




Asheville
REGIONAL AIRPORT
Take the easy way out.

2018
YEAR IN REVIEW

WE ARE AVL

But we are more than a call sign.
We are more than a destination.
We are more than an airport.

WE ARE:

- 2.1 million people residing in the airport's market area
- 1,134,568 passengers who flew through AVL in 2018
- 68 Airport Authority employees
- 7 board members
- 30 volunteers
- 171 tenants with hundreds of on-airport employees
- 6 airlines
- Many local business partners

THIS IS WHO WE ARE.

This is why we're standing out and achieving great things.

What would we do if we wanted our region's airport to set the bar? We might serve over a million passengers in one year for the first time ever — surpassing all forecasts and projections. We might be named one of the fastest growing small-hub airports in the country. We might see an average 20 percent growth for three consecutive years. We might welcome a new airline and nine new routes in a year — top that.

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They'll say we made this year count...

...and they would be right. We made every obstacle, every opportunity, every challenge count. We put in the work to be first in growth, first in performance, first in teamwork and first in soul — and it's only the beginning. That's right. We're a front-runner now, and we're on the move.

Lew Bleiweis, A.A.E. Executive Director

This year was a milestone year for the Asheville Regional Airport. In 2018, we experienced record-breaking growth. The airport surpassed all projections and expectations, exhibiting 19 percent growth and contributing nearly \$1.5 billion to our local economy. For the first time in our history, the airport served over one million passengers —



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and we couldn't have done it without you.

This year, we launched our “Thank You for Flying Local” campaign to communicate our gratitude for your support. You chose to fly local. You chose to support your hometown airport. You chose AVL. The support of our community made this milestone a reality. For that, we thank you.

We're calling 2018 our milestone year because it was one of tremendous significance, but it was not the finish line. As we look to 2019, our dedicated team remains committed to upholding our mission to provide an exceptional airport experience with a focus on people, service, commercial and general aviation, and contribute to the regional economy. We will continue to work diligently, managing growth and enhancing the passenger experience. We made history this year, but we're only just getting started. I look forward to our continued journey together.

FIRST IN GROWTH

First is knowing that winning isn't crossing a finish line, it's every step of the way there. We knew our goal wouldn't happen overnight, but we were prepared to commit to achieving it. We had the grit to get it done — one day at a time.

AIR SERVICE

For the first time in its 57-year history, Asheville Regional Airport served more than one million annual passengers. In 2018, 1,134,568 passengers utilized a commercial flight at AVL on one of six airlines:

Allegiant — American — Delta
Elite — Spirit — United

Passenger numbers grew by 18.6 percent compared to 2017, making 2018 the fifth consecutive record year of growth.

A record number of new or expanded nonstop destinations were announced in 2018, including service to Denver International Airport and Sarasota-Bradenton International Airport on **Allegiant**, Dallas Fort Worth International

Airport, LaGuardia Airport and Philadelphia International Airport on **American**, and Dulles International Airport on **United**. These additions improved AVL's global connectivity, allowing travelers to select from an even wider array of major hubs and exciting destinations.

In September, AVL welcomed a new airline partner: **Spirit Airlines**. Spirit celebrated new service to Fort Lauderdale International Airport, Orlando International Airport and Tampa International Airport with style, kicking off the celebration with generous donations to local charities, energetic live music and delighted Spiritaneous Giveaway participants. The inaugural flight also featured a recent addition to Spirit's fleet. The new airbus, flown by a pilot native to WNC, was welcomed with water arches and eager passengers.

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2018 was an unprecedented year for air service at AVL.

— Tina Kinsey, A.A.E.
Director of Marketing, PR + Air Service Development



FIRST IN GROWTH

DEVELOPMENT

The airport has been hard at work managing record-breaking growth — from parking improvements to ramp expansions.

In 2018, we fully opened our new five-story parking garage, creating 1,100 new spaces for AVL travelers. We also renamed our lots, improved parking signage and insured our parking rates were competitive within the airport industry and the region.

AVL's new north terminal ramp area expansion was completed — a necessary addition in light of the major growth happening at the airport. The expanded aeronautical ramp area for commercial aircraft parking is located north of the terminal and can accommodate up to two additional aircraft.

