



JANUARY 2010

BOARD INFORMATION PACKAGE



## MEMORANDUM

TO: Members of the Airport Authority

FROM: Lew S. Bleiweis, A.A.E., Airport Director

DATE: January, 2010

### Informational Reports:

- A. November, 2009 Traffic Report ([document](#))
- B. November, 2009 Monthly Financial Report ([document](#))
- C. January, 2010 Marketing and Public Relations Report ([document](#))
- D. January, 2010 Development/Project Status Report ([document](#))



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## MEMORANDUM

TO: Members of the Airport Authority

FROM: Lew Bleiweis, A.A.E., Airport Director

DATE: January, 2010

### **ITEM DESCRIPTION – Information Section Item A**

November, 2009 Traffic Report – Asheville Regional Airport

### **SUMMARY**

To date our passenger traffic has increased overall for the year. While our load factors remain high, we have experienced a reduction in the number of seats available by US Airways for the past several months. This has resulted in an overall decrease in passenger enplanements for the last two months with November showing a 1.6% decrease over the same period in 2008. November 2009 overall passenger traffic numbers were down 1.7%.

### **AIRLINE PERFORMANCE**

Delta Airlines: Delta's November 2009 enplanements increased by 7.3% compared to November 2008. There were two (2) flight cancellations for the month.

Continental Airlines: Continental's November 2009 passenger enplanements increased by 12.2% compared to November 2008. There were two (2) flight cancellations for the month.

Northwest Airlines: Year over Year passenger enplanements for Northwest in November 2009 were down 60.9%. There were no flight cancellations for the month.

US Airways: US Airways' November 2009 passenger enplanements represent a 6.3% decrease. There were two (2) flight cancellations for the month.

# Monthly Traffic Report

## Asheville Regional Airport

### November 2009



Category	Nov 2009	Nov 2008	Percentage Change	*CYTD-2009	*CYTD-2008	Percentage Change	*MOV12-2009	*MOV12-2008	Percentage Change
<b>Passenger Traffic</b>									
Enplaned	24,017	24,418	-1.6%	269,351	256,418	5.0%	292,412	278,417	5.0%
Deplaned	<u>23,207</u>	<u>23,624</u>	-1.8%	<u>266,545</u>	<u>256,259</u>	4.0%	<u>288,734</u>	<u>276,888</u>	4.3%
<b>Total</b>	<b>47,224</b>	<b>48,042</b>	<b>-1.7%</b>	<b>535,896</b>	<b>512,677</b>	<b>4.5%</b>	<b>581,146</b>	<b>555,305</b>	<b>4.7%</b>
<b>Aircraft Operations</b>									
Airlines	28	32	-12.5%	322	1,352	-76.2%	335	1,505	-77.7%
Commuter /Air Taxi	<u>1,390</u>	<u>1,578</u>	-11.9%	15,907	17,535	-9.3%	17,334	18,951	-8.5%
<b>Subtotal</b>	<b>1,418</b>	<b>1,610</b>	<b>-11.9%</b>	<b>16,229</b>	<b>18,887</b>	<b>-14.1%</b>	<b>17,669</b>	<b>20,456</b>	<b>-13.6%</b>
General Aviation	3,955	3,402	16.3%	42,230	50,446	-16.3%	45,103	54,304	-16.9%
Military	<u>479</u>	<u>239</u>	100.4%	<u>3,395</u>	<u>2,735</u>	24.1%	<u>3,554</u>	<u>2,948</u>	20.6%
<b>Subtotal</b>	<b>4,434</b>	<b>3,641</b>	<b>21.8%</b>	<b>45,625</b>	<b>53,181</b>	<b>-14.2%</b>	<b>48,657</b>	<b>57,252</b>	<b>-15.0%</b>
<b>Total</b>	<b>5,852</b>	<b>5,251</b>	<b>11.4%</b>	<b>61,854</b>	<b>72,068</b>	<b>-14.2%</b>	<b>66,326</b>	<b>77,708</b>	<b>-14.6%</b>
<b>Fuel Gallons</b>									
100LL	24,391	16,413	48.6%	203,433	221,784	-8.3%	215,502	237,179	-9.1%
Jet A (GA)	77,919	90,233	-13.6%	996,342	1,294,550	-23.0%	1,067,607	1,402,566	-23.9%
<b>Subtotal</b>	<b>102,310</b>	<b>106,646</b>	<b>-4.1%</b>	<b>1,199,775</b>	<b>1,516,334</b>	<b>-20.9%</b>	<b>1,283,109</b>	<b>1,639,745</b>	<b>-21.7%</b>
Jet A (A/L)	<u>214,940</u>	<u>243,395</u>	-11.7%	<u>2,269,107</u>	<u>2,641,629</u>	-14.1%	<u>2,515,862</u>	<u>2,900,269</u>	-13.3%
<b>Total</b>	<b>317,250</b>	<b>350,041</b>	<b>-9.4%</b>	<b>3,468,882</b>	<b>4,157,963</b>	<b>-16.6%</b>	<b>3,798,971</b>	<b>4,540,014</b>	<b>-16.3%</b>

\*CYTD = Calendar Year to Date and \*Mov12 = Moving Twelve Months.

Thursday, December 31, 2009

# Airline Enplanements, Seats, and Load Factors

## Asheville Regional Airport

November 2009



	Nov 2009	Nov 2008	Percentage Change	*CYTD-2009	*CYTD-2008	Percentage Change
<b>AirTran Airways</b>						
Enplanements	969	0	#Div/0!	7,598	0	#Div/0!
Seats	1,404	0	#Div/0!	8,658	0	#Div/0!
Load Factor	69.0%	#Num!	#Error	87.8%	#Num!	#Error
<b>Continental Airlines</b>						
Enplanements	3,027	2,699	12.2%	28,492	32,485	-12.3%
Seats	4,100	4,000	2.5%	38,050	48,575	-21.7%
Load Factor	73.8%	67.5%	9.4%	74.9%	66.9%	12.0%
<b>Delta Air Lines</b>						
Enplanements	10,561	9,843	7.3%	121,418	99,083	22.5%
Seats	14,220	14,055	1.2%	153,170	136,012	12.6%
Load Factor	74.3%	70.0%	6.0%	79.3%	72.8%	8.8%
<b>Northwest Airlines</b>						
Enplanements	1,267	3,240	-60.9%	18,765	38,192	-50.9%
Seats	1,500	4,450	-66.3%	23,050	52,300	-55.9%
Load Factor	84.5%	72.8%	16.0%	81.4%	73.0%	11.5%
<b>US Airways</b>						
Enplanements	8,093	8,636	-6.3%	92,327	86,658	6.5%
Seats	10,235	12,249	-16.4%	112,685	125,284	-10.1%
Load Factor	79.1%	70.5%	12.2%	81.9%	69.2%	18.5%
<b>USA 3000 Airlines</b>						
Enplanements	100	0	#Div/0!	100	0	#Div/0!
Seats	0	0	#Num!	0	0	#Num!
Load Factor	#Div/0!	#Num!	#Error	#Div/0!	#Num!	#Error

Thursday, December 31, 2009

\*CTYD = Calendar Year to Date and \*Mov12 = Moving Twelve Months.

	Nov 2009	Nov 2008	Percentage Change	*CYTD-2009	*CYTD-2008	Percentage Change
<b>Totals</b>						
Enplanements	24,017	24,418	-1.6%	268,700	256,418	4.8%
Seats	31,459	34,754	-9.5%	335,613	362,171	-7.3%
Load Factor	76.3%	70.3%	8.7%	80.1%	70.8%	13.1%

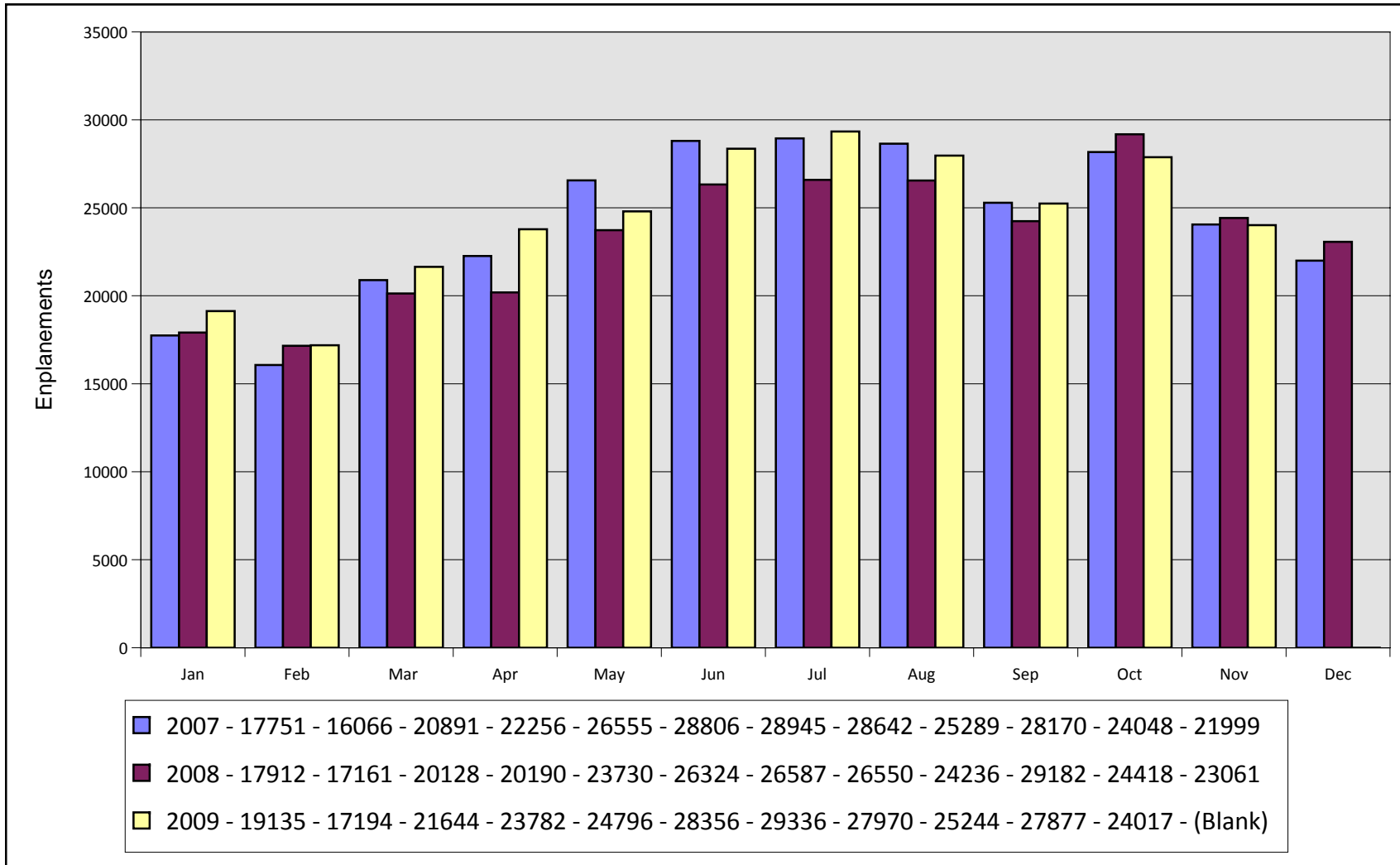
# Airline Flight Completions Asheville Regional Airport November 2009



Airline	Scheduled Flights	Field	Cancellations Due To			Total Cancellations	Percentage of Completed
			Mechanical	Weather	Other		
AirTran Airways	12	0	0	0	0	0	100.0%
Continental Airlines	84	0	0	2	0	2	98.8%
Delta Air Lines	284	0	1	1	0	2	99.3%
Northwest Airlines	30	0	0	0	0	0	100.0%
US Airways	207	0	1	1	0	2	100.0%
USA 3000 Airlines	1	0	0	0	0	0	100.0%
<b>Total</b>	<b>618</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>6</b>	<b>99.0%</b>

