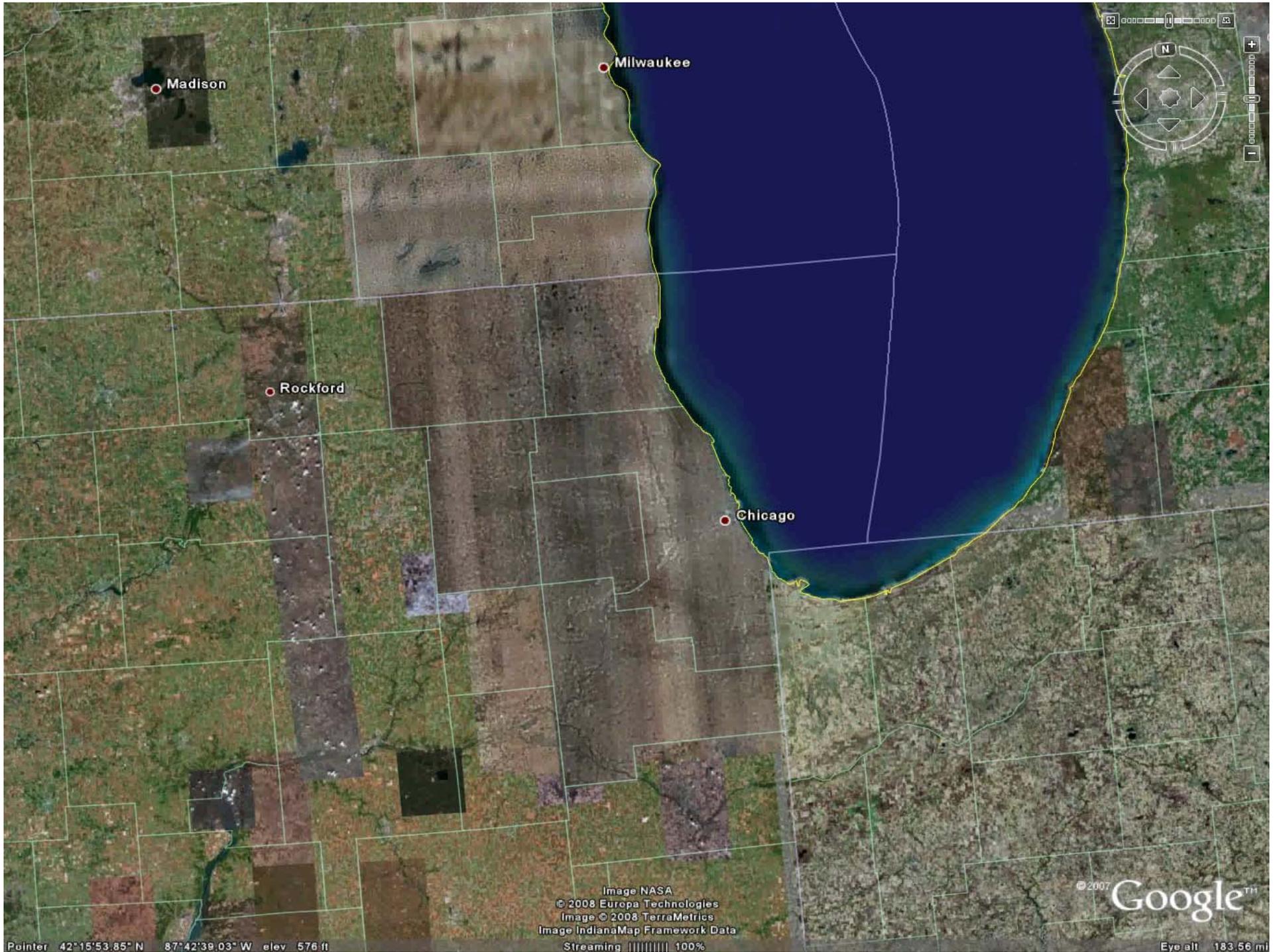
Gary

©2007 Google™

Image NASA  
Image ©2008 TerraMetrics  
Image IndianaMap Framework Data  
Image ©2008 DigitalGlobe  
Streaming: UUUUUU 40%

Printer: 42°12'37.225"N 82°17'54.215"W

Export: 176.92m



Madison

Milwaukee

Rockford

Chicago

Image NASA  
© 2008 Europa Technologies  
Image © 2008 TerraMetrics  
Image IndianaMap Framework Data  
Streaming 100%