AVL continued work on Project SOAR in 2018 — the airfield redevelopment project that will result in a new runway, additional taxiway, and new land available for aeronautical development. The fourth and final phase was initiated, and work began on paving and lighting the new runway. Work will continue into 2019, with final completion expected in 2020.

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We're preparing the way for the next 20+ years at AVL.

— Michael Reisman, A.A.E.
Deputy Executive Director, Development + Operations



FIRST IN PERFORMANCE



Incredibly grateful that they saw something in us!

— 5j Barrow

Music on the Fly performers (Ashvegas.com)

First is accepting nothing short of excellence. We will be known for what we accomplished this year. In 2018, we worked harder, grew faster and performed better than ever. As we set the tone for the future, we are our own competition. Now we'll strive to beat our best.

AVL's passenger appreciation programs continued to thrive in 2018. Passengers were greeted with lively music, surprise events, local art and our four-legged ambassadors at every turn.

PASSENGER APPRECIATION

Our mission to provide an exceptional airport experience propels us to go the extra mile. We said "Thank You for Flying Local" with six spontaneous events that took our passengers' airport experience to the next level. Travelers were welcomed to Asheville with everything from ice cream sundaes and swag to a Bojangles' surprise on the baggage belt — and we didn't stop there.

PAWS FOR PASSENGERS

In July, we celebrated *Paws for Passengers'* first birthday. The airport's furry friends have become a trademark of the AVL experience, sharing smiles and calming moments with passengers as they make their way through the terminal. Eight new volunteer teams joined the program this year, bringing the total number of participants to 23 volunteers and 20 therapy dogs.

ART IN THE AIRPORT

The airport's art gallery featured four exhibits over the course of the year, including a variety of talent from local artists, photographers and students. This year, AVL sponsored the second annual WNC Magazine Images of Western North Carolina Photo Contest and hosted its third annual Student Artwork Showcase.

MUSIC IN THE AIRPORT

Local musicians frequented the airport, playing for passengers in the terminal and headlining the year's 12 *Music on the Fly* pop-up concerts — AVL's concert series presented in partnership with Ashvegas.com. In August, a *Music on the Fly* concert featuring 5j Barrow led to a serendipitous meeting with the iconic Steep Canyon Rangers. The chance encounter secured the up-and-coming duo a gig in a local music festival.



FIRST IN TEAMWORK

First is knowing we can't do it alone. Lucky for us, we have a "take it to the next level" kind of team. A "just good isn't good enough" kind of team. A "we're in this together" kind of team.

EVERYDAY CHAMPIONS

Here at AVL, we believe in one another. This kind of success doesn't happen without a team like ours. Each day, our staff gives it their all. We are a team of individuals championing the everyday together, because that's what it takes to be first.

From the grounds to the runway, every step of the AVL experience is the direct result of team members who are committed to getting the job done. Responding to unprecedented growth is no small task, but our people are up to the challenge.

Our custodial team gets the AVL experience and makes it happen every day. More passengers are coming through the airport than ever before, and customer satisfaction surveys still show that the cleanliness of our airport stands out.

We experienced a lot of growth and change in 2018, but the performance of our maintenance team has been a constant. Winter weather is no exception. Our snow crew has it under control. The airport's building, grounds and equipment are maintained and operational because of their tireless dedication to keep us running full speed ahead.

Behind the scenes, our team members in IT make sure everything and everyone is connected — working day or night to keep the airport's technology functioning securely and reliably.

The administration and finance departments keep the airport in business — doing what they do best: managing growth internally and externally, all while caring for the wellness of each individual employee.

The marketing department forges the way for the AVL brand to be known in our community as a

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Trailblazing takes tenacity, and our team has what it takes.



FIRST IN TEAMWORK

(continued)

pillar of our region — a contributor to our local economy, a consistent voice and a reliable choice for air service. Air service development supports the airline partners of AVL, while listening to the needs of our community and advocating for new service.

Each member of our team is committed to making the AVL experience everything it can be one day at a time. Trailblazing takes tenacity, and our team has what it takes.

We call it championing the everyday, but our work doesn't set with the sun.