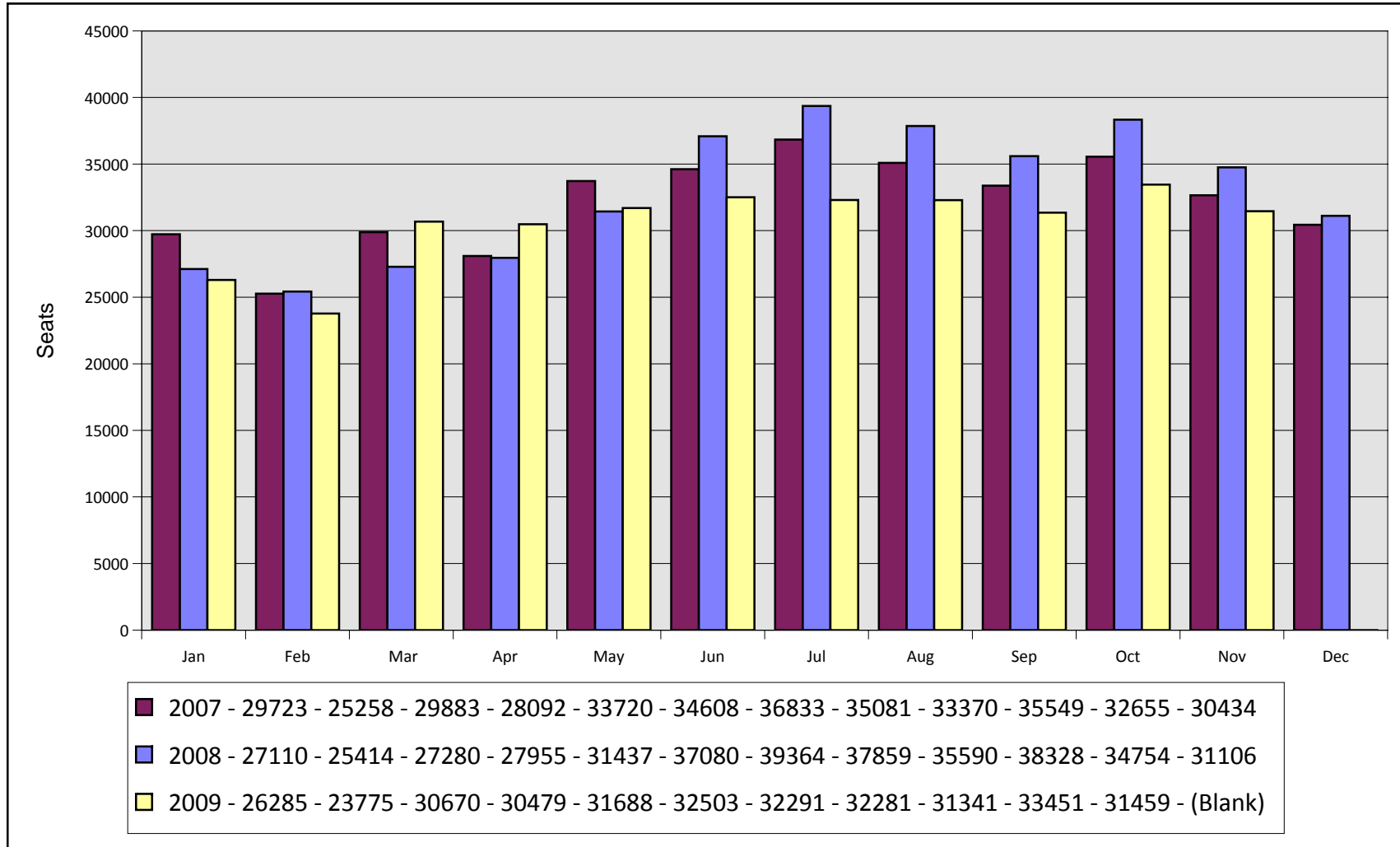
Thursday, December 31, 2009

# Monthly Enplanements By Year Asheville Regional Airport

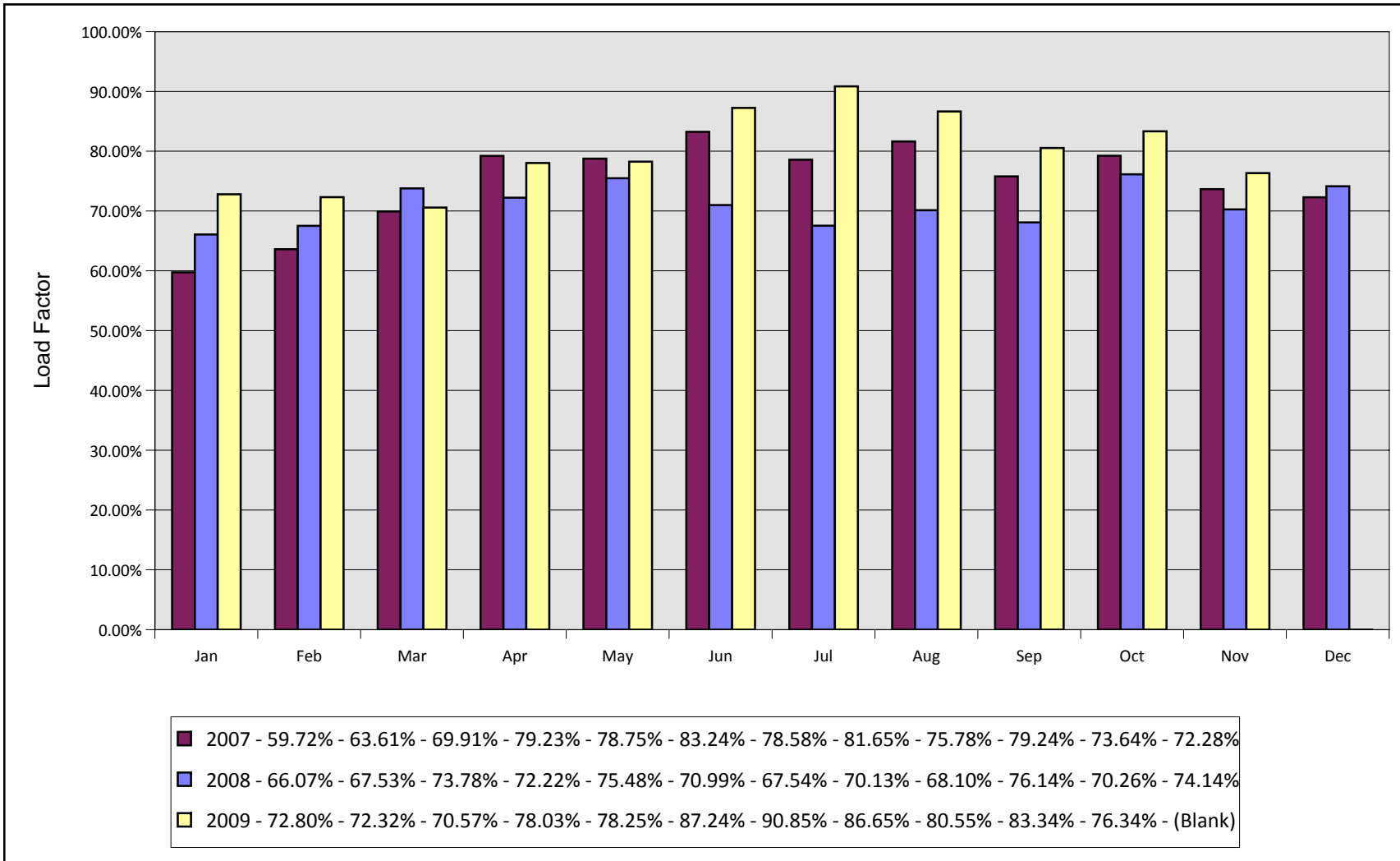




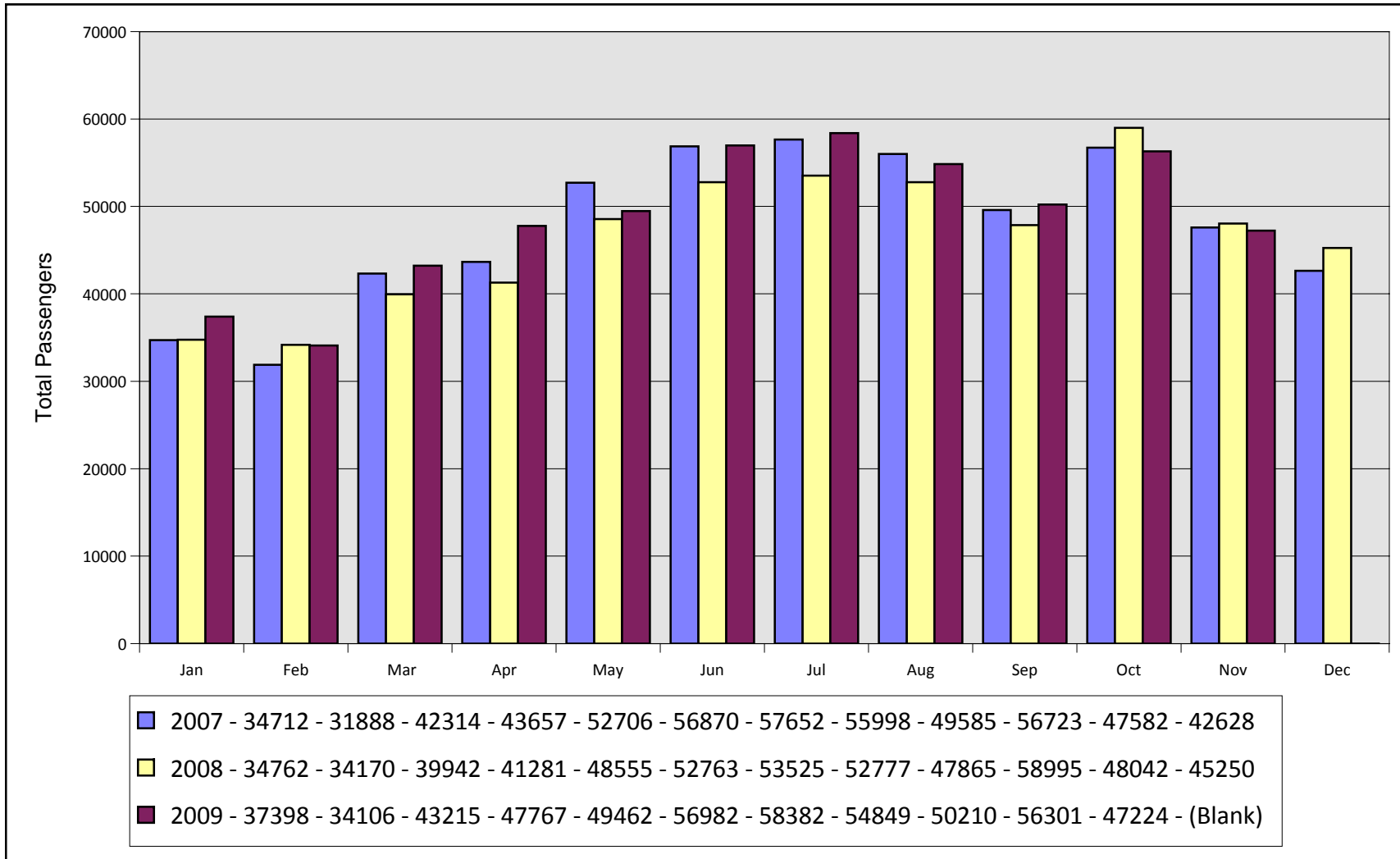
# Monthly Seats By Year Asheville Regional Airport



# Monthly Load Factors By Year Asheville Regional Airport

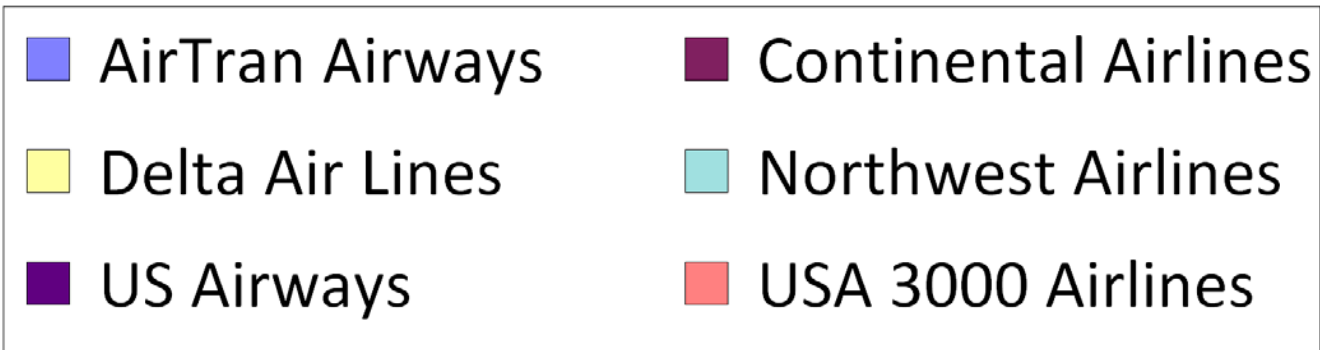
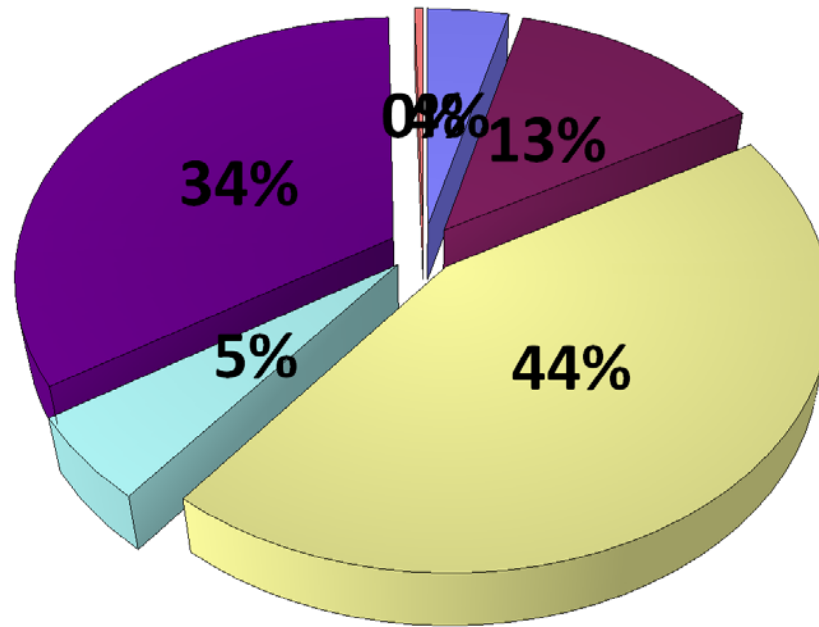


# Total Monthly Passengers By Year Asheville Regional Airport

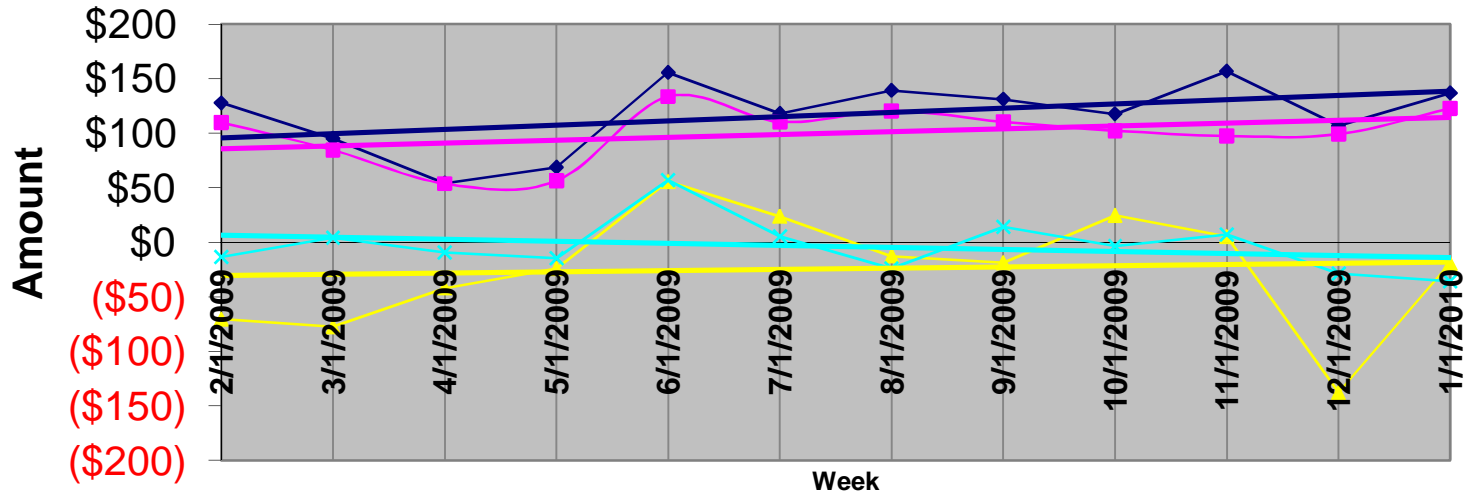


# Airline Market Share Analysis (Enplanements) Asheville Regional Airport

Report Period From November 2009 Through November 2009



## AVL Average Airfare Differences 21 Day Advance Purchase, 3 Day Stay



◆ ATL

■ CLT

▲ GSP

✕ TRI

— Linear (ATL)