© 2007 Google™

Pointer 42°15'53.85" N 87°42'39.03" W elev 576 ft

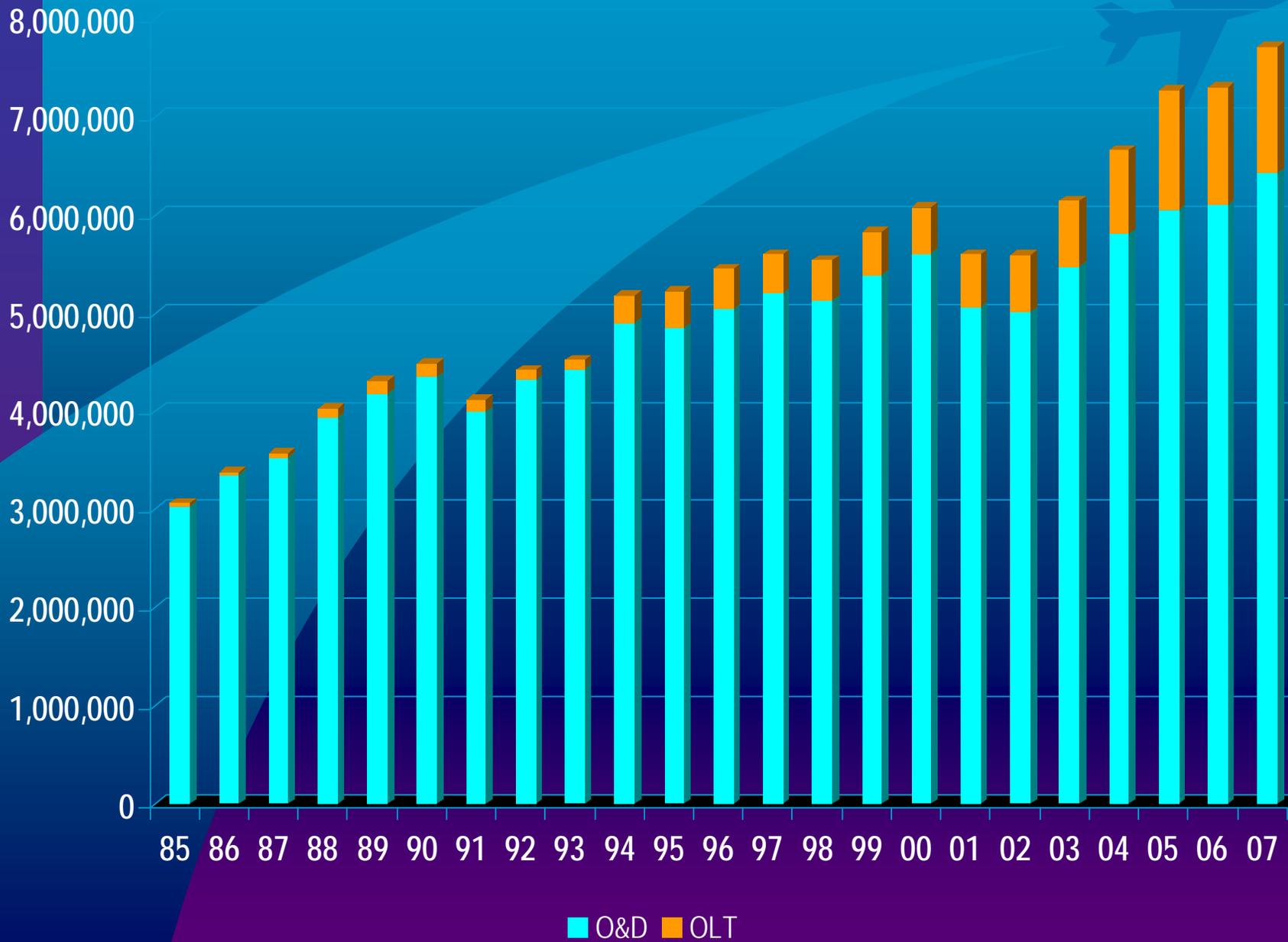
Eye alt 183.56 mi

# General Mitchell International Airport Profile



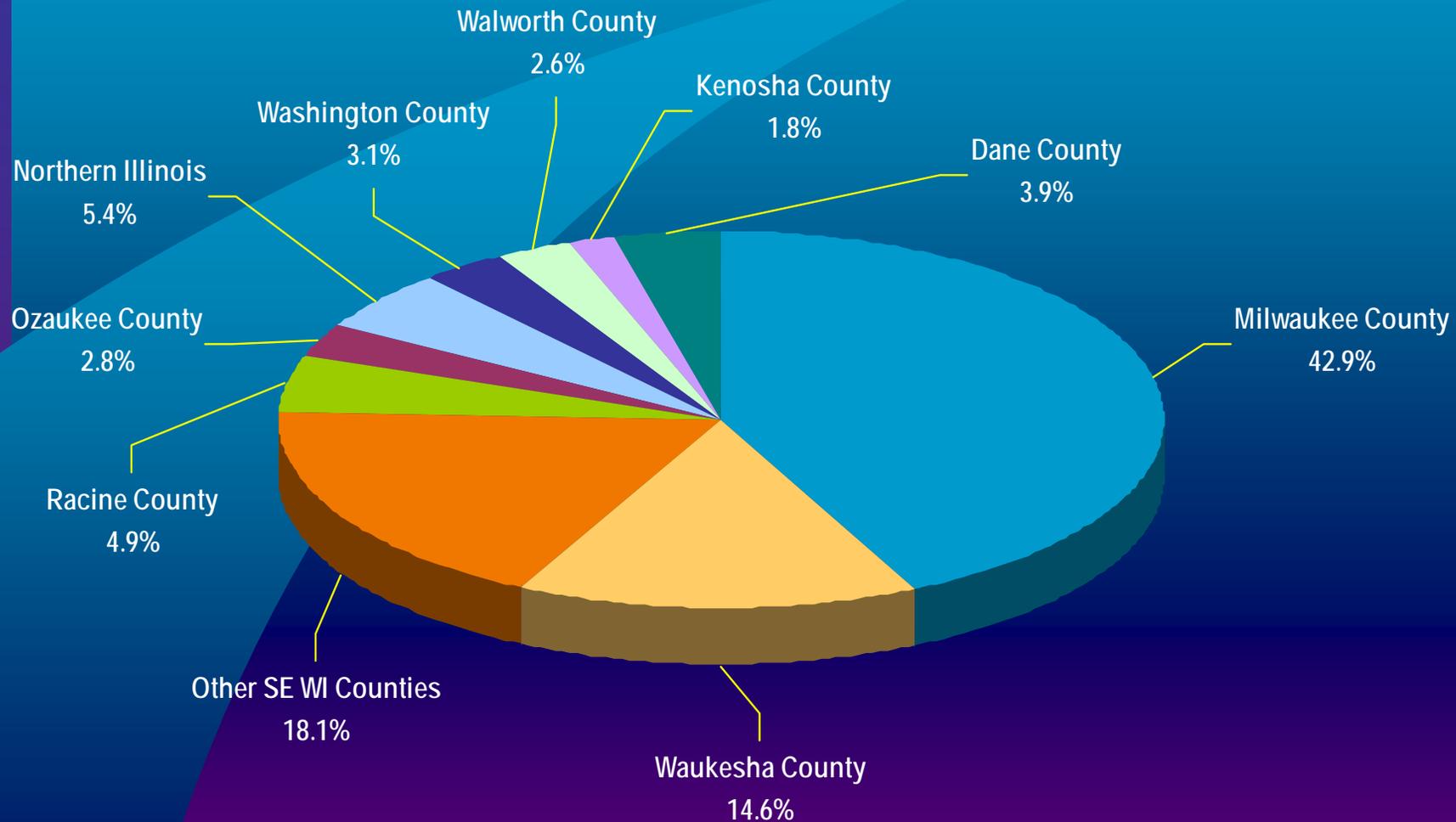
- Over 7.7 Million Passengers
- 245 Daily Departures
- 90 Cities Served Nonstop or Direct
- 47 gates
- Over 200,000 Operations