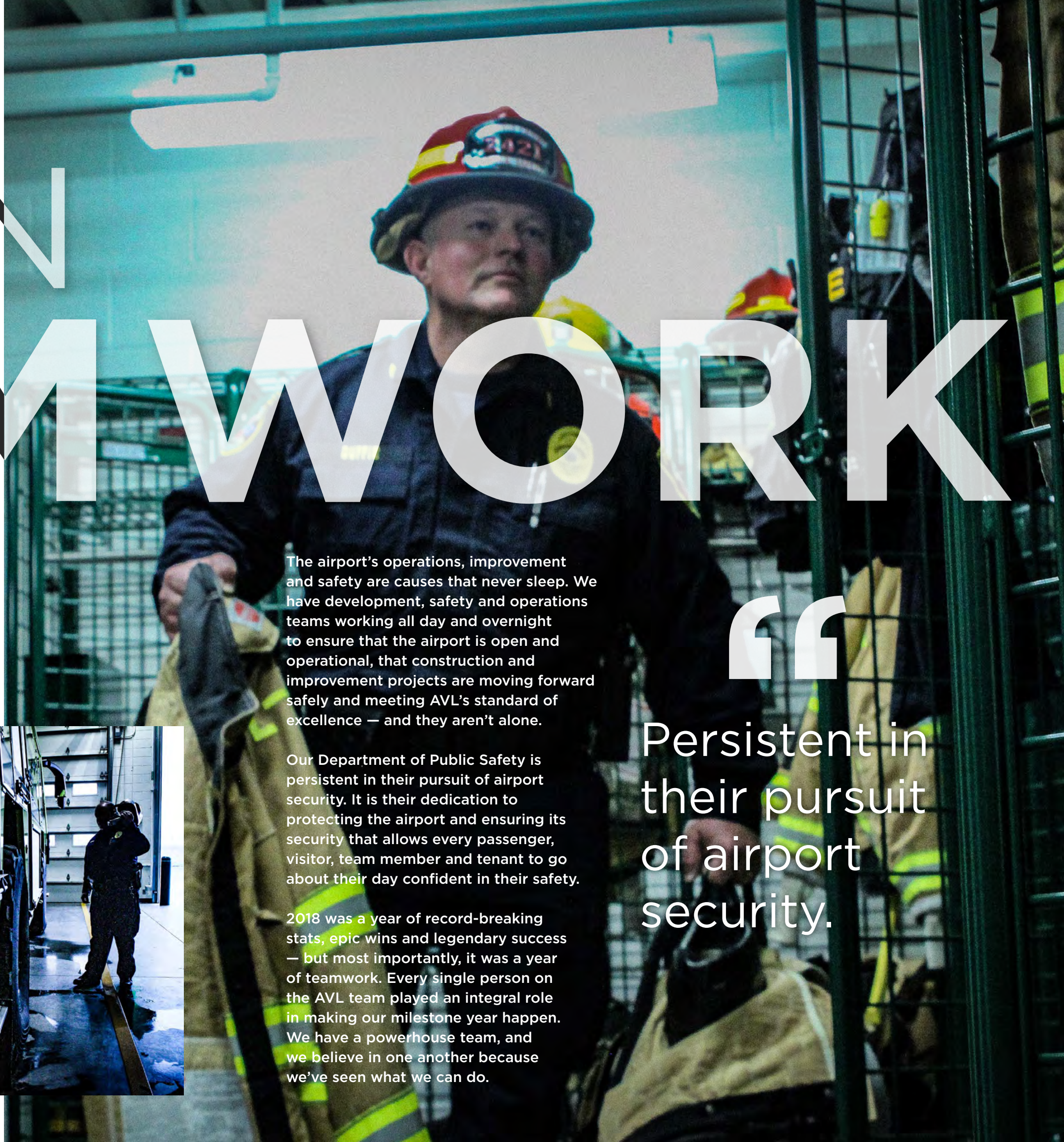
The airport's operations, improvement and safety are causes that never sleep. We have development, safety and operations teams working all day and overnight to ensure that the airport is open and operational, that construction and improvement projects are moving forward safely and meeting AVL's standard of excellence — and they aren't alone.

Our Department of Public Safety is persistent in their pursuit of airport security. It is their dedication to protecting the airport and ensuring its security that allows every passenger, visitor, team member and tenant to go about their day confident in their safety.