— Linear (CLT)

— Linear (GSP)

— Linear (TRI)

**Asheville Regional Airport**  
**Sample airfares as of 12/30/09**  
**21 Day Advance Purchase, 3 day Stay**

							<u>Difference in Fares</u>			
		<u>ASHEVILLE</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>
ABQ	Albuquerque	\$419	\$416	\$272	\$415	\$508	\$3	\$147	\$4	(\$89)
ATL	Atlanta	\$365		\$208	\$320	\$357	\$365	\$157	\$45	\$8
AUS	Austin	\$407	\$270	\$192	\$388	\$427	\$137	\$215	\$19	(\$20)
BWI	Baltimore	\$331	\$213	\$179	\$495	\$425	\$118	\$152	(\$164)	(\$94)
BOS	Boston	\$306	\$295	\$218	\$488	\$395	\$11	\$88	(\$182)	(\$89)
ORD	Chicago	\$219	\$263	\$248	\$538	\$342	(\$44)	(\$29)	(\$319)	(\$123)
CVG	Cincinnati	\$325	\$225	\$343	\$389	\$361	\$100	(\$18)	(\$64)	(\$36)
CLE	Cleveland	\$310	\$293	\$298	\$272	\$308	\$17	\$12	\$38	\$2
DFW	Dallas	\$443	\$283	\$354	\$440	\$419	\$160	\$89	\$3	\$24
DEN	Denver	\$353	\$317	\$298	\$478	\$403	\$36	\$55	(\$125)	(\$50)
DTW	Detroit	\$390	\$247	\$336	\$302	\$513	\$143	\$54	\$88	(\$123)
FLL	Fort Lauderdale	\$359	\$201	\$198	\$408	\$339	\$158	\$161	(\$49)	\$20
RSW	Ft. Myers	\$370	\$229	\$314	\$440	\$355	\$141	\$56	(\$70)	\$15
BDL	Hartford	\$390	\$354	\$261	\$344	\$369	\$36	\$129	\$46	\$21
IAH	Houston	\$442	\$271	\$397	\$271	\$411	\$171	\$45	\$171	\$31
IND	Indianapolis	\$327	\$207	\$198	\$320	\$407	\$120	\$129	\$7	(\$80)
JAX	Jacksonville	\$559	\$197	\$287	\$477	\$351	\$362	\$272	\$82	\$208
MCI	Kansas City	\$368	\$327	\$270	\$442	\$435	\$41	\$98	(\$74)	(\$67)
LAS	Las Vegas	\$405	\$345	\$256	\$342	\$430	\$60	\$149	\$63	(\$25)
LAX	Los Angeles	\$477	\$217	\$204	\$461	\$510	\$260	\$273	\$16	(\$33)
MHT	Manchester	\$305	\$318	\$346	\$467	\$289	(\$13)	(\$41)	(\$162)	\$16
MEM	Memphis	\$556	\$202	\$394	\$298	\$498	\$354	\$162	\$258	\$58
MIA	Miami	\$418	\$197	\$207	\$493	\$355	\$221	\$211	(\$75)	\$63
MKE	Milwaukee	\$411	\$244	\$273	\$376	\$552	\$167	\$138	\$35	(\$141)
MSP	Minneapolis/Saint Paul	\$390	\$241	\$450	\$320	\$455	\$149	(\$60)	\$70	(\$65)
BNA	Nashville	\$390		\$362	\$498	\$510	\$390	\$28	(\$108)	(\$120)
MSY	New Orleans	\$397	\$227	\$249	\$354	\$571	\$170	\$148	\$43	(\$174)
LGA	New York	\$329	\$229	\$227	\$430	\$419	\$100	\$102	(\$101)	(\$90)
EWR	Newark	\$341	\$283	\$223	\$274	\$512	\$58	\$118	\$67	(\$171)
MCO	Orlando	\$196	\$157	\$194	\$397	\$416	\$39	\$2	(\$201)	(\$220)
PHL	Philadelphia	\$367	\$287	\$208	\$383	\$369	\$80	\$159	(\$16)	(\$2)
PHX	Phoenix	\$415	\$332	\$165	\$292	\$457	\$83	\$250	\$123	(\$42)
PIT	Pittsburgh	\$324	\$238	\$177	\$354	\$488	\$86	\$147	(\$30)	(\$164)
PDX	Portland	\$397	\$335	\$231	\$418	\$400	\$62	\$166	(\$21)	(\$3)
PVD	Providence	\$345	\$265	\$266	\$288	\$503	\$80	\$79	\$57	(\$158)
RDU	Raleigh/Durham	\$454	\$163	\$310	\$459	\$478	\$291	\$144	(\$5)	(\$24)
RIC	Richmond	\$401	\$233	\$210	\$443	\$564	\$168	\$191	(\$42)	(\$163)
STL	Saint Louis	\$390	\$233	\$234	\$386	\$347	\$157	\$156	\$4	\$43
SLC	Salt Lake City	\$407	\$371	\$209	\$302	\$508	\$36	\$198	\$105	(\$101)
SAT	San Antonio	\$335	\$223	\$279	\$438	\$411	\$112	\$56	(\$103)	(\$76)

SAN	San Diego	\$467	\$327	\$238	\$585	\$499	\$140	\$229	(\$118)	(\$32)
SFO	San Francisco	\$510	\$305	\$207	\$492	\$477	\$205	\$303	\$18	\$33
SRQ	Sarasota/Bradenton	\$409	\$227	\$308	\$424	\$355	\$182	\$101	(\$15)	\$54
SEA	Seattle	\$477	\$352	\$278	\$623	\$407	\$125	\$199	(\$146)	\$70
SYR	Syracuse	\$459	\$304	\$258	\$359	\$336	\$155	\$201	\$100	\$123
TPA	Tampa	\$372	\$167	\$299	\$402	\$345	\$205	\$73	(\$30)	\$27
YYZ	Toronto	\$506	\$338	\$454	\$529	\$487	\$168	\$52	(\$23)	\$19
DCA	Washington DC	\$337	\$207	\$238	\$378	\$386	\$130	\$99	(\$41)	(\$49)
IAD	Washington DC	\$330	\$213	\$178	\$378	\$386	\$117	\$152	(\$48)	(\$56)
PBI	West Palm Beach	\$418	\$197	\$281	\$522	\$355	\$221	\$137	(\$104)	\$63

\*These sample airfares were available 12/30/09, based on a 21-day advance purchase and a 3 day stay. . Other restrictions may apply. To obtain the most up-to-date pricing information for your travel needs, please contact your travel agent or visit the following web sites: [www.airtran.com](http://www.airtran.com); [www.continental.com](http://www.continental.com); [www.delta.com](http://www.delta.com); [www.nwa.com](http://www.nwa.com); [www.united.com](http://www.united.com); [www.usairways.com](http://www.usairways.com); [www.travelocity.com](http://www.travelocity.com); [www.orbitz.com](http://www.orbitz.com); or [www.expedia.com](http://www.expedia.com). Airfares are subject to change without notice - and lower airfares are often not available on all dates. Please see our "special airfares" section on our web site for any last minute airfare specials. Sample airfares will be updated each Tuesday.

\$137      \$123      (\$19)      (\$36)      **Average Fare difference**

**Blue highlighted numbers represent fare differentials in excess of \$35 for GSP, \$70 for CLT, \$100 for ATL, and \$35 for TRI.**

**Asheville Regional Airport**  
**Sample airfares as of 12/30/09**  
**0 Day Advance Purchase, 3 day Stay**

							<u>Difference in Fares</u>			
		<u>ASHEVILLE</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>	<u>ATLANTA</u>	<u>CHARLOTTE</u>	<u>GREENVILLE</u>	<u>TRI-CITIES</u>
ABQ	Albuquerque	\$613	\$533	\$630	\$1,160	\$813	\$80	(\$17)	(\$547)	(\$200)
ATL	Atlanta	\$515		\$363	\$470	\$507	\$515	\$152	\$45	\$8
AUS	Austin	\$564	\$799	\$662	\$562	\$602	(\$235)	(\$98)	\$2	(\$38)
BWI	Baltimore	\$557	\$373	\$204	\$760	\$379	\$184	\$353	(\$203)	\$178
BOS	Boston	\$516	\$339	\$323	\$488	\$509	\$177	\$193	\$28	\$7
ORD	Chicago	\$462	\$401	\$606	\$612	\$509	\$61	(\$144)	(\$150)	(\$47)
CVG	Cincinnati	\$555	\$458	\$873	\$479	\$501	\$97	(\$318)	\$76	\$54
CLE	Cleveland	\$704	\$527		\$514	\$375	\$177	\$704	\$190	\$329
DFW	Dallas	\$629	\$563	\$521	\$730	\$573	\$66	\$108	(\$101)	\$56
DEN	Denver	\$588	\$447	\$572	\$903	\$689	\$141	\$16	(\$315)	(\$101)
DTW	Detroit	\$577	\$299	\$620	\$342	\$451	\$278	(\$43)	\$235	\$126
FLL	Fort Lauderdale	\$630	\$448	\$606	\$971	\$700	\$182	\$24	(\$341)	(\$70)
RSW	Ft. Myers		\$994	\$809	\$1,345	\$1,440	(\$994)	(\$809)	(\$1,345)	(\$1,440)
BDL	Hartford	\$885	\$428	\$278	\$504	\$509	\$457	\$607	\$381	\$376
IAH	Houston	\$864	\$679	\$598	\$677	\$809	\$185	\$266	\$187	\$55
IND	Indianapolis	\$643	\$321	\$228	\$504	\$664	\$322	\$415	\$139	(\$21)
JAX	Jacksonville	\$760	\$259	\$436	\$901	\$510	\$501	\$324	(\$141)	\$250
MCI	Kansas City	\$513	\$192	\$327	\$725	\$513	\$321	\$186	(\$212)	\$0
LAS	Las Vegas	\$770	\$458	\$557	\$739	\$657	\$312	\$213	\$31	\$113
LAX	Los Angeles	\$1,011	\$732	\$571	\$1,012	\$808	\$279	\$440	(\$1)	\$203
MHT	Manchester	\$703	\$438	\$496	\$627	\$509	\$265	\$207	\$76	\$194
MEM	Memphis	\$760	\$254	\$618	\$338	\$752	\$506	\$142	\$422	\$8
MIA	Miami	\$593	\$498	\$666	\$887	\$736	\$95	(\$73)	(\$294)	(\$143)
MKE	Milwaukee	\$521	\$263	\$337	\$437	\$666	\$258	\$184	\$84	(\$145)
MSP	Minneapolis/Saint Paul	\$655	\$228	\$652	\$759	\$667	\$427	\$3	(\$104)	(\$12)
BNA	Nashville			\$671	\$820		\$0	(\$671)	(\$820)	\$0
MSY	New Orleans	\$924	\$424	\$398	\$954	\$891	\$500	\$526	(\$30)	\$33
LGA	New York	\$453	\$339	\$367	\$434	\$602	\$114	\$86	\$19	(\$149)
EWR	Newark	\$439	\$553	\$538	\$598	\$811	(\$114)	(\$99)	(\$159)	(\$372)
MCO	Orlando	\$383	\$523	\$566	\$892	\$655	(\$140)	(\$183)	(\$509)	(\$272)
PHL	Philadelphia	\$559	\$464	\$340	\$467	\$507	\$95	\$219	\$92	\$52
PHX	Phoenix	\$538	\$459	\$374	\$843	\$500	\$79	\$164	(\$305)	\$38
PIT	Pittsburgh	\$557	\$299	\$317	\$392	\$507	\$258	\$240	\$165	\$50
PDX	Portland	\$1,220	\$796	\$634	\$1,517	\$1,169	\$424	\$586	(\$297)	\$51
PVD	Providence	\$704	\$442	\$368	\$471	\$509	\$262	\$336	\$233	\$195
RDU	Raleigh/Durham	\$892	\$459	\$567	\$695	\$795	\$433	\$325	\$197	\$97
RIC	Richmond	\$897	\$532	\$659	\$765	\$909	\$365	\$238	\$132	(\$12)
STL	Saint Louis	\$631	\$533	\$648	\$798	\$647	\$98	(\$17)	(\$167)	(\$16)
SLC	Salt Lake City	\$760	\$813	\$455	\$1,144	\$1,059	(\$53)	\$305	(\$384)	(\$299)
SAT	San Antonio	\$781		\$558	\$550	\$650	\$781	\$223	\$231	\$131



SAN	San Diego	\$1,298	\$857	\$1,136	\$1,311	\$1,226	\$441	\$162	(\$13)	\$72	
SFO	San Francisco	\$846	\$755	\$562	\$1,246	\$1,823	\$91	\$284	(\$400)	(\$977)	
SRQ	Sarasota/Bradenton	\$1,082	\$521	\$536	\$856	\$756	\$561	\$546	\$226	\$326	
SEA	Seattle	\$906	\$768	\$1,042	\$1,121	\$791	\$138	(\$136)	(\$215)	\$115	
SYR	Syracuse	\$563	\$521	\$437	\$496	\$779	\$42	\$126	\$67	(\$216)	
TPA	Tampa		\$564	\$442	\$843	\$580	(\$564)	(\$442)	(\$843)	(\$580)	
YYZ	Toronto	\$807	\$338	\$479	\$528	\$853	\$469	\$328	\$279	(\$46)	
DCA	Washington DC	\$337	\$269	\$458	\$730	\$563	\$68	(\$121)	(\$393)	(\$226)	
IAD	Washington DC	\$330	\$269	\$528	\$730	\$563	\$61	(\$198)	(\$400)	(\$233)	
PBI	West Palm Beach	\$1,346	\$586	\$723	\$1,380	\$1,215	\$760	\$623	(\$34)	\$131	
							\$197	\$130	(\$104)	(\$47)	<b>Average Fare difference</b>

\*These sample airfares were available 12/30/09, based on a 0 day advance purchase and a 3 day stay. Other restrictions may apply. To obtain the most up-to-date pricing information for your travel needs, please contact your travel agent or visit the following web sites: [www.airtran.com](http://www.airtran.com); [www.continental.com](http://www.continental.com); [www.delta.com](http://www.delta.com); [www.nwa.com](http://www.nwa.com); [www.united.com](http://www.united.com); [www.usairways.com](http://www.usairways.com); [www.travelocity.com](http://www.travelocity.com); [www.orbitz.com](http://www.orbitz.com); or [www.expedia.com](http://www.expedia.com). Airfares are subject to change without notice - and lower airfares are often not available on all dates. Please see our "special airfares" section on our web site for any last minute airfare specials. Sample airfares will be updated each Tuesday.