# GMIA O&D / On-Line Transfers

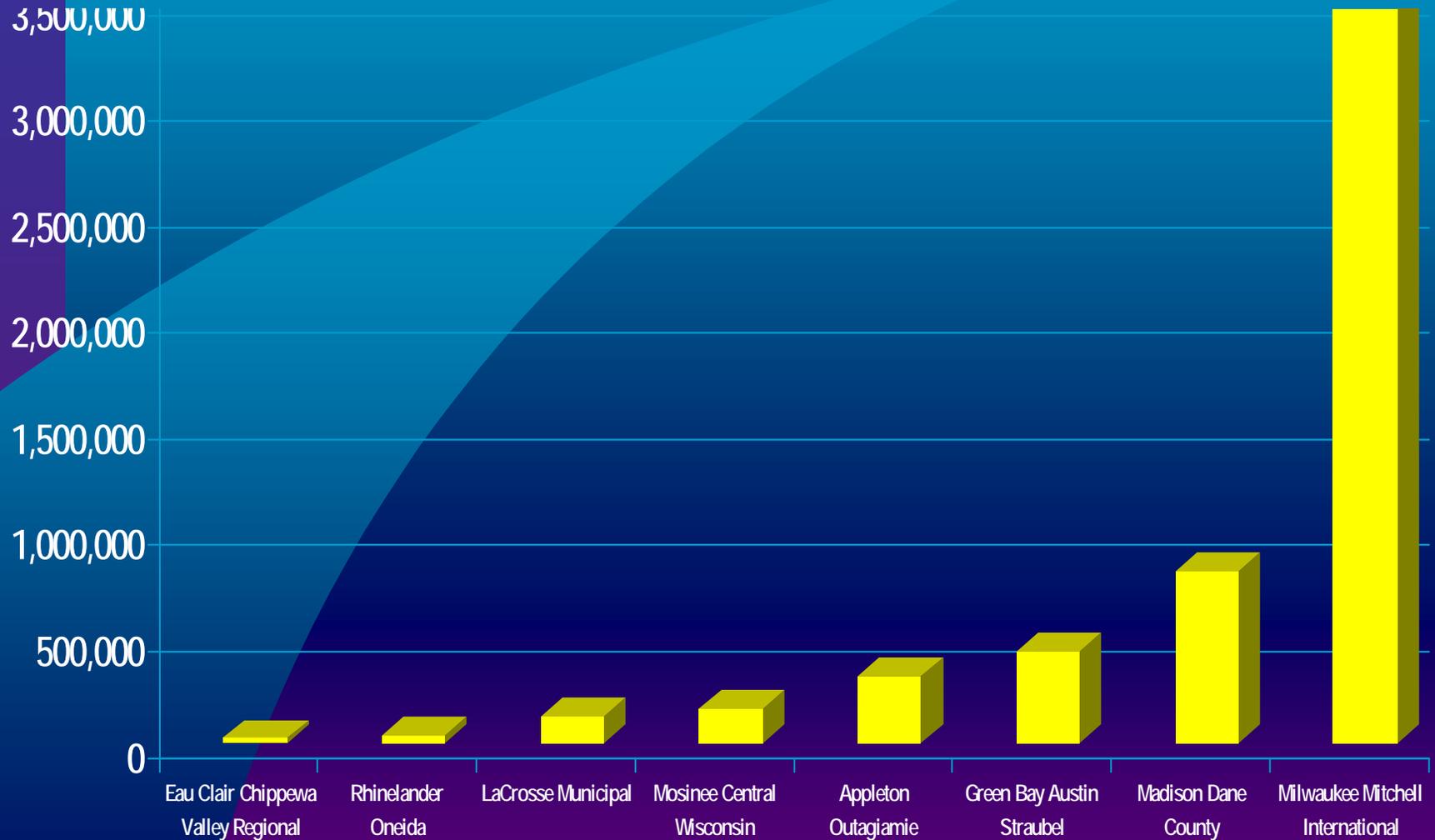


# Trip Origins

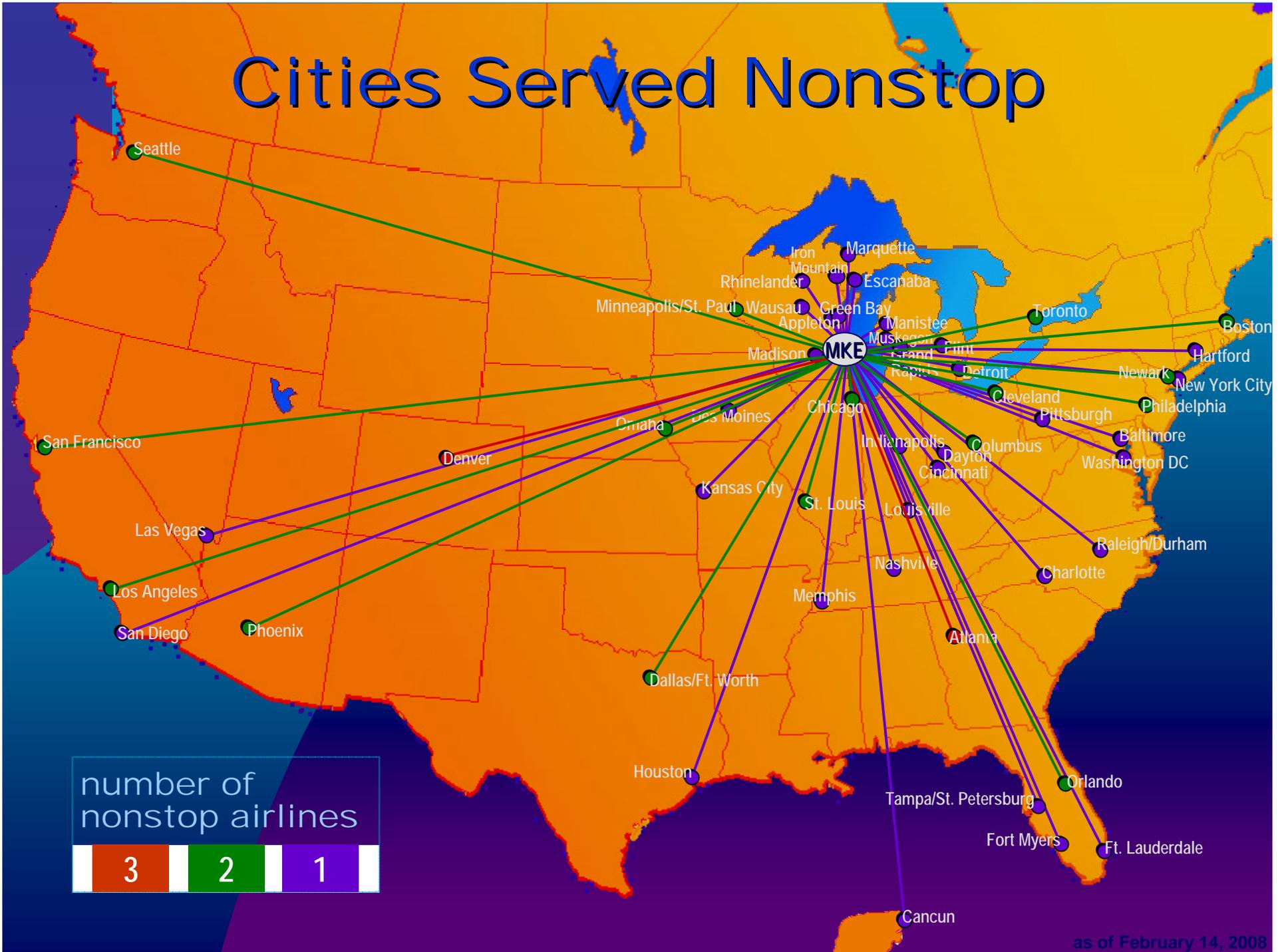
## 2007 GMIA Enplanements



# Wisconsin Airports 2006 Enplanements



# Cities Served Nonstop



number of nonstop airlines

3	2	1
---	---	---

as of February 14, 2008

# U.S. AIRPORT SERVICE ANALYSIS

## By Total Domestic Markets Served

### Airports Ranked 28<sup>th</sup> thru 36<sup>th</sup> – 2004



RANKING	AIRPORT	MARKETS SERVED	WEEKLY DEPARTURES
28	Fort Lauderdale	71	2,181
29	Salt Lake City	71	2,739
30	Washington National	69	2,606
31	Chicago Midway	68	2,336
32	Tampa	66	1,889
33	San Juan	59	1,717
34	Milwaukee	53	1,532
35	Honolulu	51	1,421
36	Nashville	50	1,350

(Source – “Airports Aviation Weeks”)

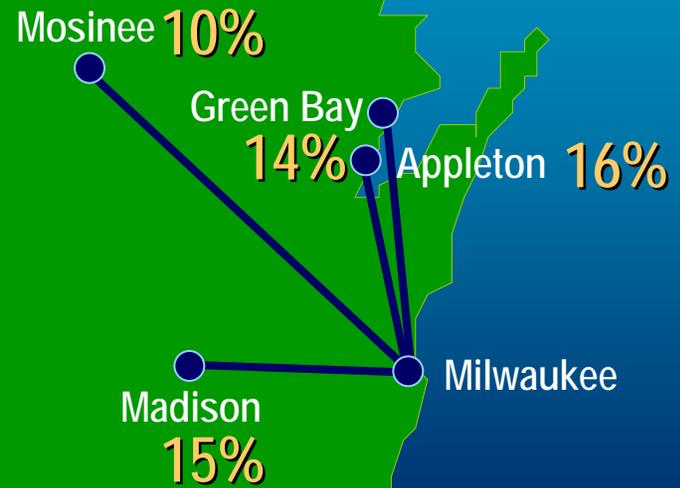
# MIKE

## Top Destinations 2006



- Orlando
- New York
- Las Vegas
- Atlanta
- Phoenix
- Denver
- Los Angeles
- Minneapolis
- Dallas/Fort Worth
- Washington