2018 was a year of record-breaking stats, epic wins and legendary success — but most importantly, it was a year of teamwork. Every single person on the AVL team played an integral role in making our milestone year happen. We have a powerhouse team, and we believe in one another because we've seen what we can do.

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Persistent in their pursuit of airport security.



ACHIEVEMENTS

INDUSTRY LEADERSHIP + AWARDS

Many members of AVL's dedicated staff achieved professional certifications, merit-based promotions and advanced trainings, which continued to round out the depth and breadth of knowledge and expertise at the airport.

SENIOR TEAM HIGHLIGHTS



Lew Bleiweis, A.A.E.
Executive Director

VICE CHAIR
Airports Council International – North America Board

MEMBER
Airports Council International World Board

MEMBER
Economic Development Coalition of Asheville & Buncombe County Board



Michael Reisman, A.A.E.
Deputy Executive Director

PRESIDENT
Southeast Chapter of the American Association of Airport Executives



Tina Kinsey, A.A.E.
Director of Marketing, PR + Air Service Development

PRESIDENT
North Carolina Airports Association

VICE CHAIR
Airports Council International – North America Marketing and Communications Steering Committee

MEMBER
Henderson County Chamber of Commerce Board



Kevan Smith, C.M.
Public Safety Chief

American Association of Airport Executives – Certified Member status achieved

MEMBER
Blue Ridge Honor Flight Board

MARKETING

At its annual conference, Airports Council International-North America recognized North American airports for excellence in airport marketing and communications. Asheville Regional Airport won two awards:

FIRST PLACE

for video production for the airport's television advertising campaign and an honorable mention for a responsive communications plan.



PARTNERSHIPS

#TOURISTSflyAVL



The AVL team extends far beyond the airport. Our community partners are an integral part of our success. We are Western North Carolina's home airport, and we understand what it means to be local.

ASHEVILLE TOURISTS

Asheville Regional Airport, the hometown airport for WNC, partnered with the Asheville Tourists — Asheville's very own official minor league baseball team, to spread the word that more passengers than ever before are flying from AVL and when travelers (or Tourists) fly home, they're home.

FLAT ROCK PLAYHOUSE

As the official ticket envelope sponsor of the Flat Rock Playhouse in 2018, Asheville Regional Airport invited guests to consider where a ticket from AVL could take them. With more nonstop destinations than ever before and connections to major hubs along the east coast, travelers can go anywhere in the world from AVL.

SPEAKING OF TRAVEL

In 2018, AVL launched a new podcast series in partnership with *Speaking of Travel* — *Speaking of Flying*. The series features interviews with passengers and visitors to the airport, detailing their upcoming adventures, go-to tips and favorite travel stories.

NC APPLE FESTIVAL

The 2018 NC Apple Festival in Henderson County was proudly presented by AVL. The annual festival has been a staple of mountain tradition for over 70 years. The street fair includes food, live entertainment, arts and crafts, vendors of all types and locally grown apples.

“ I don't think we've ever walked through these doors... without someone greeting us by name.

— Madison Cawthorn

AVL Passenger / *Speaking of Flying* Interviewee

FIRST IN SOUL



First is having soul. Soul reminds us of who we are. Soul pushes us onward when the odds seem insurmountable. Soul is knowing that we're backed by an epic hometown team.

Our soul is in the gravel of the Blue Ridge. It's in the support of the community who helped us get here. It's in the hard work and ingenuity that make our home everything it is.

COMMUNITY EVENTS

AVL had the honor and privilege of hosting the Blue Ridge Honor Flight welcome home party in September. Veterans were greeted home with a hero's welcome from their day touring memorials in Washington, D.C.

In February, the airport hosted the third annual Wings for Autism® in partnership with The Arc of Buncombe County, Allegiant, Worldwide Flight Services, the Transportation Security Administration and Bojangles'. The event invited AVL's special neighbors on the autism spectrum to experience a taste of travel as they embarked on an imaginary trip. From screening to boarding, Wings for Autism helps make travel more accessible by simulating a real airport experience and familiarizing participants with the process.