**Blue highlighted numbers represent fare differentials in excess of \$35 for GSP, \$70 for CLT, \$100 for ATL, and \$35 for TRI.**

**Schedule Compare Report for all Airlines for Passenger flights between AVL and ALL for Jan10 vs. Jan09**

AI	Ops/Week				Seats/Week			
	Jan10	Jan09	Diff	Pct Chg	Jan10	Jan09	Diff	Pct Chg
DL	136	81	55	67.90	6,800	4,050	2,750	67.90
UA	28	0	28	100.00	1,400	0	1,400	100.00
FL	6	0	6	100.00	702	0	702	100.00
US	94	96	-2	-2.08	4,674	4,462	212	4.75
CO	26	28	-2	-7.14	1,300	1,400	-100	-7.14
NW	14	40	-26	-65.00	700	2,000	-1,300	-65.00
TOTAL	304	245	59	24.08	15,576	11,912	3,664	30.76

**Schedule Compare Report for all Airlines for Passenger flights between AVL and ALL for Feb10 vs. Feb09**

AI	Ops/Week				Seats/Week			
	Feb10	Feb09	Diff	Pct Chg	Feb10	Feb09	Diff	Pct Chg
DL	136	90	46	51.11	6,800	4,500	2,300	51.11
UA	28	0	28	100.00	1,400	0	1,400	100.00
FL	6	0	6	100.00	702	0	702	100.00
CO	26	28	-2	-7.14	1,300	1,400	-100	-7.14
US	94	98	-4	-4.08	4,648	4,562	86	1.89
NW	14	26	-12	-46.15	700	1,300	-600	-46.15
TOTAL	304	242	62	25.62	15,550	11,762	3,788	32.21

**Schedule Compare Report for all Airlines for Passenger flights between AVL and ALL for Mar10 vs. Mar09**

AI	Ops/Week				Seats/Week			
	Mar10	Mar09	Diff	Pct Chg	Mar10	Mar09	Diff	Pct Chg
UA	28	0	28	100.00	1,400	0	1,400	100.00
FL	6	0	6	100.00	702	0	702	100.00
DL	144	140	4	2.86	7,200	7,000	200	2.86
NW	24	26	-2	-7.69	1,200	1,300	-100	-7.69
US	96	100	-4	-4.00	4,748	4,766	-18	-0.38
CO	24	28	-4	-14.29	1,200	1,400	-200	-14.29
TOTAL	322	294	28	9.52	16,450	14,466	1,984	13.71




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**MEMORANDUM**

TO: Members of the Airport Authority

FROM: Vickie Thomas, Director of Finance & Accounting

DATE: January, 2010

**ITEM DESCRIPTION – Information Section Item B**

Asheville Regional Airport – Explanation of Extraordinary Variances  
 Month Ended November, 2009 (Month 5 of FY-2010)

**SUMMARY**

Operating Revenues for the month of November were \$570,841, 4.20% below budget. Operating Expenses for the month were \$435,459, 15.18% below budget. As a result, Net Operating Revenues before Depreciation were \$52,939 over budget. Net Non-Operating Revenues were \$133,830, 3.60% below budget.

Year-to-date Operating Revenues were \$2,931,635, 1.07% under budget. Year-to-date Operating Expenses were \$2,301,059, 17.57% below budget. Net Operating Revenues before Depreciation were \$458,718 over budget. Net Non-Operating Revenues for the year were \$788,519, 13.85% over budget.

**REVENUES**

Significant variations to budget for November were:

Terminal Space – Airline	7.75%	Airline Preferential Use Space not budgeted, partially offset by lower than budgeted Common Use Space
Concessions	(66.10%)	Advertising significantly lower than budgeted for Departure Media & lower than budgeted guest services sales & ATM rental fees
Commercial Ground Transportation	(53.04%)	Timing of Ground Transportation permit sales
Landing Fees	(23.46%)	Reduction in airline flight schedules
FBO's	(12.81%)	Odyssey's percentage fees lower than budgeted
Building Lease	23.42%	WNC Aviation lease not budgeted
Other Leases/Fees	26.97%	Higher than budgeted airline security fees
CFC Revenue	(20.78%)	Low transaction days for rentals
PFC Revenue	30.83%	PFC's budgeted conservatively
Interest Revenue	(85.83%)	Lower than budgeted cash balances & interest rates

Information Section – Item B



## **EXPENSES**

Significant variations to budget for November were:

Personnel Services	(16.25%)	No Deputy Airport Director & lower than budgeted benefits
Professional Services	74.16%	Higher than budgeted legal costs and timing of professional services
Accounting & Auditing	-100.00%	Budgeted higher than actual audit fees assuming new auditors for FY10
Other Contractual Services	26.80%	Parking contract over budget
Insurance	(14.78%)	Premiums lower than budgeted
Repairs & Maintenance	(17.64%)	Timing of maintenance costs
Printing and Binding	(39.74%)	Timing of printing purchases
Other Current Charges & Obligations	66.67%	Timing of board expenses and higher than budgeted credit card fees
Office Supplies	(86.49%)	Timing of purchases
Operating Supplies	(27.51%)	Guest Services not yet selling attraction tickets
Books, Publications, Subscriptions	(87.78%)	Timing of purchases
Contingency	(100.00%)	No spending in November
Business Dev/Agreement Obligations	(48.58%)	Timing of AirTran ground handling fees & AirTran & United advertising

## **STATEMENT OF NET ASSETS**

Significant variations to prior month were:

Cash – Cash decreased \$322k from prior month mainly due to payments for capital spending.

Accounts Payable – Accounts Payable increased by \$348k mainly due to an invoice from Thyssenkrupp related to A Gates boarding bridges.

**ASHEVILLE REGIONAL AIRPORT  
INVESTMENT AND INTEREST INCOME SUMMARY  
For the Month Ended November 2009**

<u>Institution:</u>	<u>Date of Purchase</u>	<u>Date of Maturity</u>	<u>Interest Rate</u>	<u>Investment Amount</u>	<u>Monthly Interest</u>
Bank of America			0.30%	\$ 1,406,631	460
Petty Cash				100	
NC Capital Management Trust (Unrestricted Portion)				2,402,567	841
Wachovia-Gov. Advantage Acct.			0.13%	1,007,256	105
PFC Revenue Account			0.30%	1,748,291	416
<u>Restricted Cash:</u>					
CFC Revenue			0.10%	104,484	14
NC Capital Management Trust (Restricted Portion)				2,068,000	
<u>Commercial Paper:</u>				0	
<b>Total</b>				<b><u>\$ 8,737,329</u></b>	<b><u>\$ 1,837</u></b>

Investment Diversification:

1.BANKS	37.30%
2.CAP.TRUST	51.17%
3.GOV.ADV.ACCT.	11.53%
4.COM.PAPER	0.00%
5. FED. AGY	0%
	<u>100.00%</u>

**ASHEVILLE REGIONAL AIRPORT**  
**STATEMENT OF CHANGES IN FINANCIAL POSITION**  
**For the Month Ended November 2009**

	<u>Month</u>	<u>Prior Period</u>
<b>Cash and Investments Beginning of Period (Month 11-01-2009, Prior Period 10-01-09)</b>	<b>\$ 9,059,656</b>	<b>\$ 8,498,308</b>
Net Income/(Loss) Before Contributions	(7,383)	12,503
Depreciation	276,595	276,595
Decrease/(Increase) in Receivables	22,042	114,731
Increase/(Decrease) in Payables	324,624	548,642
Decrease/(Increase) in Prepaid Expenses	19,210	(20,553)
Decrease/(Increase) in Long Term Assets	(925,291)	(1,422,006)
Principal Payments of Bond Maturities	(32,124)	(31,970)
Contributed Capital	-	1,083,406
<b>Increase(Decrease) in Cash</b>	<b><u>(322,327)</u></b>	<b><u>561,348</u></b>
<b>Cash and Investments End of Period (11/30/2009)</b>	<b><u>\$ 8,737,329</u></b>	<b><u>\$ 9,059,656</u></b>

**Asheville Regional Airport Authority**  
**Cost Centers Statement of Revenue, Expenses and Changes in Net Assets**

For the Month Ending November 30, 2009

	<u>November Actual</u>	<u>November Budget</u>	<u>Variance %</u>	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Variance %</u>	<u>Annual Budget</u>
<b>Operating Revenue:</b>							
Terminal	\$257,760	\$264,241	(2.45%)	\$1,317,028	\$1,305,225	0.90%	\$3,154,910
Airfield	63,761	68,304	(6.65%)	310,705	341,521	(9.02%)	819,650
Hangar	63,490	72,816	(12.81%)	331,367	364,079	(8.98%)	873,790
Parking Lot/Roadway	173,289	179,508	(3.46%)	913,482	897,542	1.78%	2,154,100
Land Use Fees	12,541	10,989	14.12%	59,053	54,935	7.50%	140,940
<b>Total Operating Revenue</b>	<u>\$570,841</u>	<u>\$595,858</u>	<u>(4.20%)</u>	<u>\$2,931,635</u>	<u>\$2,963,302</u>	<u>(1.07%)</u>	<u>\$7,143,390</u>
<b>Operating Expenses:</b>							
Administrative	\$182,518	\$230,790	(20.92%)	\$938,677	\$1,333,081	(29.59%)	\$3,032,575
Terminal	145,611	159,713	(8.83%)	794,420	830,395	(4.33%)	2,033,790
Airfield	98,636	113,379	(13.00%)	526,949	578,441	(8.90%)	1,399,045
Hangar	1,633	4,613	(64.60%)	8,167	23,478	(65.21%)	57,565
Parking Lot	3,271	2,937	11.37%	12,279	15,717	(21.87%)	40,770
Rental Car Service Facility	2,652	-	0.00%	16,166	-	0.00%	-
Land Use Expenses	1,138	1,983	(42.61%)	4,401	10,332	(57.40%)	26,015
<b>Total Operating Expenses</b>	<u>\$435,459</u>	<u>\$513,415</u>	<u>(15.18%)</u>	<u>\$2,301,059</u>	<u>\$2,791,444</u>	<u>(17.57%)</u>	<u>\$6,589,760</u>
<b>Operating Revenue before Depreciation</b>	<u>\$135,382</u>	<u>\$82,443</u>	<u>64.21%</u>	<u>\$630,576</u>	<u>\$171,858</u>	<u>266.92%</u>	<u>\$553,630</u>
Depreciation	<u>276,595</u>	<u>291,667</u>	<u>(5.17%)</u>	<u>1,386,798</u>	<u>1,458,333</u>	<u>(4.91%)</u>	<u>3,500,000</u>
<b>Operating Income(Loss) Before Non-Operating Revenue and Expenses</b>	<u>(\$141,213)</u>	<u>(\$209,224)</u>	<u>(32.51%)</u>	<u>(\$756,222)</u>	<u>(\$1,286,475)</u>	<u>(41.22%)</u>	<u>(\$2,946,370)</u>
<b>Non-Operating Revenue and Expense</b>							
Customer Facility Charges	59,416	75,000	(20.78%)	365,952	375,000	(2.41%)	900,000
Passenger Facility Charges	92,669	70,833	30.83%	514,542	354,167	45.28%	850,000
Interest Revenue	1,856	13,100	(85.83%)	10,116	65,500	(84.56%)	157,200
Interest Expense	(20,111)	(20,111)	0.00%	(102,091)	(102,091)	0.00%	(238,488)
Sale of Assets	-	-	0.00%	-	-	0.00%	-
<b>Non-Operating Revenue-Net</b>	<u>\$133,830</u>	<u>\$138,822</u>	<u>(3.60%)</u>	<u>\$788,519</u>	<u>\$692,576</u>	<u>13.85%</u>	<u>\$1,668,712</u>

<b>Income (Loss) Before Capital Contributions</b>	<u>(\$7,383)</u>	<u>(\$70,402)</u>	<u>(89.51%)</u>	<u>\$32,297</u>	<u>(\$593,899)</u>	<u>(105.44%)</u>	<u>(\$1,277,658)</u>
<b>Capital Contributions</b>	<u>\$0</u>	<u>\$0</u>	<u>0.00%</u>	<u>\$1,083,406</u>	<u>\$0</u>	<u>0.00%</u>	<u>\$0</u>
<b>Increase in Net Assets</b>	<u><u>(\$7,383)</u></u>	<u><u>(\$70,402)</u></u>	<u><u>(89.51%)</u></u>	<u><u>\$1,115,703</u></u>	<u><u>(\$593,899)</u></u>	<u><u>(287.86%)</u></u>	<u><u>(\$1,277,658)</u></u>