# Leakage to MKE



# Leakage from MKE to ORD

Mosinee 10%

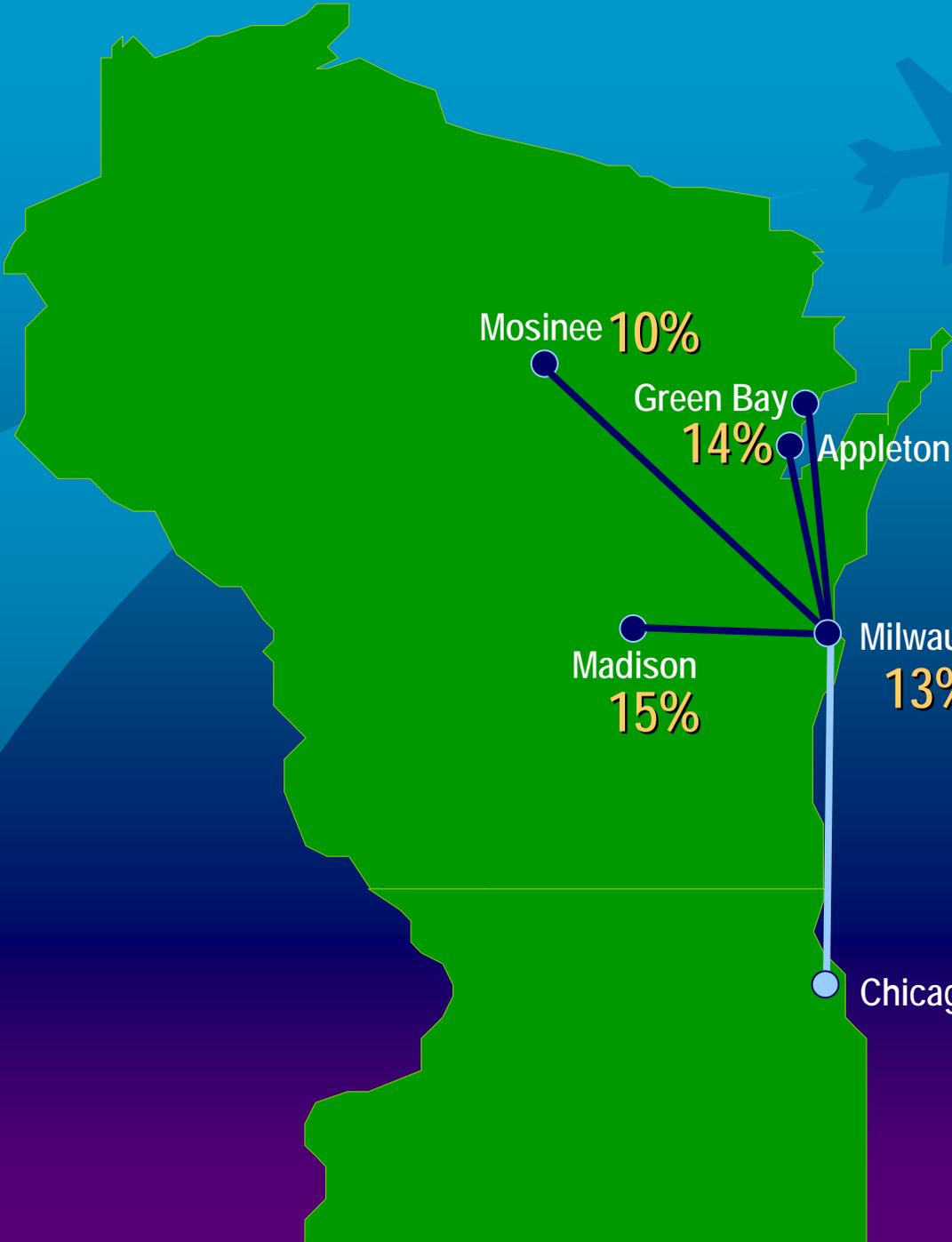
Green Bay 14%

Appleton 16%

Madison 15%

Milwaukee 13%

Chicago



# Leakage from ORD to MKE

Mosinee 7%