UNITED WAY

In October, seven airport employees took part in United Way's Day of Impact by volunteering with Homeward Bound. Volunteers spent the day unloading and organizing hygiene essentials at the AHOPE Day Center, a respite for those experiencing homelessness in the Asheville area.

In its 2018 giving campaign, the airport exceeded its goal to United Way of Buncombe County with 59 percent of employees pledging

donations. The Greater Asheville Regional Airport Authority has consistently surpassed giving goals set by United Way with over half of its employees participating since 2015.

This year, United Way of Buncombe County nominated AVL for the Spirit of NC award. The award is sponsored by United Way of North Carolina and recognizes organizations across the state that demonstrate the best in philanthropic culture and community partnerships.

DEPARTMENT OF PUBLIC SAFETY

The airport's Department of Public Safety gave back to the community by being a part of the Partnership for Substance Free Youth of Buncombe County's Operation Medicine Drop. This program allows members of the community the opportunity to stop by the airport's public safety department to discard their unwanted or unused prescriptions safely.

AVL's Department of Public Safety also showed their support for cancer survivors and awareness by donning a pink t-shirt every Friday of October.

"This small token of support meant a lot to both officers and passengers," said Chief Kevan Smith. "It is very common for passengers to stop and thank us for wearing pink as we walk through the terminal."



FIRST IN HISTORY



First is refusing to be confined by precedent. We want to write a new legacy, one shattered record at a time.

This year was a milestone year unlike anything we've ever seen. The airport continued the momentum of 28 consecutive months of expansion with 12 consecutive months of double-digit growth. For the first time in AVL history, the airport served more than

one million

annual passengers — 1,134,568 to be exact. That number indicates a 19 percent increase over 2017.

This year, the airport added nine new or expanded nonstop destinations to the route map and a new airline to the terminal. Spirit Airlines began serving North Carolina for the first time in history, and AVL was among the first airports to receive service. In May, AVL

was named the second-fastest growing small-hub airport in the country by Bloomberg News. In 2018, the airport had over 60 daily flights to 19 destinations. This remarkable growth contributed to the airport's

\$1.5 billion

in economic impact to our region.

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Flying local creates this growth. Thank you, WNC, you're awesome!

— Lew Bleiweis, A.A.E.

Executive Director

MOVING FORWARD

Now that we've been on top, we refuse to let it go. With 2019 in our sights, we've never been more ready to make every moment count. Here's to yet another milestone year.

The Greater Asheville Regional Airport Authority Board and management team spent time in 2018 evaluating the airport terminal and the long-term needs associated with continued growth. The in-depth analysis started with establishing a plan to update and grow the infrastructure for the airport campus, including water, sewer and electrical utilities, HVAC systems, IT conduit lines, electrical and plumbing needs and more.

An aviation planning consultant also forecasted the airport's continued growth over the next 20 years and recommended a terminal expansion plan to double the size of the airport terminal, adding five additional aircraft gates. This preliminary planning was the first step in the visionary work to come in the next few years, during which it is anticipated that the airport's terminal will undergo a major expansion and renovation.

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“Above and beyond” is the starting point that begins to describe the outstanding efforts of our team.”