**Asheville Regional Airport Authority**  
**Detailed Statement of Revenue, Expenses and Changes in Net Assets**

For the Month Ending November 30, 2009

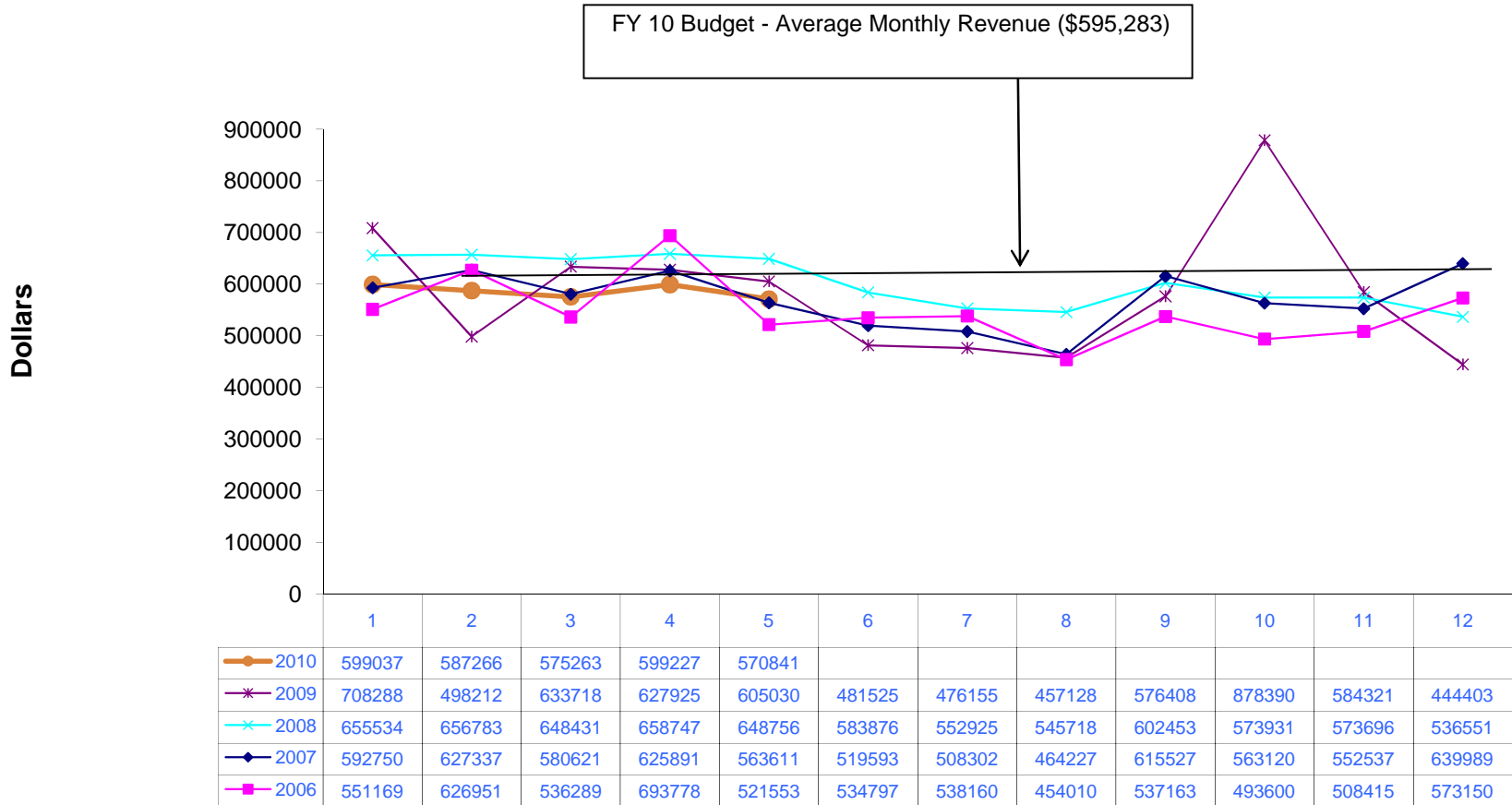
	November Actual	November Budget	Variance %	YTD Actual	YTD Budget	Variance %	Annual Budget
<b>Operating Revenue:</b>							
Terminal Space Rentals - Non Airline	\$15,660	\$14,988	4.48%	\$77,505	\$74,938	3.43%	\$179,850
Terminal Space Rentals - Airline	92,601	85,943	7.75%	494,063	429,713	14.98%	1,031,310
Concessions	8,650	25,513	(66.10%)	48,389	112,777	(57.09%)	291,370
Auto Parking	172,379	177,571	(2.92%)	900,252	887,854	1.40%	2,130,850
Rental Car - Car Rentals	99,245	96,348	3.01%	493,326	481,738	2.41%	1,156,170
Rental Car - Facility Rent	40,756	42,980	(5.17%)	209,021	213,711	(2.19%)	514,570
Commercial Ground Transportation	910	1,938	(53.04%)	13,230	9,688	36.56%	23,250
Landing Fees	31,423	41,054	(23.46%)	159,359	205,271	(22.37%)	492,650
FBO'S/SASO'S	63,490	72,816	(12.81%)	331,367	364,079	(8.98%)	873,790
Building Leases	10,645	8,625	23.42%	48,011	43,125	11.33%	103,500
Land Leases	1,895	1,945	(2.57%)	9,498	9,725	(2.33%)	32,440
Other Leases/Fees	33,187	26,137	26.97%	147,614	130,683	12.96%	313,640
<b>Total Operating Revenue</b>	<b>\$570,841</b>	<b>\$595,858</b>	<b>(4.20%)</b>	<b>\$2,931,635</b>	<b>\$2,963,302</b>	<b>(1.07%)</b>	<b>\$7,143,390</b>
<b>Operating Expenses:</b>							
Personnel Services	\$255,127	\$304,626	(16.25%)	\$1,361,918	\$1,522,974	(10.58%)	\$3,661,630
Professional Services	17,055	9,793	74.16%	60,652	86,842	(30.16%)	176,150
Accounting & Auditing	-	2,091	(100.00%)	13,183	17,365	(24.08%)	32,000
Other Contractual Services	38,160	30,094	26.80%	201,421	206,990	(2.69%)	441,560
Travel & Training	11,817	10,908	8.33%	42,038	76,299	(44.90%)	191,930
Communications & Freight	4,829	5,579	(13.44%)	23,299	27,096	(14.01%)	64,750
Utility Services	22,859	26,191	(12.72%)	141,184	151,653	(6.90%)	425,000
Rentals & Leases	1,012	1,018	(0.59%)	5,574	5,092	9.47%	12,220
Insurance	16,334	19,167	(14.78%)	80,735	95,833	(15.75%)	230,000
Repairs & Maintenance	19,444	23,608	(17.64%)	84,724	134,062	(36.80%)	293,570
Printing & Binding	10,938	18,151	(39.74%)	72,941	86,650	(15.82%)	206,120
Promotional Activities	2,820	3,013	(6.41%)	22,379	34,517	(35.17%)	65,400
Other Current Charges & Obligations	7,167	4,300	66.67%	24,745	24,873	(0.51%)	59,050
Office Supplies	304	2,250	(86.49%)	2,145	11,250	(80.93%)	27,000
Operating Supplies	15,472	21,344	(27.51%)	67,107	117,099	(42.69%)	284,790
Books, Publications, Subscriptions & Mem	234	1,915	(87.78%)	6,420	23,416	(72.58%)	43,590
Contingency	-	6,250	(100.00%)	10,705	31,250	(65.74%)	75,000
Business Development/Agreement Obliga	11,887	23,117	(48.58%)	79,889	138,183	(42.19%)	300,000
<b>Total Operating Expenses</b>	<b>\$435,459</b>	<b>\$513,415</b>	<b>(15.18%)</b>	<b>\$2,301,059</b>	<b>\$2,791,444</b>	<b>(17.57%)</b>	<b>\$6,589,760</b>

<b>Operating Revenue before Depreciation</b>	\$135,382	\$82,443	64.21%	\$630,576	\$171,858	266.92%	\$553,630
Depreciation	<u>276,595</u>	<u>291,667</u>	<u>(5.17%)</u>	<u>1,386,798</u>	<u>1,458,333</u>	<u>(4.91%)</u>	<u>3,500,000</u>
<b>Operating Income(Loss) Before Non-Operating Revenue and Expenses</b>	(\$141,213)	(\$209,224)	(32.51%)	(\$756,222)	(\$1,286,475)	(41.22%)	(\$2,946,370)
<b>Non-Operating Revenue and Expense</b>							
Customer Facility Charges	59,416	75,000	(20.78%)	365,952	375,000	(2.41%)	900,000
Passenger Facility Charges	92,669	70,833	30.83%	514,542	354,167	45.28%	850,000
Interest Revenue	1,856	13,100	(85.83%)	10,116	65,500	(84.56%)	157,200
Interest Expense	(20,111)	(20,111)	0.00%	(102,091)	(102,091)	0.00%	(238,488)
Sale of Assets	-	-	-	-	-	0.00%	-
<b>Non-Operating Revenue-Net</b>	<u>\$133,830</u>	<u>\$138,822</u>	<u>(3.60%)</u>	<u>\$788,519</u>	<u>\$692,576</u>	<u>13.85%</u>	<u>\$1,668,712</u>
<b>Income (Loss) Before Capital Contributions</b>	<u>(\$7,383)</u>	<u>(\$70,402)</u>	<u>(89.51%)</u>	<u>\$32,297</u>	<u>(\$593,899)</u>	<u>(105.44%)</u>	<u>(\$1,277,658)</u>
<b>Capital Contributions</b>	<u>\$0</u>	<u>\$0</u>	<u>0.00%</u>	<u>\$1,083,406</u>	<u>\$0</u>	<u>0.00%</u>	<u>\$0</u>
<b>Increase in Net Assets</b>	<u><u>(\$7,383)</u></u>	<u><u>(\$70,402)</u></u>	<u><u>(89.51%)</u></u>	<u><u>\$1,115,703</u></u>	<u><u>(\$593,899)</u></u>	<u><u>(287.86%)</u></u>	<u><u>(\$1,277,658)</u></u>

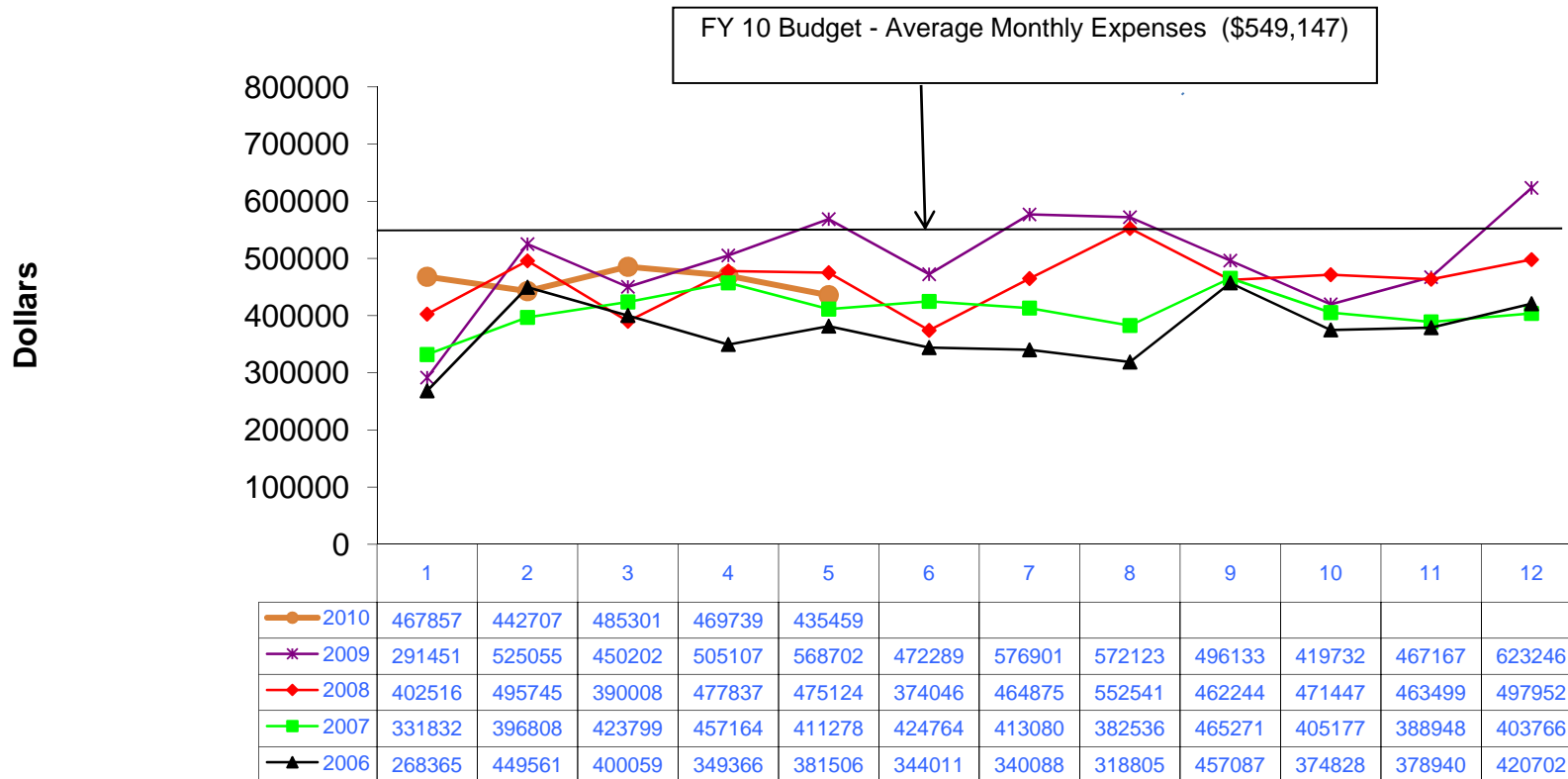
**ASHEVILLE REGIONAL AIRPORT AUTHORITY**  
**STATEMENT OF FINANCIAL POSITION**  
**November 30, 2009**

	<u>November</u>	<u>Last Month</u>
<b><u>ASSETS</u></b>		
<b>Current Assets:</b>		
<b>Unrestricted Net Assets:</b>		
Cash and Cash Equivalents	\$6,564,846	\$6,420,889
Investments	0	0
Accounts Receivable	440,266	462,308
Prepaid Expenses	52,613	71,823
Total Unrestricted Assets	7,057,725	6,955,020
<b>Restricted Assets:</b>		
Cash and Cash Equivalents	2,172,484	2,638,767
Total Restricted Assets	2,172,484	2,638,767
Total Current Assets	9,230,209	9,593,787
<b>Noncurrent Assets:</b>		
Construction in Progress	19,623,774	18,698,482
Property and Equipment - Net	44,065,411	44,342,006
Total Noncurrent Assets	63,689,185	63,040,488
	\$72,919,394	\$72,634,275
<b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>Current Liabilities:</b>		
<b>Payable from Unrestricted Assets:</b>		
Accounts Payable	\$2,362,212	\$2,014,559
Accrued Liabilities	137,986	161,015
Construction Contracts Payable	0	0
Construction Contract Retainages	0	0
Total Payable from Unrestricted Assets	2,500,198	2,175,574
<b>Payable from Restricted Assets:</b>		
Revenue Bond Payable - Current	397,794	395,884
Total Payable From Restricted Assets	397,794	395,884
Total Current Liabilities	2,897,992	2,571,458
<b>Noncurrent Liabilities:</b>		
Other Postemployment Benefits	380,310	380,310
Revenue Bond Payable - Noncurrent	3,738,206	3,772,240
Total Noncurrent Liabilities	4,118,516	4,152,550
Total Liabilities	7,016,508	6,724,008
<b>Net Assets:</b>		
Invested in Capital Assets	59,551,022	58,872,364
Restricted	2,172,484	2,638,767
Unrestricted	4,179,380	4,399,136
Total Net Assets	65,902,886	65,910,267
	\$72,919,394	\$72,634,275

