

Ogden-Hinckley New Entrant Incentive Program
Request for Letters of Interest – Amendment No. 1

The City of Ogden, Utah (the “City”) is seeking Letters of Interest from air carriers not currently serving the Ogden-Hinckley Airport (OGD) to provide new air service between OGD and a large or medium hub airport serving the Denver, Dallas/Fort Worth or Seattle metropolitan areas with the support of an Incentive Program.

A Request for Letters of Interest (“Request”) was first published by the City on November 2, 2017. Amendment No. 1 revises the *Procedure* section of the Request, with changes to the procedure and deadlines for responses from interested air carriers (“Respondents”). There is no change to the *Purpose*, *Eligibility*, or *Incentive Program* sections of the original Request.

Changes to the *Procedure* section are outlined below:

1. The deadline for Respondents to submit informal Letters of Interest is extended to December 1, 2017.
2. The requirement for Respondents to submit formal proposals upon the City’s request is removed.
3. The requirement for Respondents to prepare a Feasibility Study showing market support for the proposed destination(s) is removed. Instead, the City is making available to Respondents the attached “Market Assessment Analysis for Ogden-Hinckley Airport,” prepared by Tri-Star Marketing Company in March 2015. This analysis includes a catchment area analysis and passenger forecast for the Ogden-Hinckley Airport.
4. The informal Letter of Interest should indicate the name of the Respondent and the destination under consideration. If the Respondent has additional data showing market support for the proposed route, the data should be included with or summarized in the Letter of Interest; however, this is not required. Respondent should also indicate that they are willing to provide a Letter of Support for the City’s application for grant funding from the U.S. Department of Transportation – Small Community Air Service Development Program (“SCASDP”).
5. Due to funding limitations, the City will select only one carrier for this program.

Questions regarding the Incentive Program should be directed to Sara Meess at sarameess@ogdencity.com or by phone at 1-801-629-8974.



Market Assessment Analysis for

Ogden-Hinckley Airport

March 2015

**Prepared by:
Tri-Star Marketing Company
Irvine, CA**

TABLE OF CONTENTS

Introduction and Overview	1 - 3
Trends and Current Statistics	4 – 20
Catchment Area Analysis	21 - 24
Passenger Forecast	25 – 35
Forecast of Flights and Target Airlines	36 - 42
Conclusion and Recommendations	43 - 47

Introduction

- This Market Assessment Study is being developed to determine the “true” passenger demand for commercial air service for the Ogden-Hinckley Airport. It is intended to review and assess the current travel patterns in the Airport catchment area and estimate the potential passengers and markets for new nonstop service.
- This Assessment utilizes airline industry data provided by airline passenger booking data, the U.S. Department of Transportation, U.S. Census data, and Airport data as the basis for its review and projections.
- The passenger booking data is from Global Distribution Systems passenger booking data and adjusted for the size of the sample and the experience in the market. This is the best tool to determine passenger booking trends and leakage to and from other airports. This data is extremely effective for forecasting passengers for “satellite airport” in large metropolitan areas.

Overview

- The Salt Lake City metro market and Salt Lake City International Airport continue to exhibit strong growth. The total population for the metro market has increased by 10.2% since 2010 and continues to expand north and south along the I-15 corridor.
- The Ogden-Hinckley Airport is 40 miles north of Salt Lake City International Airport. It has a primary catchment area of 750,800 residents and a total catchment area of over 1 million residents. The primary area population increased by 22% since 2010. The six counties in the primary market area account for over 31.2% of the Salt Lake metro area population.
- The Ogden-Hinckley Airport is currently served by Allegiant Airlines with flights to Phoenix-Mesa Airport with MD-83 and A-319 aircraft. Flight frequency is at two to three round trip flights per week. The passenger load factors have been very high at 90% for 2013 and 89% for 2014.