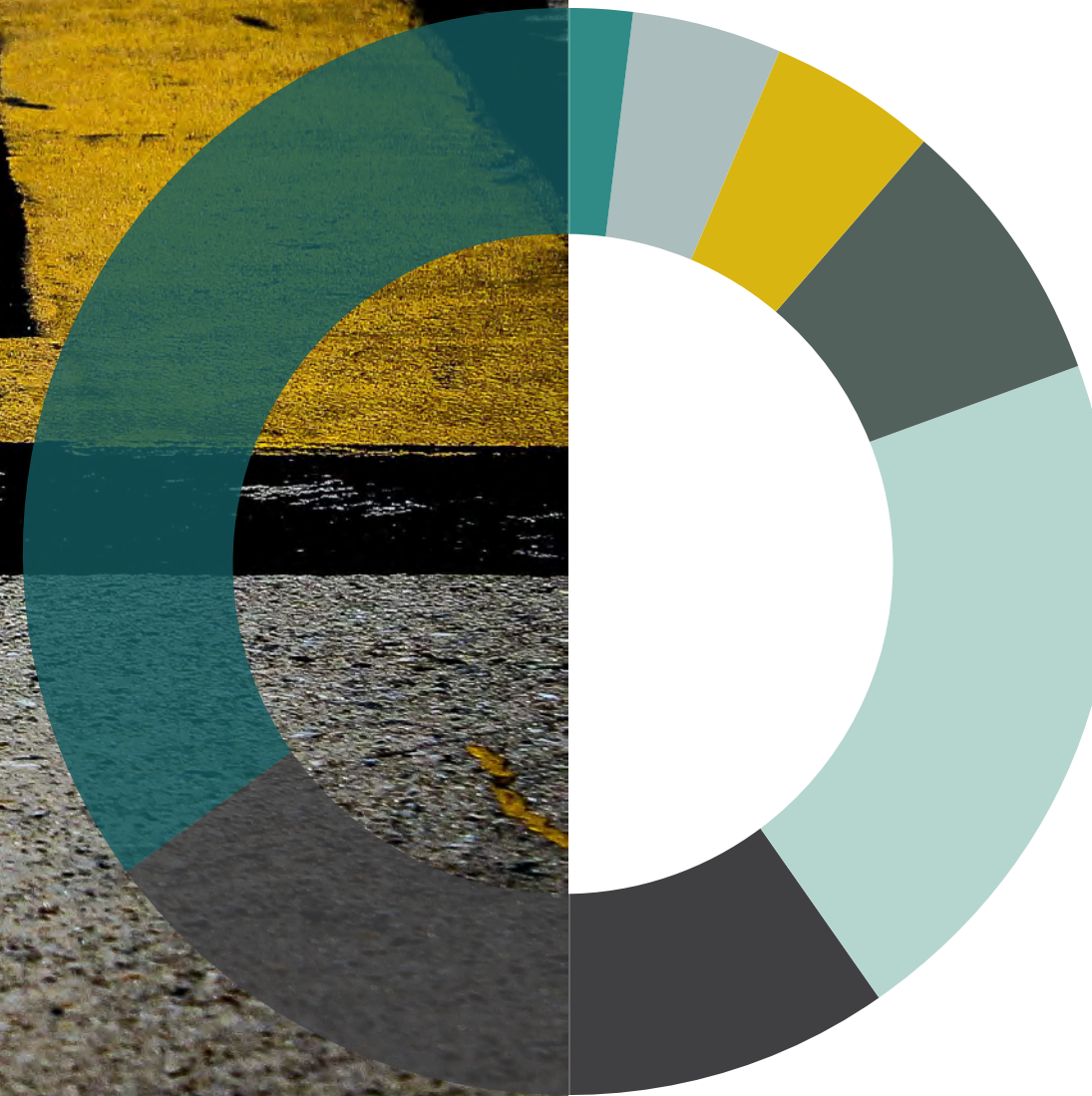
— Matthew Burril

Greater Asheville Regional Airport Authority Board Chair



SOURCES OF REVENUE

The Authority's assets exceeded liabilities by \$139,010,024 at June 30, 2018. That is an increase of almost \$10.1 million from 2017 and an increase of more than \$24.4 million from 2016.



2% FEDERAL GOVERNMENT

4.5% OTHER

5% CONCESSIONAIRES

8% FBO/GENERAL AVIATION

21% RENTAL CARS

24.5% AIRLINES

35% PARKING

BOARD



Matthew Burril — CHAIR
Appointed by Buncombe County



K. Ray Bailey — VICE CHAIR
Appointed by the GARAA Board



William Moyer — MEMBER
Appointed by Henderson County



Stephanie Pace Brown — MEMBER
Appointed by the City of Asheville



George Erwin, Jr. — MEMBER
Appointed by Henderson County



Brad Galbraith — MEMBER
Appointed by City of Asheville



Carl H. Ricker, Jr. — MEMBER
Appointed by Buncombe County



VISION

To be a champion for exceptional customer experiences and economic vitality.

MISSION

To provide an exceptional airport experience with a focus on people, service, commercial and general aviation, and to contribute to the regional economy.

VALUES

People | Caring | Excellence | Integrity | Respect | Service | Adaptability



Greater Asheville Regional Airport Authority

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flyavl.com