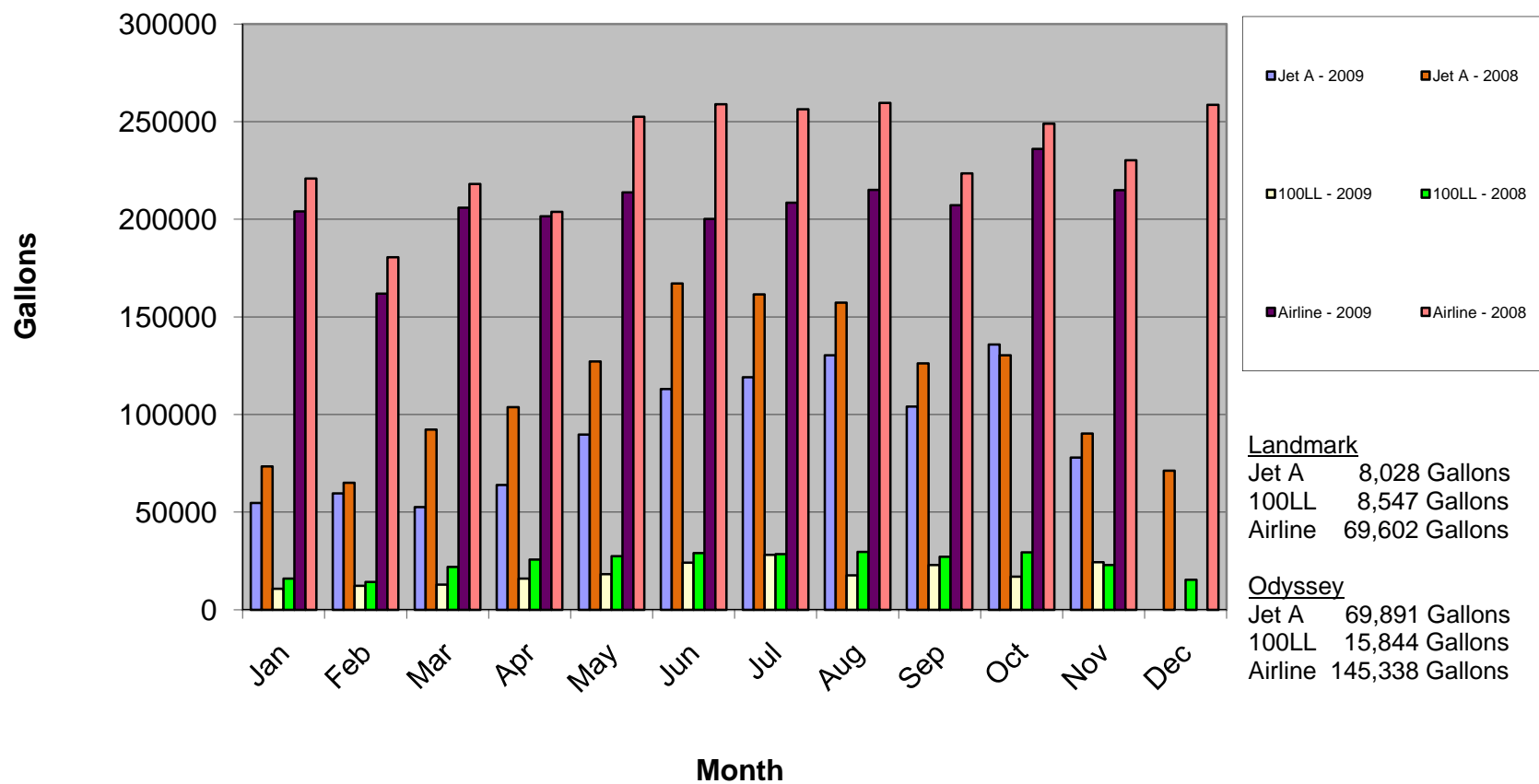
# ASHEVILLE REGIONAL AIRPORT Annual Operating Revenue by Month November 2009



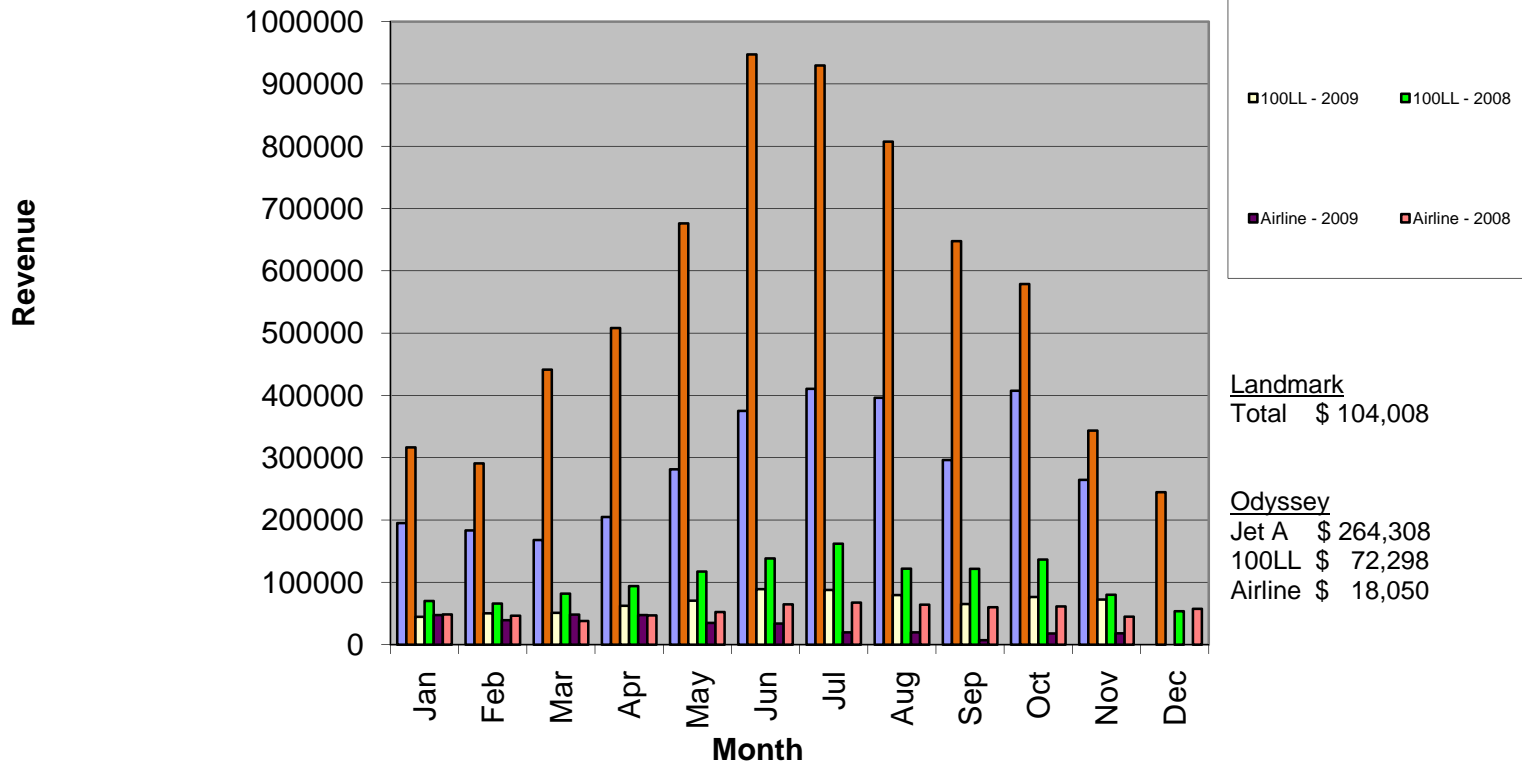
# ASHEVILLE REGIONAL AIRPORT Annual Operating Expenses by Month November 2009



## AVL Fuels Sales - Gallons November 2009



## AVL Fuels Sales - Revenue November 2009





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## MEMORANDUM

TO: Members of the Airport Authority

FROM: Patti L. Michel, Director of Marketing and Public Relations

DATE: January, 2010

### ITEM DESCRIPTION – Information Section Item C

January, 2010 Marketing and Public Relations Report

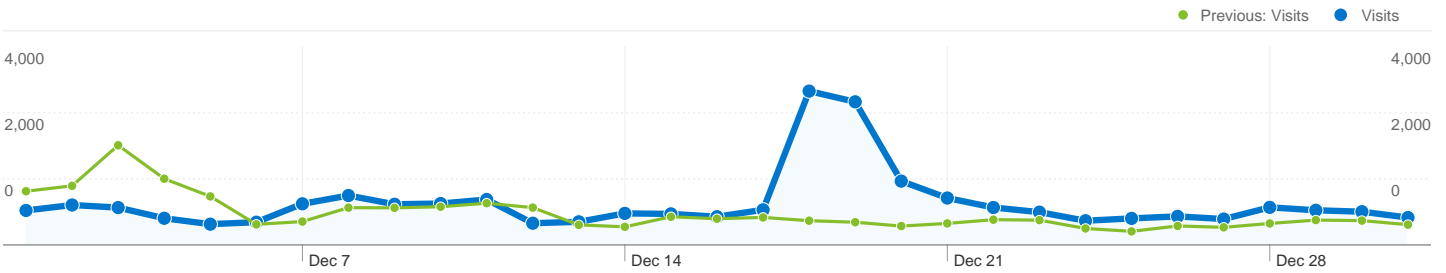
- Met with Biltmore Farms and The Health Adventure regarding partnerships and ad buys. Presented to Park Ridge Hospital marketing department/staff about marketing strategy for AVL.
- Prepared/executed United Airlines inaugural- talking points, event, news release. Also finalized marketing plan.
- Completed artwork/creative for Sophie Magazine; United Airlines Banner and sticker for brochures, Holiday Display Contest plaques.
- Social media – Facebook fans, 160; Twitter followers, 121; Blog mentions, 22.
- Guest Services provided assistance to 4530 passengers in December, a 97% increase over December 2008.
- Guest Services implemented Biltmore Estate discount vouchers; they have been received very well by passengers.
- Guest Services posted \$12.75 in gross revenue of business services.
- Guest Services renewed four brochure ad spaces.
- Received/responded to 42 Southern Living leads for December.
- Received/responded to 30 media calls during the month of December.

Information Section – Item C





- Website Statistics - Google Analytics: See attached data regarding December activity at [www.flyavl.com](http://www.flyavl.com)
- Booking Engine Statistics – Since December 1, AVL has had 54 reservations for a total of \$432.00 in booking fees collected. 587 new people signed up to be booking engine members.



**Site Usage**

**25,945 Visits**

Previous: 19,719 (31.57%)

**38.10% Bounce Rate**

Previous: 45.94% (-17.07%)

**88,249 Pageviews**

Previous: 60,881 (44.95%)

**00:03:42 Avg. Time on Site**

Previous: 00:03:47 (-1.90%)

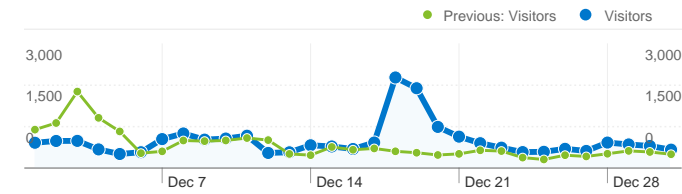
**3.40 Pages/Visit**

Previous: 3.09 (10.17%)

**58.86% % New Visits**

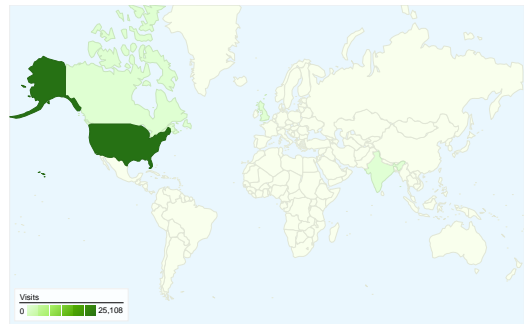
Previous: 71.65% (-17.85%)

**Visitors Overview**

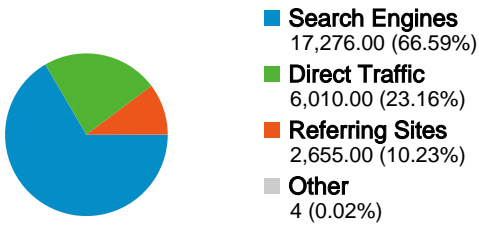


**Visitors**  
**17,194**

**Map Overlay world**

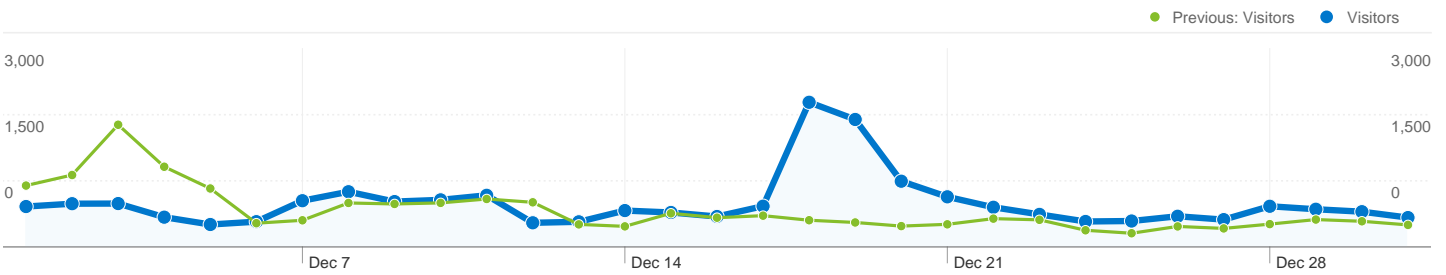


**Traffic Sources Overview**



Referring Sites		
Source	Visits	% visits
facebook.com		
Dec 1, 2009 - Dec 31, 2009	176	6.63%
Dec 1, 2008 - Dec 31, 2008	99	2.81%
% Change	77.78%	135.83%
flyavl.com		
Dec 1, 2009 - Dec 31, 2009	171	6.44%
Dec 1, 2008 - Dec 31, 2008	128	3.63%
% Change	33.59%	77.22%
citizen-times.com		
Dec 1, 2009 - Dec 31, 2009	167	6.29%
Dec 1, 2008 - Dec 31, 2008	56	1.59%
% Change	198.21%	295.60%
google.com		
Dec 1, 2009 - Dec 31, 2009	136	5.12%
Dec 1, 2008 - Dec 31, 2008	56	1.59%
% Change	142.86%	222.16%
biltmore.com		
Dec 1, 2009 - Dec 31, 2009	95	3.58%
Dec 1, 2008 - Dec 31, 2008	84	2.39%
% Change	13.10%	50.03%

