

## **6/22/01 Salem Airport moving forward for scheduled service**

A presentation was shown to the Airport Advisory Commission by Sixel, Boggs & Associates, showing the possibilities for Salem to retain scheduled air service to MacNary Field. Sixel, Boggs & Associates was awarded the contract to develop a marketing plan to present to the airlines. Sixel, Boggs & Associates indicated that the top destination for Salem travelers was Los Angeles, however it advised the best plan to implement service was to approach airlines for service to Seattle and San Francisco, in order to utilize the hubs in those cities. It was also presented that Salem is tied with Eugene in relation to spending, income and population. In one area, the Airport Catchment area, Salem was number 4 in the Pacific Northwest with only Seattle, Portland and Spokane in the lead. Boise was 5th and Eugene 6th.

Salem might have a shot at a Montana airline coming to Salem. Big Sky Airlines, based out of Billings, is beginning a code share agreement with Horizon and Alaska airlines. Big Sky has indicated interest in coming to Oregon to provide service where Horizon has left. Horizon Airlines pulled out of Salem in 1993. Sixel, Boggs & Associates has marketed Salem to Big Sky, and the airline has been receptive.

For Salem to have a stronger shot of retaining air service, Salem Area business will need to commit to using an airline if it comes to Salem. Eugene Airport was able to gain two new markets, Phoenix and Los Angeles, in the last couple of years by creating a travel bank that area businesses contributed money to. Salem will need to have the same approach. The Salem Airport Association indicated interest in pursuing this idea.

The next step is for the Airport to approach the City Council for funding approval of \$10,000 to create a presentation for the airlines.