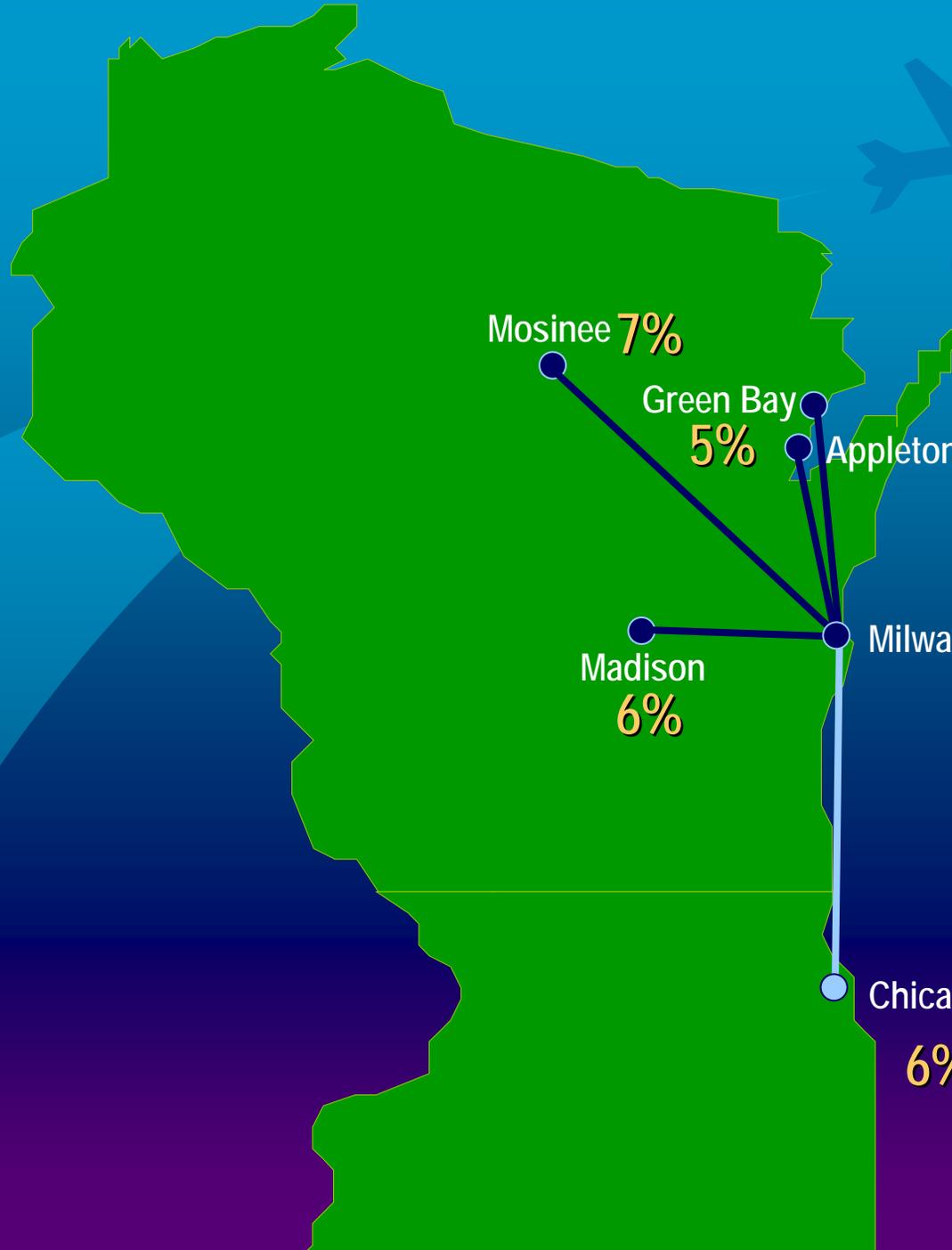
Green Bay 5%

Appleton 16%

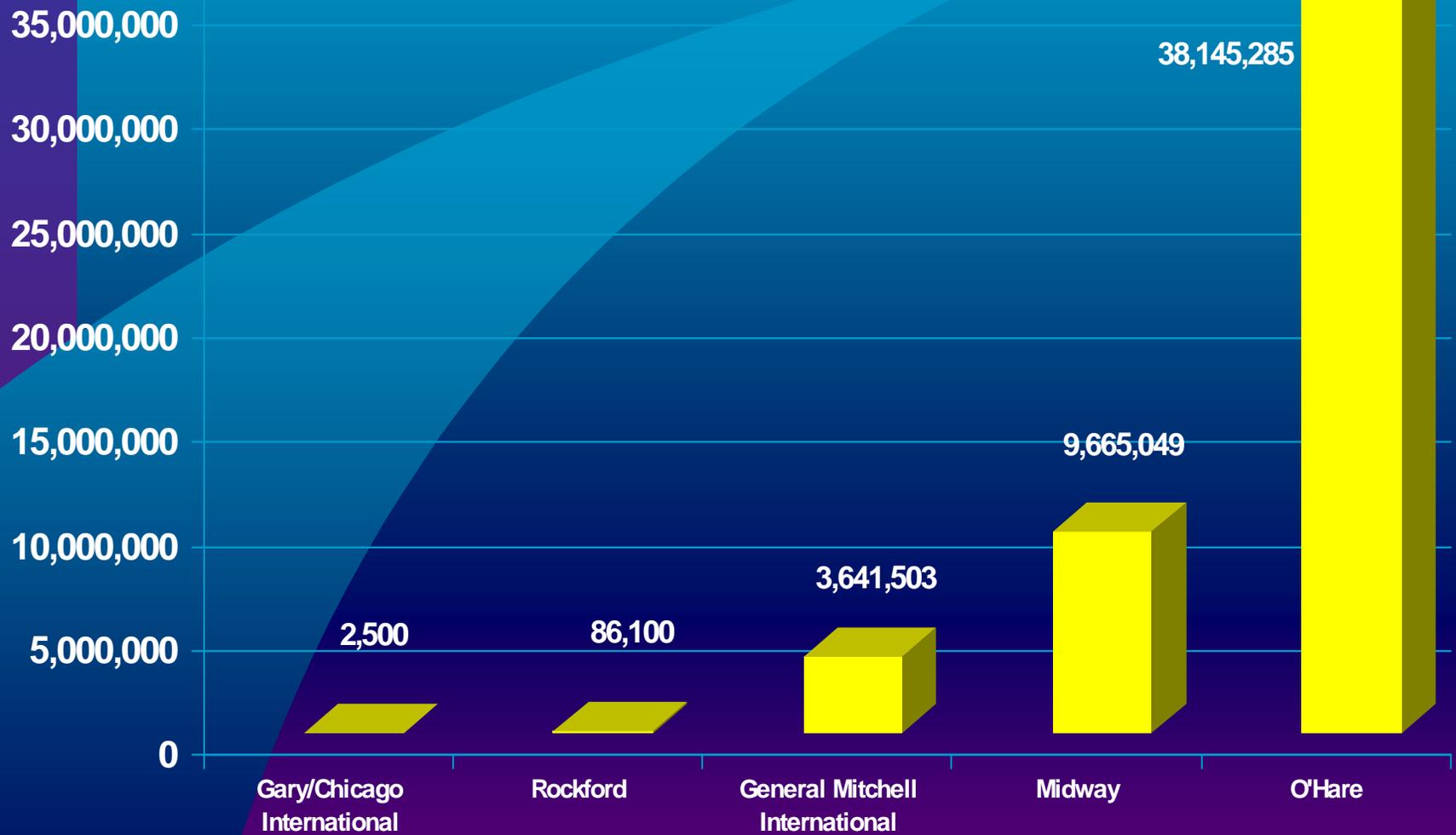
Madison 6%

Milwaukee

Chicago 6%

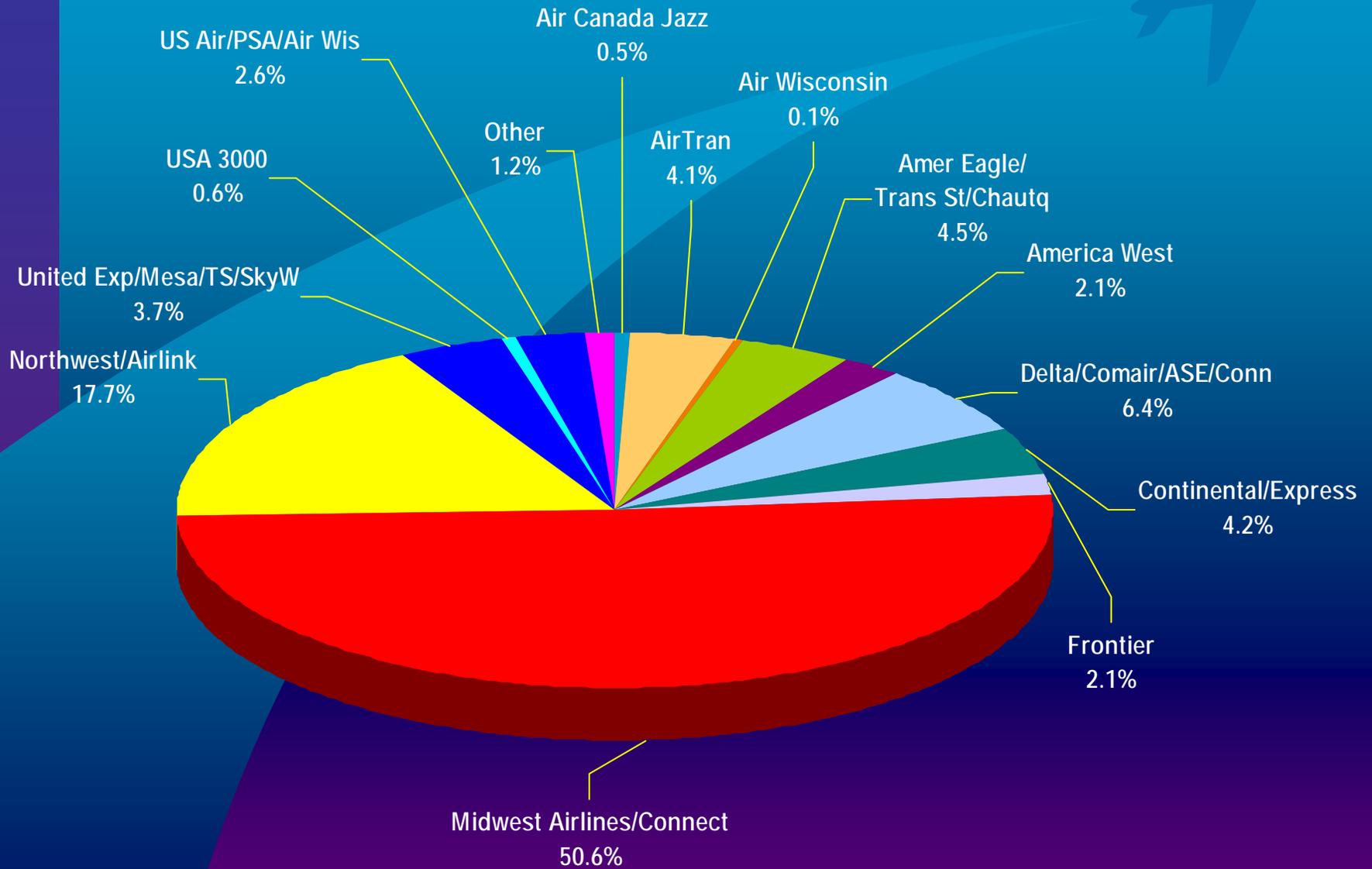