Content Overview		
Pages	Pageviews	% Pageviews
/		
Dec 1, 2009 - Dec 31, 2009	24,655	27.94%
Dec 1, 2008 - Dec 31, 2008	14,861	24.41%
% Change	65.90%	14.45%
/flights/flight-view---real-time.html		
Dec 1, 2009 - Dec 31, 2009	9,326	10.57%
Dec 1, 2008 - Dec 31, 2008	8,511	13.98%
% Change	9.58%	-24.41%
/flights/arrivals---real-time.html		
Dec 1, 2009 - Dec 31, 2009	7,906	8.96%
Dec 1, 2008 - Dec 31, 2008	3,469	5.70%
% Change	127.90%	57.23%
/flights/departures---real-time.html		
Dec 1, 2009 - Dec 31, 2009	7,527	8.53%
Dec 1, 2008 - Dec 31, 2008	1,836	3.02%
% Change	309.97%	182.83%
/announcements/2009-11-23-annc-holiday-contest.html		
Dec 1, 2009 - Dec 31, 2009	2,755	3.12%
Dec 1, 2008 - Dec 31, 2008	0	0.00%
% Change	100.00%	100.00%



### 17,194 people visited this site

 **25,945 Visits**

Previous: 19,719 (31.57%)

 **17,194 Absolute Unique Visitors**


Previous: 15,296 (12.41%)

 **88,249 Pageviews**


Previous: 60,881 (44.95%)

 **3.40 Average Pageviews**


Previous: 3.09 (10.17%)

 **00:03:42 Time on Site**

Previous: 00:03:47 (-1.90%)

 **38.10% Bounce Rate**

Previous: 45.94% (-17.07%)

 **58.86% New Visits**

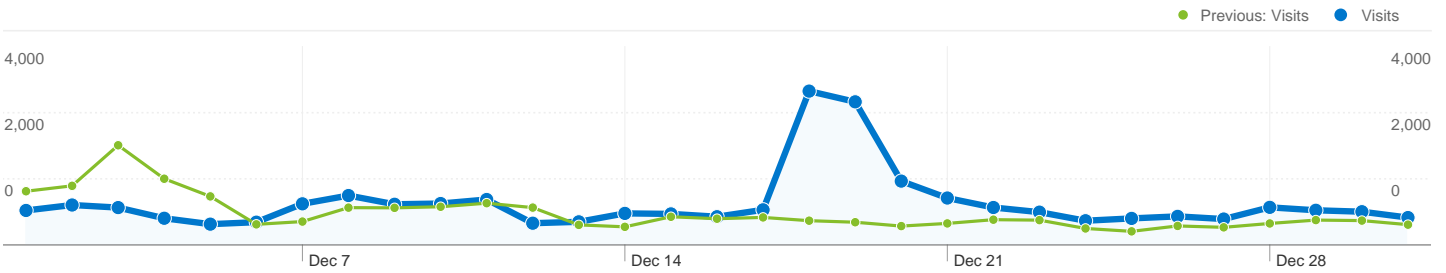
Previous: 71.65% (-17.85%)

### Technical Profile




Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Dec 1, 2009 - Dec 31, 2009	15,549	59.93%	Dec 1, 2009 - Dec 31, 2009	10,141	39.09%
Dec 1, 2008 - Dec 31, 2008	14,779	74.95%	Dec 1, 2008 - Dec 31, 2008	6,285	31.87%
% Change	5.21%	-20.04%	% Change	61.35%	22.63%
Firefox			DSL		
Dec 1, 2009 - Dec 31, 2009	5,849	22.54%	Dec 1, 2009 - Dec 31, 2009	7,248	27.94%
Dec 1, 2008 - Dec 31, 2008	3,547	17.99%	Dec 1, 2008 - Dec 31, 2008	5,568	28.24%
% Change	64.90%	25.33%	% Change	30.17%	-1.06%

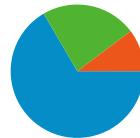
Safari		
Dec 1, 2009 - Dec 31, 2009	3,584	13.81%
Dec 1, 2008 - Dec 31, 2008	1,155	5.86%
% Change	210.30%	135.84%
Chrome		
Dec 1, 2009 - Dec 31, 2009	654	2.52%
Dec 1, 2008 - Dec 31, 2008	93	0.47%
% Change	603.23%	434.47%
Opera		
Dec 1, 2009 - Dec 31, 2009	62	0.24%
Dec 1, 2008 - Dec 31, 2008	41	0.21%
% Change	51.22%	14.93%

Unknown		
Dec 1, 2009 - Dec 31, 2009	6,234	24.03%
Dec 1, 2008 - Dec 31, 2008	5,458	27.68%
% Change	14.22%	-13.19%
T1		
Dec 1, 2009 - Dec 31, 2009	1,635	6.30%
Dec 1, 2008 - Dec 31, 2008	1,609	8.16%
% Change	1.62%	-22.77%
Dialup		
Dec 1, 2009 - Dec 31, 2009	462	1.78%
Dec 1, 2008 - Dec 31, 2008	540	2.74%
% Change	-14.44%	-34.98%



## All traffic sources sent a total of 25,945 visits

- 
**23.16% Direct Traffic**  
 Previous: 38.50% (-39.83%)
- 
**10.23% Referring Sites**  
 Previous: 17.86% (-42.71%)
- 
**66.59% Search Engines**  
 Previous: 43.18% (54.20%)



- **Search Engines**  
 17,276.00 (66.59%)
- **Direct Traffic**  
 6,010.00 (23.16%)
- **Referring Sites**  
 2,655.00 (10.23%)
- **Other**  
 4 (0.02%)

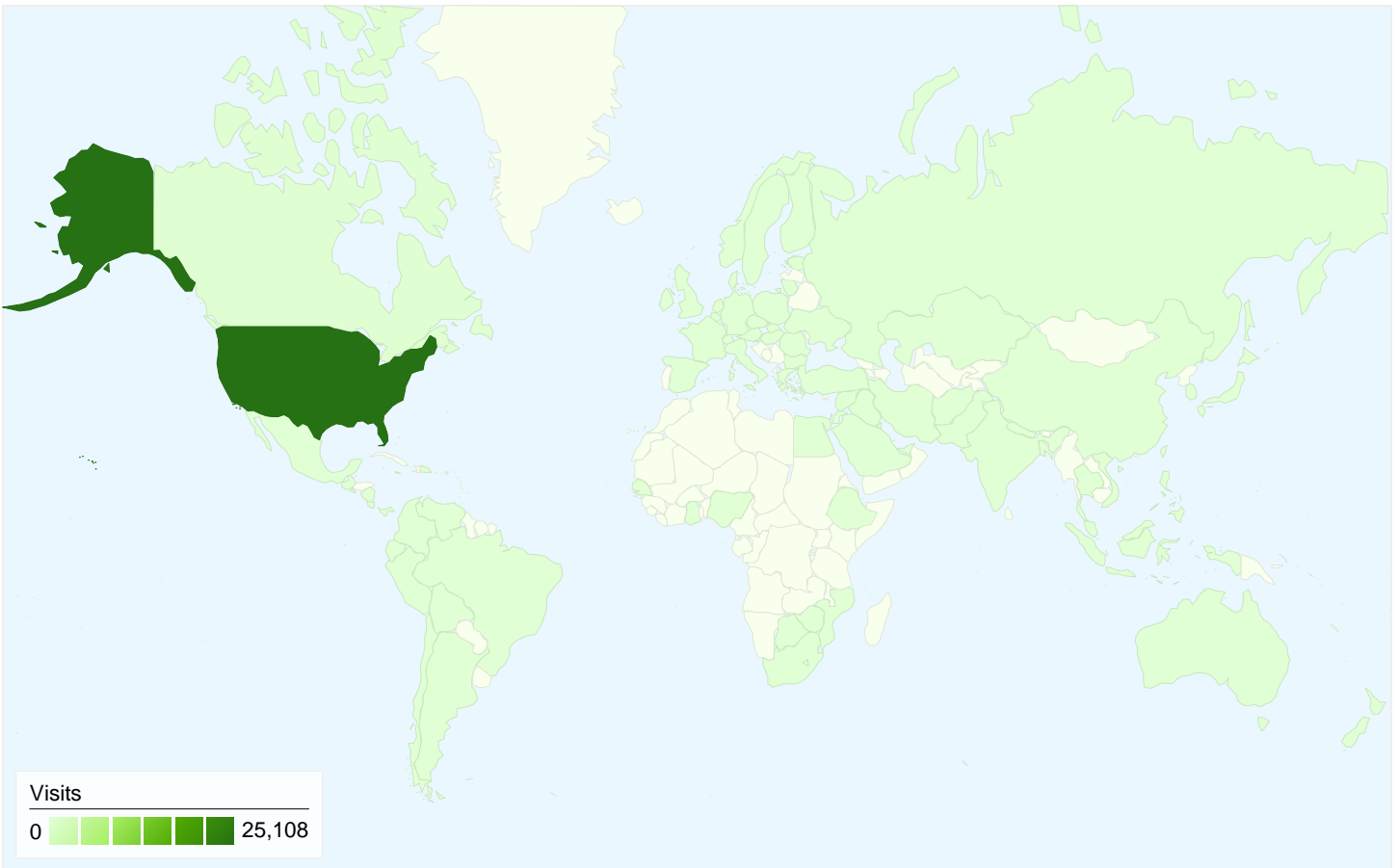
## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Dec 1, 2009 - Dec 31, 2009	13,586	52.36%
Dec 1, 2008 - Dec 31, 2008	6,496	32.94%
% Change	109.14%	58.96%
(direct) ((none))		
Dec 1, 2009 - Dec 31, 2009	6,010	23.16%
Dec 1, 2008 - Dec 31, 2008	7,592	38.50%
% Change	-20.84%	-39.83%
yahoo (organic)		
Dec 1, 2009 - Dec 31, 2009	1,640	6.32%
Dec 1, 2008 - Dec 31, 2008	961	4.87%
% Change	70.66%	29.70%
bing (organic)		
Dec 1, 2009 - Dec 31, 2009	1,518	5.85%
Dec 1, 2008 - Dec 31, 2008	0	0.00%
% Change	100.00%	100.00%
aol (organic)		

Keywords	Visits	% visits
asheville airport		
Dec 1, 2009 - Dec 31, 2009	6,424	37.18%
Dec 1, 2008 - Dec 31, 2008	2,893	33.98%
% Change	122.05%	9.45%
asheville regional airport		
Dec 1, 2009 - Dec 31, 2009	1,758	10.18%
Dec 1, 2008 - Dec 31, 2008	1,103	12.95%
% Change	59.38%	-21.44%
asheville nc airport		
Dec 1, 2009 - Dec 31, 2009	1,217	7.04%
Dec 1, 2008 - Dec 31, 2008	592	6.95%
% Change	105.57%	1.32%
avl		
Dec 1, 2009 - Dec 31, 2009	694	4.02%
Dec 1, 2008 - Dec 31, 2008	352	4.13%
% Change	97.16%	-2.82%
avl airport		

Dec 1, 2009 - Dec 31, 2009	301	1.16%
Dec 1, 2008 - Dec 31, 2008	210	1.06%
% Change	43.33%	8.94%

Dec 1, 2009 - Dec 31, 2009	593	3.43%
Dec 1, 2008 - Dec 31, 2008	302	3.55%
% Change	96.36%	-3.22%



### 25,945 visits came from 97 countries/territories

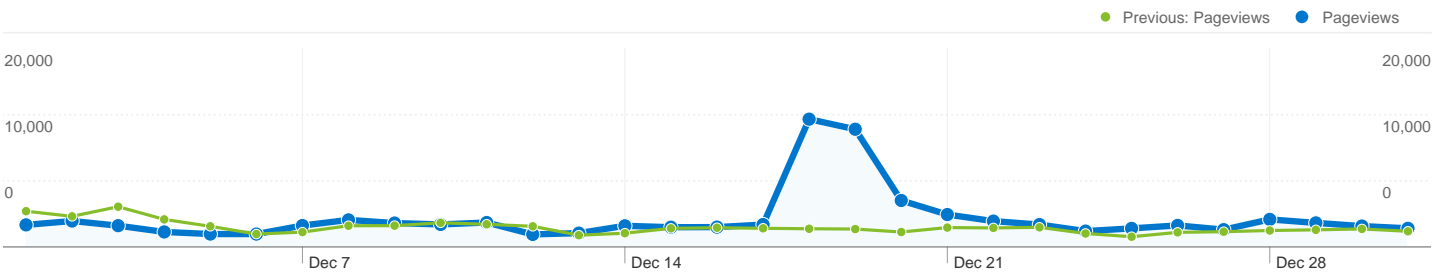
Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>25,945</b> Previous: 19,719 (31.57%)	<b>3.40</b> Previous: 3.09 (10.17%)	<b>00:03:42</b> Previous: 00:03:47 (-1.90%)	<b>58.94%</b> Previous: 71.68% (-17.78%)	<b>38.10%</b> Previous: 45.94% (-17.07%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
December 1, 2009 - December 31, 2009	<b>25,108</b>	3.41	00:03:44	58.69%	37.92%
December 1, 2008 - December 31, 2008	<b>19,075</b>	3.09	00:03:50	71.42%	45.82%
% Change	<b>31.63%</b>	10.31%	-2.29%	-17.83%	-17.26%
<b>Canada</b>					
December 1, 2009 - December 31, 2009	<b>189</b>	2.65	00:01:57	70.90%	44.44%
December 1, 2008 - December 31, 2008	<b>133</b>	2.46	00:01:35	87.97%	70.68%
% Change	<b>42.11%</b>	7.60%	22.56%	-19.40%	-37.12%
<b>United Kingdom</b>					
December 1, 2009 - December 31, 2009	<b>119</b>	3.84	00:02:22	70.59%	31.09%





