

GAINESVILLE/OCALA*
TO NEW YORK NON-STOP

GO*NY NonStop!



Current Service

- Gainesville: 7 flights daily to Atlanta; 4 flights daily to Charlotte
- Ocala: Thriving and growing business community with no commercial air-service in Ocala.



Market research shows New York area as number one destination of choice

Rankings of Destinations	
RANK	DESTINATION
1NYC/LGA
9EWR
10BWI
15PHL

- New York is the number one destination for local travelers (source: FDOT ticket sample and our own leakage analysis of the market, which was updated spring, 2002)
- 75 connecting destinations through Newark (EWR) on Continental Airlines

Gainesville
Regional
Airport &
Continental
Airlines



Continental Airlines has expressed interest in the Gainesville/Ocala Market and the Gainesville-Newark route

- Met with Continental at their headquarters in late July, 2002 to provide details about the Gainesville/Ocala market
- Site team visit by Continental executives September, 2002 to introduce them to our communities



- "Continental Gator" shipped to Continental executives at their headquarters
- Continental has suggested that a demonstration of community commitment will entice them to come to Gainesville/Ocala. We want to raise \$500,000 in pledges to fly on Continental their first year



Gainesville and Ocala are partnering to create a "Ticket Trust" to attract Continental service

- Financial incentives help reduce start-up risk for new airline service
- Key community leaders are pledging their support now
- Similar ticket trusts were successful in Asheville and Augusta
- Florida Citizens Bank is located in both Gainesville and Ocala



Continental
Airlines



We need your commitment and pledge to bring Continental to our area



- Pledge a portion of your existing travel budget for travel on Continental
- Become an "Official sponsor of GO*NY NonStop!"
- Participate and be listed in all newspaper advertisements, press releases and a press conference



What's in it for you?

- An option to long drives to Orlando, Jacksonville or Tampa for direct travel to New York
- Chance to be involved with improving air service at Gainesville Regional Airport
- Save time and money
- Direct jet service to NYC and beyond twice daily
- Opportunity for direct service to Houston in the future

GAINESVILLE REGIONAL
AIRPORT

GO*NY NonStop!

Gainesville Regional Airport & Continental Airlines

Our Goal:

Raise \$500,000 in ticket pledges to demonstrate to Continental Airlines that the Gainesville/Ocala market is a committed to service to New York.

How will we attract Continental?

The Gainesville and Ocala communities will demonstrate the depth of support by committing a portion of existing business travel budgets to the new service, **in advance**, and at no risk to the businesses.

What routes are we seeking?

Gainesville is currently pursuing new nonstop service twice daily by Continental Airlines to Newark. Please look at your travel to New York, Europe and those eastern destinations that could be easily reached by a connection through Newark. We would like you to commit a portion of your New York and northeastern travel to this new service.

What is the cost to my company or organization of committing my travel dollars?

The true cost of this program is really an opportunity cost. Your organization is going to spend the dollars on air travel anyway. Putting the money into a Ticket Trust means you will simply commit the money earlier. The Ticket Trust is a debit account that can be used for travel on Continental for a given period. **Florida Citizens Bank** will administer the Ticket Trust and will pay interest at the standard rate for a Treasury Bill, so your money will earn interest in the account. You will receive from Florida Citizens Bank a monthly statement showing deposits and withdrawals.

How long is the commitment?

We are looking for a one-year commitment.

How much money in the Ticket Trust are we talking about?

We intend to raise at least \$500,000 in pledges from businesses and organizations in Gainesville and Ocala. Once Continental commits, we will ask you to deposit the amount of your pledge in the Travel Trust.

What happens if the service doesn't work, and the airline goes away?

First of all, we are going to work very hard to see that this does not happen. However, if the service does not work out, the money in the Ticket Trust will be returned to the organizations that deposited the funds.

What happens if I don't spend all the money pledged for travel on the new carrier?

Essentially, you have failed to live up to your commitment. At the end of the agreed period, if there are unspent funds in the Ticket Trust, they will be paid out to the airline. The airline, in turn, will issue travel vouchers to you in a like amount of deposits. This way, you can still use the vouchers for future travel on the airline, and the airline gets the cash flow they were led to expect. **No one loses any money.**

What if my organization cannot commit travel dollars, but I still want to help?

If your organization cannot commit travel dollars, there is still a way to help offset the risk for the new carrier. Give what you can in inkind goods and services. Anything the airline would normally have to buy to set up shop in Gainesville is fair game. Remember, their goal is to lower their cost of starting the service. We all want to help.

QUESTIONS?

Visit our Web site at www.flygainesville.com (see GO*NY NonStop!)
or call Gainesville Regional Airport at **352-373-0249**.