# 2006 Enplanements

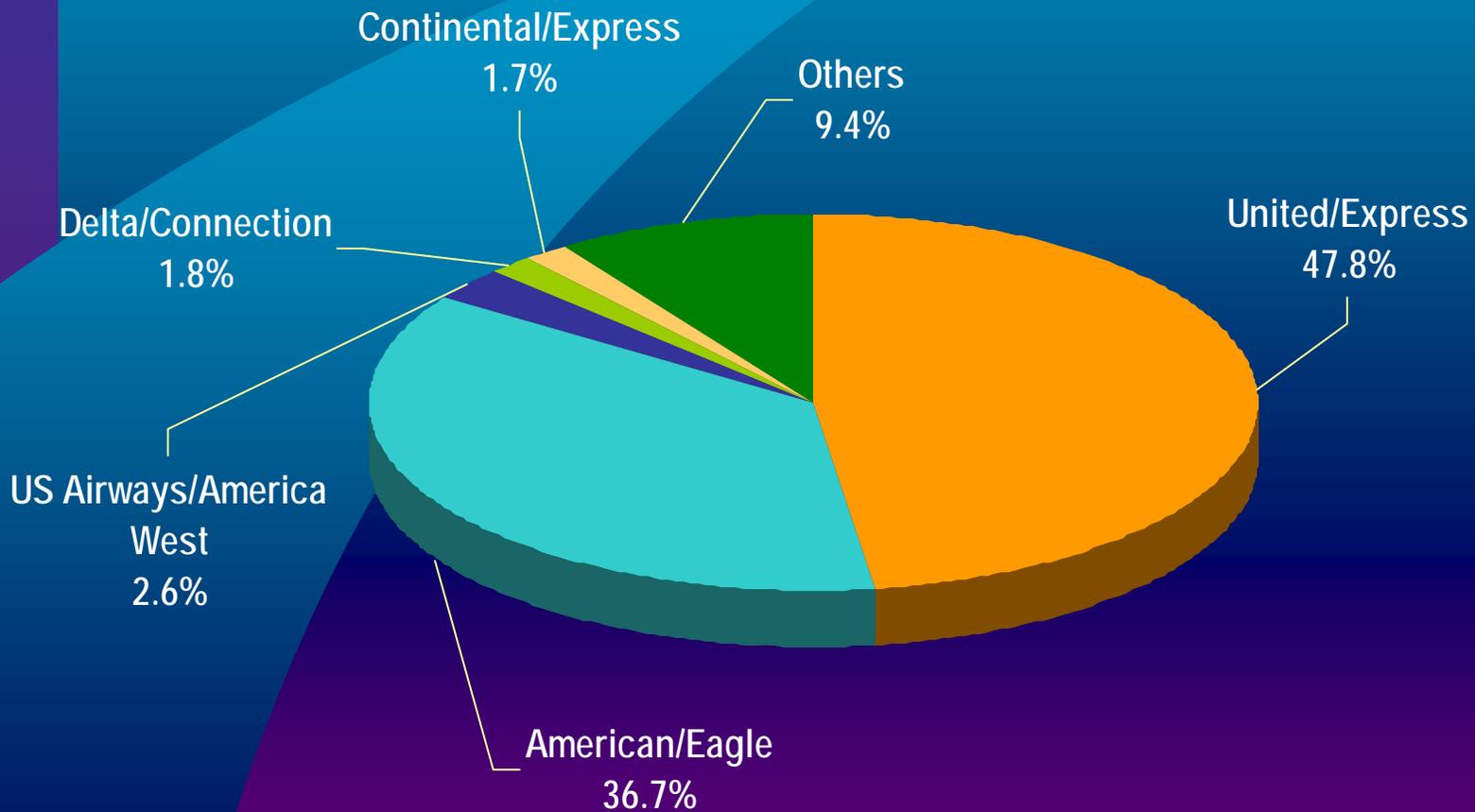


# Air Carrier Market Shares

(Calendar Year 2006)



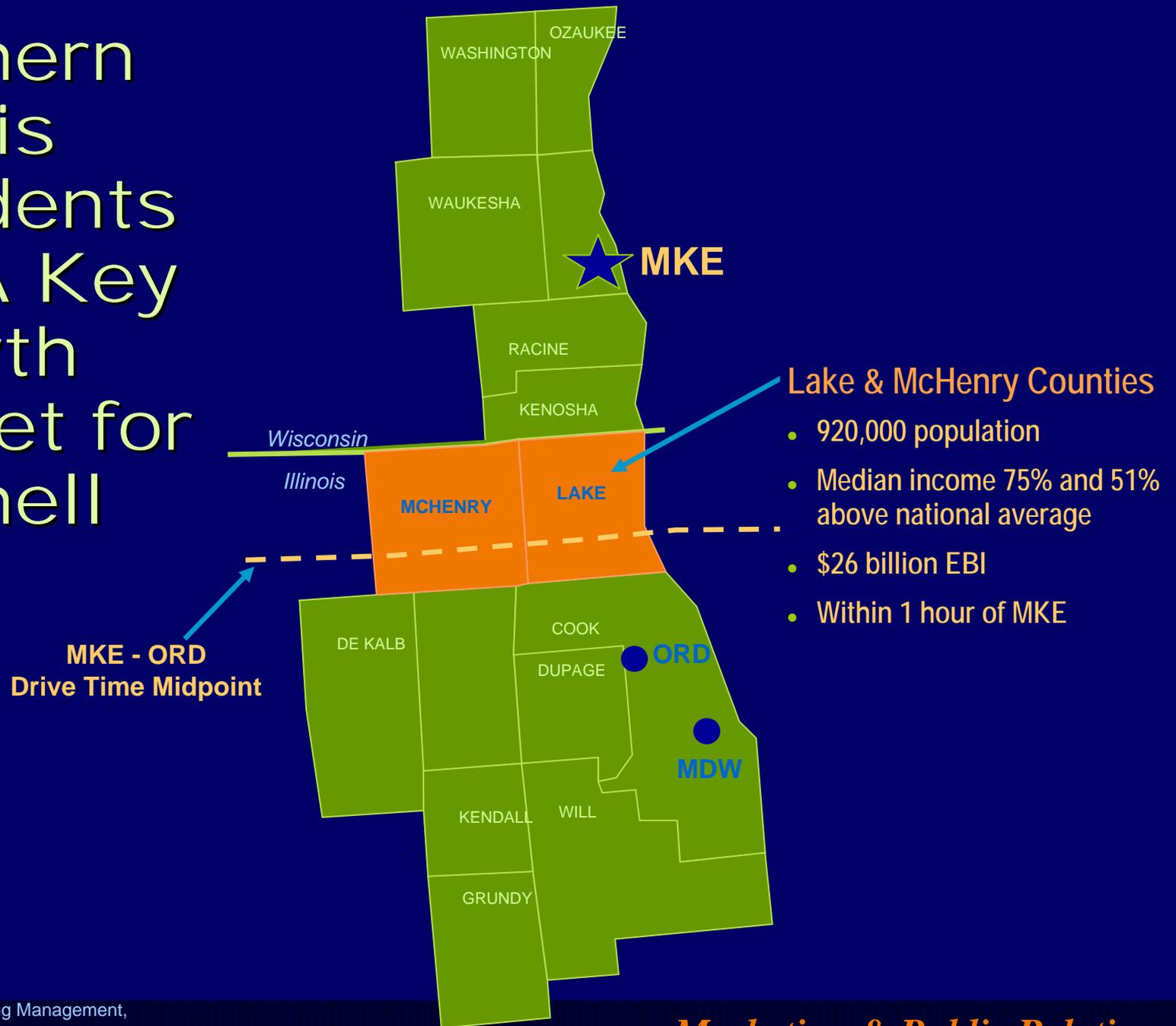
# Air Carrier Market Shares - O'Hare (Calendar Year 2006)