December 1, 2008 - December 31, 2008	<b>77</b>	3.00	00:02:08	74.03%	40.26%
% Change	<b>54.55%</b>	28.01%	10.94%	<b>-4.64%</b>	<b>-22.77%</b>
(not set)					
December 1, 2009 - December 31, 2009	<b>107</b>	3.07	00:02:47	69.16%	41.12%
December 1, 2008 - December 31, 2008	<b>118</b>	4.24	00:03:19	58.47%	30.51%
% Change	<b>-9.32%</b>	<b>-27.66%</b>	<b>-15.97%</b>	<b>18.27%</b>	<b>34.79%</b>
India					
December 1, 2009 - December 31, 2009	<b>65</b>	1.54	00:00:28	30.77%	89.23%
December 1, 2008 - December 31, 2008	<b>17</b>	3.18	00:02:13	88.24%	41.18%
% Change	<b>282.35%</b>	<b>-51.57%</b>	<b>-78.55%</b>	<b>-65.13%</b>	<b>116.70%</b>
South Korea					
December 1, 2009 - December 31, 2009	<b>46</b>	7.39	00:09:35	30.43%	8.70%
December 1, 2008 - December 31, 2008	<b>10</b>	2.80	00:05:01	80.00%	60.00%
% Change	<b>360.00%</b>	<b>163.98%</b>	<b>91.10%</b>	<b>-61.96%</b>	<b>-85.51%</b>
Germany					
December 1, 2009 - December 31, 2009	<b>37</b>	4.32	00:05:48	67.57%	18.92%
December 1, 2008 - December 31, 2008	<b>34</b>	4.56	00:04:19	82.35%	38.24%
% Change	<b>8.82%</b>	<b>-5.14%</b>	<b>34.48%</b>	<b>-17.95%</b>	<b>-50.52%</b>
Netherlands					
December 1, 2009 - December 31, 2009	<b>23</b>	4.13	00:02:53	69.57%	26.09%
December 1, 2008 - December 31, 2008	<b>5</b>	5.20	00:05:46	80.00%	40.00%
% Change	<b>360.00%</b>	<b>-20.57%</b>	<b>-50.06%</b>	<b>-13.04%</b>	<b>-34.78%</b>
Sweden					
December 1, 2009 - December 31, 2009	<b>20</b>	3.00	00:05:09	40.00%	15.00%
December 1, 2008 - December 31, 2008	<b>4</b>	2.00	00:00:54	100.00%	50.00%
% Change	<b>400.00%</b>	<b>50.00%</b>	<b>471.85%</b>	<b>-60.00%</b>	<b>-70.00%</b>
Mexico					
December 1, 2009 - December 31, 2009	<b>15</b>	5.00	00:04:54	80.00%	53.33%
December 1, 2008 - December 31, 2008	<b>7</b>	4.00	00:01:12	85.71%	57.14%
% Change	<b>114.29%</b>	<b>25.00%</b>	<b>309.52%</b>	<b>-6.67%</b>	<b>-6.67%</b>


1 - 10 of 97



**Pages on this site were viewed a total of 88,249 times**

 **88,249 Pageviews**  
Previous: 60,881 (44.95%)

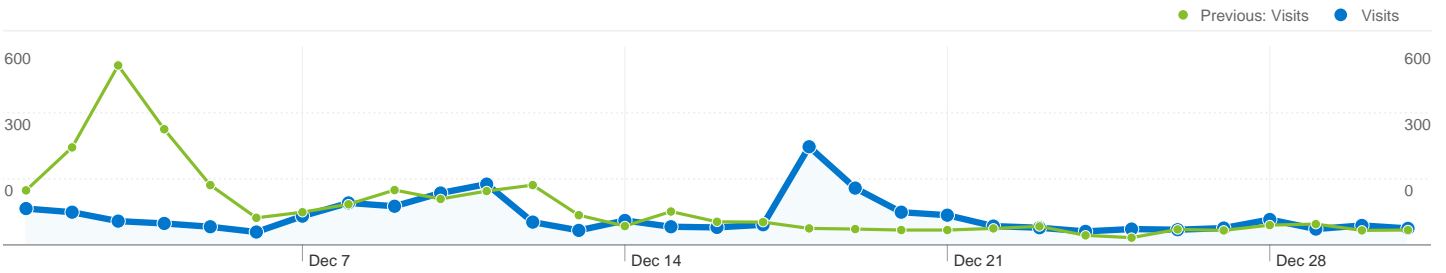
 **62,852 Unique Views**  
Previous: 41,755 (50.53%)

 **38.10% Bounce Rate**  
Previous: 45.94% (-17.07%)

## Top Content

Pages	Pageviews	% Pageviews
/		
Dec 1, 2009 - Dec 31, 2009	24,655	27.94%
Dec 1, 2008 - Dec 31, 2008	14,861	24.41%
% Change	65.90%	14.45%
/flights/flight-view---real-time.html		
Dec 1, 2009 - Dec 31, 2009	9,326	10.57%
Dec 1, 2008 - Dec 31, 2008	8,511	13.98%
% Change	9.58%	-24.41%
/flights/arrivals---real-time.html		
Dec 1, 2009 - Dec 31, 2009	7,906	8.96%
Dec 1, 2008 - Dec 31, 2008	3,469	5.70%
% Change	127.90%	57.23%
/flights/departures---real-time.html		
Dec 1, 2009 - Dec 31, 2009	7,527	8.53%
Dec 1, 2008 - Dec 31, 2008	1,836	3.02%
% Change	309.97%	182.83%
/announcements/2009-11-23-annc-holiday-contest.html		

Dec 1, 2009 - Dec 31, 2009	2,755	3.12%
Dec 1, 2008 - Dec 31, 2008	0	0.00%
% Change	100.00%	100.00%



## Referring sites sent 2,655 visits via 959 sources

### Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Visits</b> <b>2,655</b> Previous: 3,522 (-24.62%)					
<b>Pages/Visit</b> <b>2.94</b> Previous: 2.14 (37.53%)					
<b>Avg. Time on Site</b> <b>00:02:57</b> Previous: 00:01:20 (120.65%)					
<b>% New Visits</b> <b>67.27%</b> Previous: 81.77% (-17.74%)					
<b>Bounce Rate</b> <b>48.55%</b> Previous: 60.11% (-19.23%)					
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
facebook.com					
December 1, 2009 - December 31, 2009	176	1.59	00:00:48	72.16%	69.89%
December 1, 2008 - December 31, 2008	99	1.29	00:00:23	89.90%	84.85%
% Change	77.78%	22.61%	109.84%	-19.73%	-17.63%
flyavl.com					
December 1, 2009 - December 31, 2009	171	5.40	00:14:32	0.58%	9.36%
December 1, 2008 - December 31, 2008	128	2.77	00:02:04	1.56%	9.38%
% Change	33.59%	94.83%	602.01%	-62.57%	-0.19%
citizen-times.com					
December 1, 2009 - December 31, 2009	167	3.20	00:03:33	53.89%	23.35%
December 1, 2008 - December 31, 2008	56	2.54	00:01:34	75.00%	19.64%
% Change	198.21%	26.34%	125.45%	-28.14%	18.89%
google.com					
December 1, 2009 - December 31, 2009	136	3.21	00:04:34	65.44%	41.18%
December 1, 2008 - December 31, 2008	56	2.84	00:01:45	85.71%	50.00%
% Change	142.86%	13.17%	162.03%	-23.65%	-17.65%
biltmore.com					
December 1, 2009 - December 31, 2009	95	1.44	00:00:32	94.74%	75.79%
December 1, 2008 - December 31, 2008	84	1.58	00:01:05	90.48%	70.24%
% Change	13.10%	-8.92%	-51.01%	4.71%	7.90%
charter.net					
December 1, 2009 - December 31, 2009	90	3.87	00:02:31	48.89%	36.67%

December 1, 2008 - December 31, 2008	<b>38</b>	3.39	00:01:19	50.00%	28.95%
% Change	<b>136.84%</b>	13.90%	91.20%	<b>-2.22%</b>	<b>26.67%</b>
en.wikipedia.org					
December 1, 2009 - December 31, 2009	<b>64</b>	5.48	00:02:59	87.50%	18.75%
December 1, 2008 - December 31, 2008	<b>48</b>	5.96	00:04:09	87.50%	18.75%
% Change	<b>33.33%</b>	<b>-7.95%</b>	<b>-28.26%</b>	0.00%	0.00%
mail.google.com					
December 1, 2009 - December 31, 2009	<b>53</b>	1.57	00:00:46	77.36%	71.70%
December 1, 2008 - December 31, 2008	<b>42</b>	1.38	00:01:03	80.95%	80.95%
% Change	<b>26.19%</b>	13.40%	<b>-27.68%</b>	<b>-4.44%</b>	<b>-11.43%</b>
webmail.aol.com					
December 1, 2009 - December 31, 2009	<b>49</b>	1.59	00:01:14	73.47%	73.47%
December 1, 2008 - December 31, 2008	<b>147</b>	1.67	00:00:57	93.88%	64.63%
% Change	<b>-66.67%</b>	<b>-4.49%</b>	28.85%	<b>-21.74%</b>	<b>13.68%</b>
swagbucks.com					
December 1, 2009 - December 31, 2009	<b>47</b>	2.15	00:03:07	10.64%	17.02%
December 1, 2008 - December 31, 2008	<b>0</b>	0.00	00:00:00	0.00%	0.00%
% Change	<b>100.00%</b>	100.00%	100.00%	100.00%	<b>100.00%</b>
					1 - 10 of 959

**Asheville Regional Airport Authority  
Project Report - January 2010**

Project Number	Project Name	Project Description	Professional Services Consultant	Professional Services Contract	General Contractor	Original Construction Contract	Change Orders (thru 1/04/2010)	Percent of Original Contract	Total Project Cost	Percent Complete	Expensed to Date (thru 1/04/2010)	Start Date	End Date	Current Project Status (as of 1/04/2010)
<b>Planning Phase</b>														
1	Westside Site Preparation Project	The Westside Site Preparation Project includes site preparation of parcels located west of RW 16/34 for future development. The project is currently in the planning phase to determine feasibility of the overall project at no net cost to the Airport Authority.	AVCON	\$32,500.00	Charah	na	na	na	\$32,500.00* <i>(project expenses are being reimbursed by Charah through a separate agreement)</i>	25%	\$5,606.50	12/01/09	na	An Environmental Due Diligence Audit (EDDA) has been conducted as well as wetland and stream delineation. Findings from the environmental consultants have been submitted to the US Army Corps for determination. Geotechnical work is underway to determine site conditions.
<b>Design Phase</b>														
None														
<b>Construction Phase</b>														
1	A Gates - Terminal Renovation & Improvements Project	Renovation & Improvements to the A Gates terminal area.	RS&H	\$1,697,298.00	Shelco Inc.	\$7,849,000.00	na	na	\$10,486,704.00	20%	\$1,883,034.52	July '09	Sep-10	Major demolition work items are complete. Footer, foundation work are underway. Mechanical, electrical and plumbing rough-in is also underway.
1a		2 Passenger Boarding Bridges	RS&H	(included above)	ThyssenKrupp Airport Systems	\$940,406.00	na	na	(included above)	75%	\$609,149.00	Jul-09	Sep-10	The passenger boarding bridges are in production. Factory testing is scheduled for January 14, 2010.
2	Landside Parking and Roadway Access Project	The Landside Parking and Roadway Access Project includes 3 components of work: public parking lots, terminal access roadway, general aviation access roadway, and expansion of the toll plaza facility.	LPA Group	\$729,044.00	(see below)	na	na	na	\$4,569,678.45	80%	\$598,893.09	Jul-09	Mar-10	The Authority Board approved the award of all contracts related to the Landside Roadway and Parking Improvements Project. All components of the project are underway. For more information, see individual components below.
2a		Parking Lot and Terminal Drive	LPA Group	(included above)	APAC	\$1,614,092.45	na	na	(included above)	60%	\$417,952.94	Jul-09	Feb-10	The contractor is currently working on the final phase of the parking lot and terminal drive project.
2b		Toll Plaza Expansion	LPA Group	(included above)	Patton Construction	\$495,840.00	\$29,780.00	6%	(included above)	40%	\$104,604.29	Jul-09	Mar-10	The expanded toll plaza is underway. Steelwork and framing is nearing completion.
2c		Wright Brothers Way Improvements Project	LPA Group	(included above)	Moore and Sons Construction Co.	\$1,700,922.00	na	na	(included above)	50%	\$606,660.71	Jul-09	Feb-10	The contractor continues work on the retaining walls, underground utilities and the stormwater drainage systems.
3	North General Aviation Expansion Project	The North GA project includes multiple phases; phase one consisted of tree harvesting and logging operations, phase two included clearing and grubbing of the site and phase three involves the placement and compaction of structural fill material for the site.	AVCON	\$99,100.00	Charah	\$352,690.50	\$25,494.00	7.23%	\$3,700,000.00	95%	\$ 3,405,007.96	Nov-07	Spring 2010	The final phase of fill placement is underway.

**Asheville Regional Airport Authority**  
**Project Report - January 2010**

Project Number	Project Name	Project Description	Professional Services Consultant	Professional Services Contract	General Contractor	Original Construction Contract	Change Orders (thru 1/04/2010)	Percent of Original Contract	Total Project Cost	Percent Complete	Expensed to Date (thru 1/04/2010)	Start Date	End Date	Current Project Status (as of 1/04/2010)
4	Triturator Facility	Construction and installation of a dump site to support airline waste disposal and a facility to protect staff from weather elements.	RS&H	\$48,147.00	Perry Bartsch Jr.	\$198,800.00	\$14,581.00	7.33%	\$261,528.00	40%	\$64,943.73	Jul-09	Jan-10	The contractor is working on equipment installation and completion of the underground utilities.
5	Pre-Conditioned Air and Fixed Ground Power	Pre-Conditioned Air and Fixed Ground Power will be added to all boarding bridges for customer comfort and functionality	RS&H	\$8,000.00	INET Airport System Inc.	\$502,800.00	na	na	\$510,800.00	10%	\$7,402.71	Jul-09	Feb-10	Equipment is in production.