# Milwaukee Catchment Area



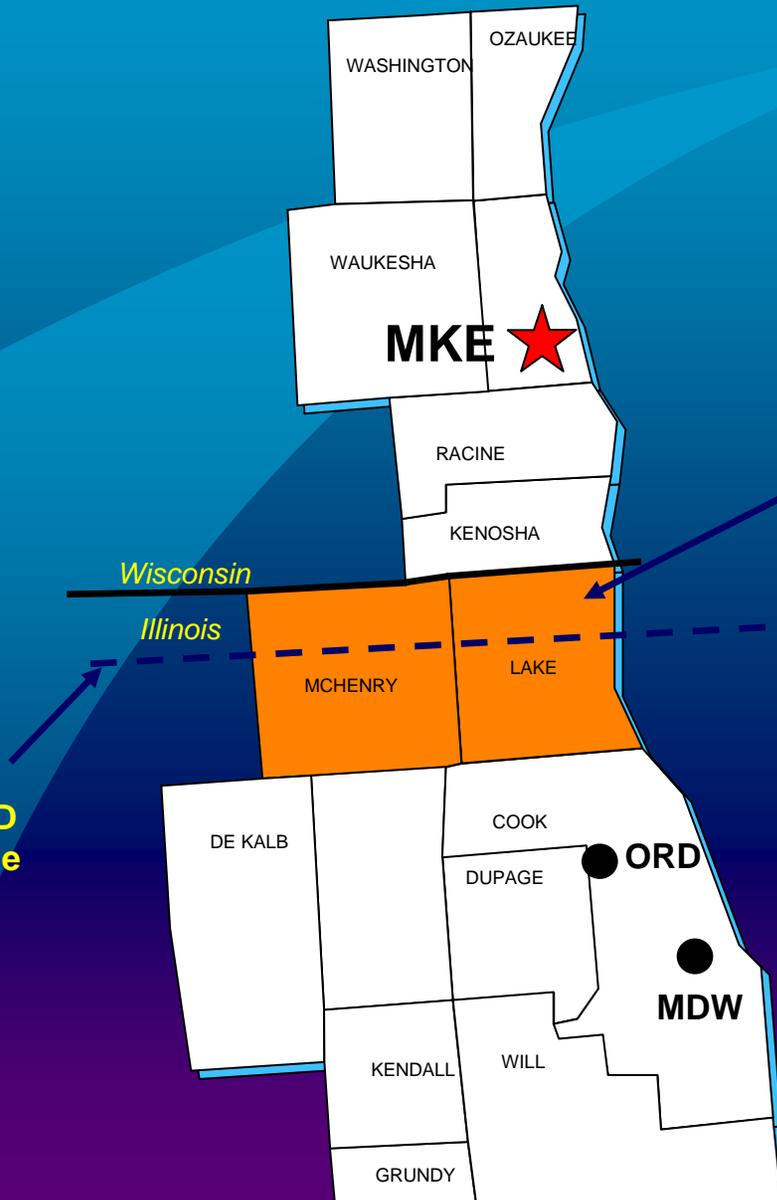
# Northern Illinois Residents Are A Key Growth Market for Mitchell



Source: Sales & Marketing Management,  
Survey of Buying Power, September 2001.

*Marketing & Public Relations*

# The Northern Illinois Counties Are High Growth and High Income

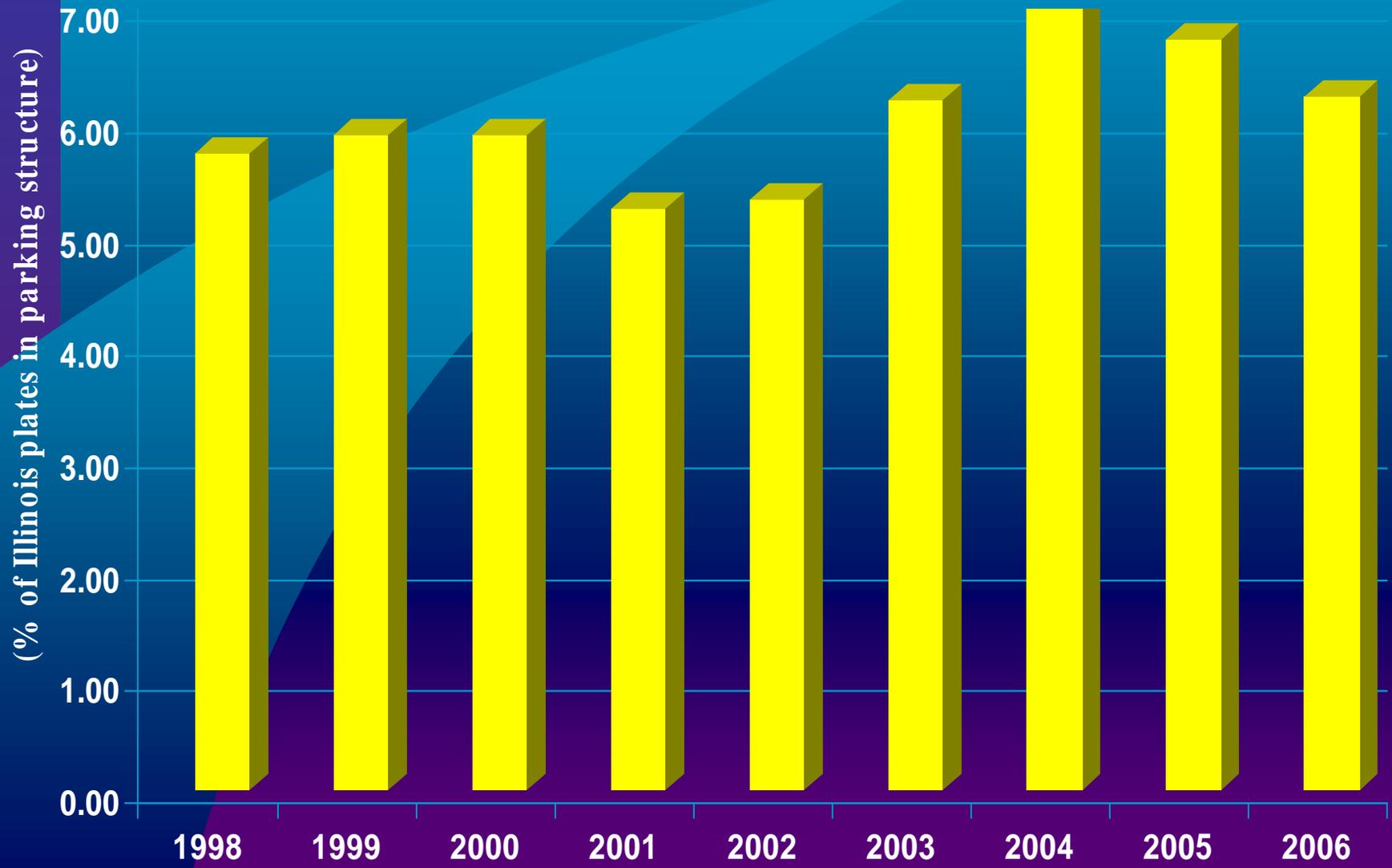


## Lake & McHenry Counties

- Over 1 million population
- Household income 53% and 26% above national average
- \$39.6 billion disposable income
- Within 1 hour of MKE

**MKE - ORD  
Travel Time  
Midpoint**

# GMIA Continues to Attract Passengers from Northern Illinois



# Passengers



## Marketing and Public Relations

- Billboards
- Radio
- Print media
- Direct mail
- Internet technology
- Co-op promotions with airlines

# Corporate Travel Planners



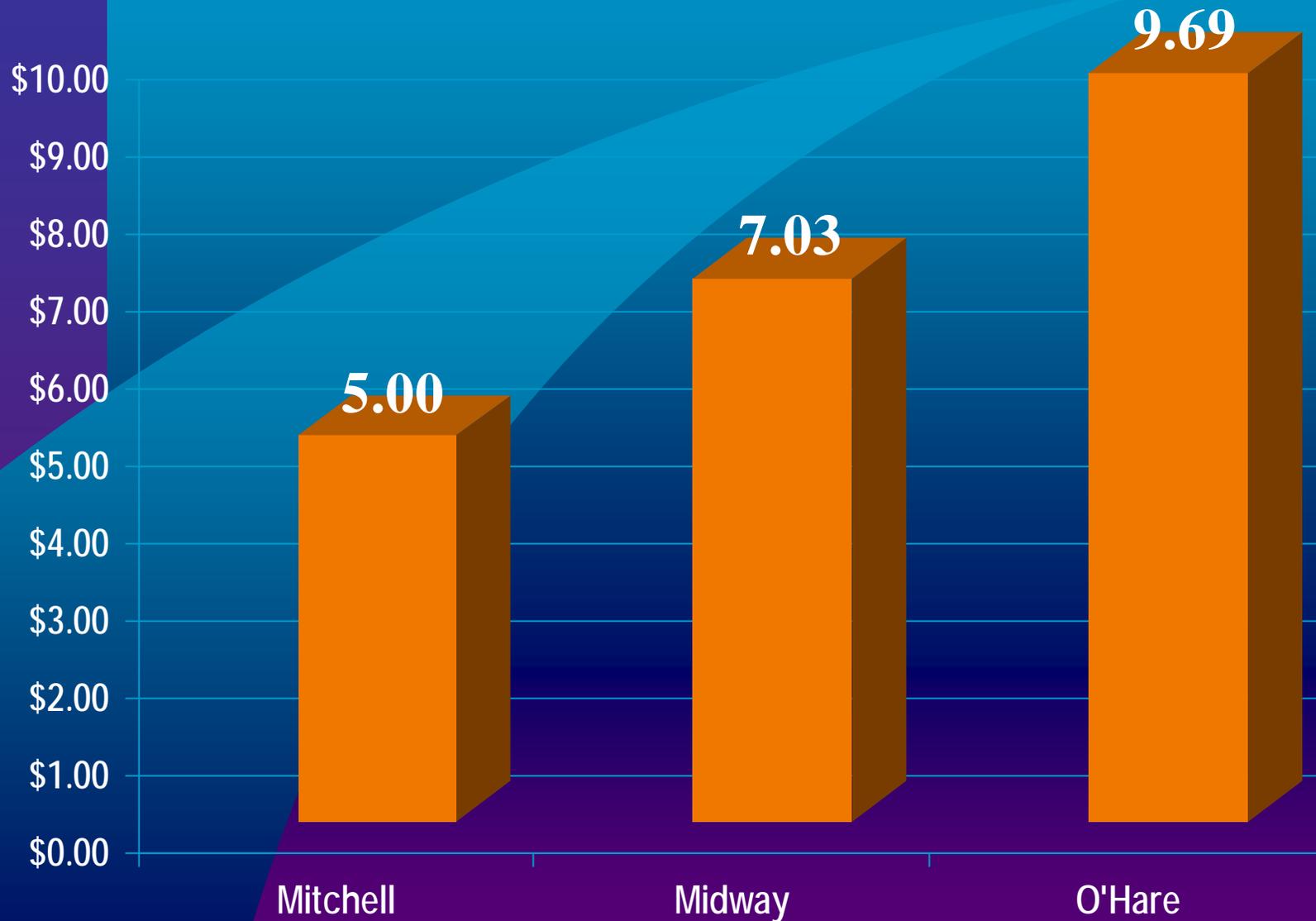
- Sales calls
- Corporate travel association
- Mitchell Memo

# Air Service Development

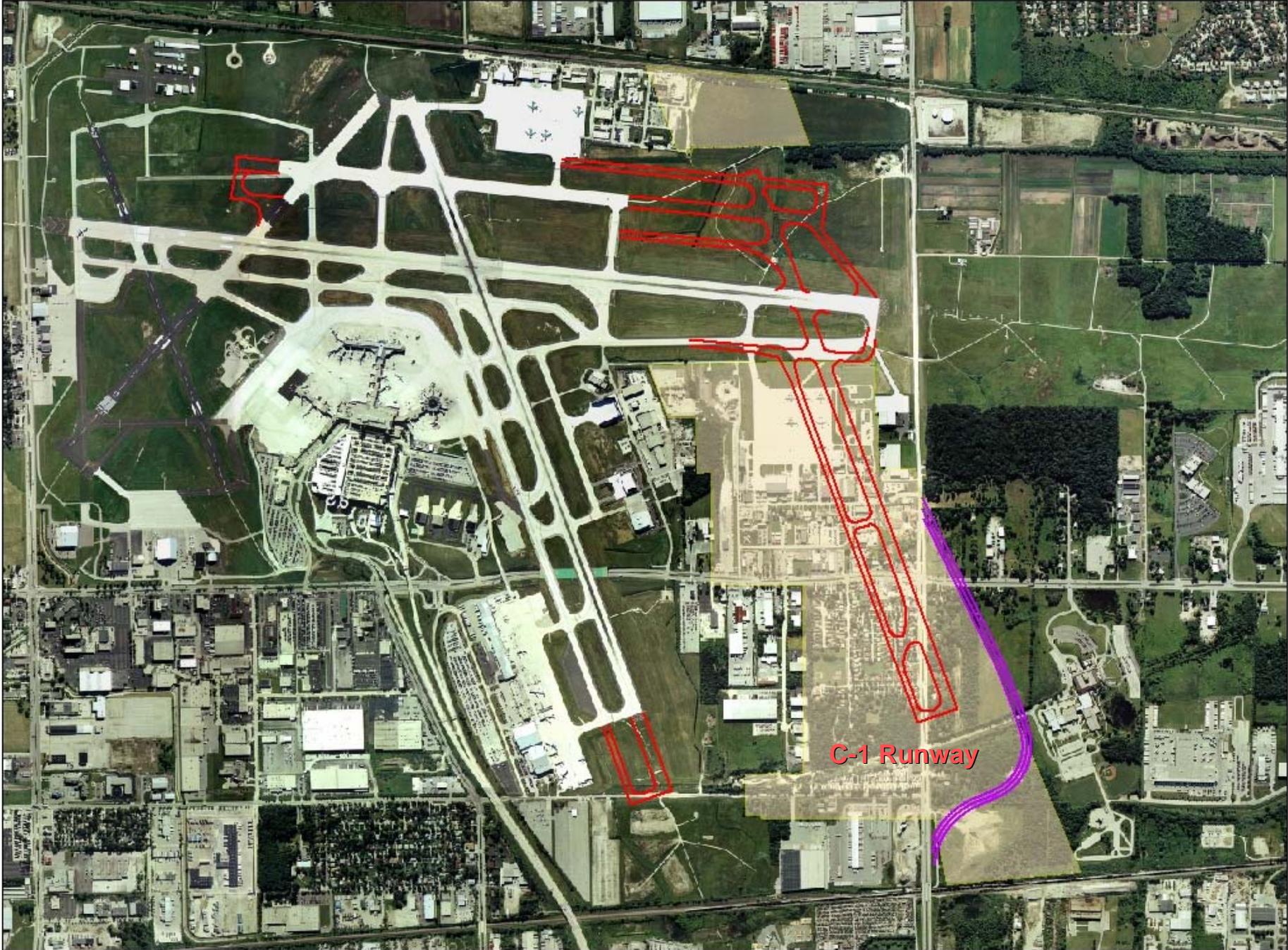


- Continual analysis of routes and airfares
- Proposals to airlines

# 2006 Total Airline Cost per Enplaned Passenger







C-1 Runway

# Secondary Airports



## Nice to Have:

- Near the Market Area
- Ease of Use
- Plenty of Parking
- Un-Congested Facilities

# Secondary Airports



## Need to Have:

### Air Service

- Number of Cities Served Non-Stop
- Frequency of Service
- Low Fare or Fare Competition

# General Mitchell International



CHICAGO'S THIRD AIRPORT®