Overview

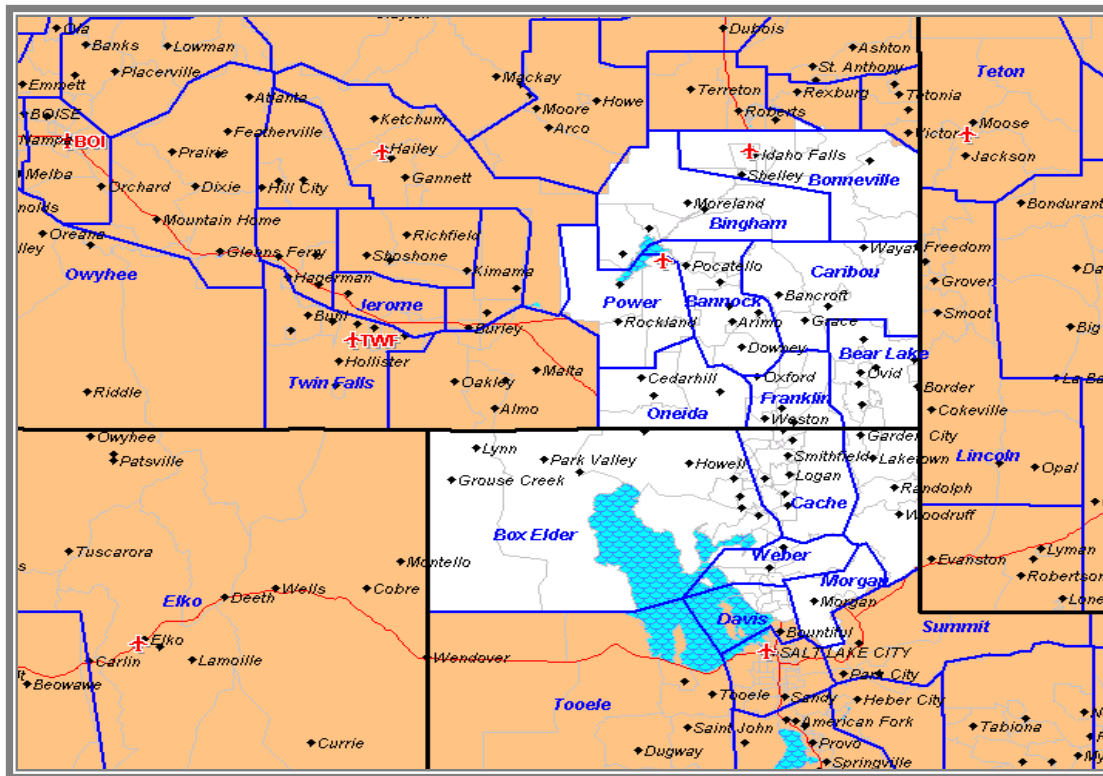
- The passenger booking data indicates that the Ogden catchment area is generating over 25% of the passenger bookings for the total Salt Lake City market area with 60% flying on Delta.
- The Passenger Forecast for OGD is developed by using its share of passenger bookings factored against the actual passenger flown in the each city pair market to and from SLC for 2014. This model produces the potential passengers for OGD. Estimates of actual passengers are developed based on actual experience in the Phoenix market and experience in other satellite airports in the West.
- The Passenger Forecast has been developed by “hub airport” to produce the maximum amount of passengers and follow current airline strategy. The dominant airlines at each hub are analyzed to produce the best candidates for OGD.



TRENDS AND CURRENT STATISTICS

Defining the Ogden-Hinckley Airport Catchment Area

Ogden's primary catchment area consist of six Utah counties. The secondary catchment area includes eight counties in Idaho. The total population of the total market area is over 1,000,000.



Population data for OGD Catchment Area

The population of the Primary Market is 73% of the total Catchment Area

County	Population	Housing Units
<u>Primary Market</u>		
Box Elder	50,794	
Cache	116,909	17,901
Davis	332,094	38,725
Morgan	10,173	101,407
Rich	2,288	3,212
Weber	<u>238,519</u>	<u>1,882</u>
Sub Total	750,777	87,105
<u>Secondary Market</u>		
Bannock, ID	83,249	33,176
Bear Lake, ID	5,943	3,957
Bingham, ID	45,290	16,110
Bonneville, ID	107,517	40,244
Caribou, ID	6,808	3,202
Franklin, ID	12,854	4,612
Oneida, ID	4,275	1,925
Power, ID	<u>7,719</u>	<u>2,916</u>
Sub Total	273,655	106,142
Grand Total	1,024,432	356,379

Population data for the SLCIA Catchment Area

The Ogden Airport Primary Catchment Area population is 31% of the total Area

Catchment Area	Population	Housing Units
Ogden Airport	871,625	300,020
Provo Airport	611,464	177,497
Salt Lake City Airport	<u>1,301,827</u>	<u>470,390</u>
Total Area	2,784,916	947,907
OGD Primary Market Share of Total	31.2%	31.6%

Source: US Census Bureau Data, 2013

Population data for Expanded SLCIA Catchment Area

The Ogden Airport Total Catchment Area population is 34.8% of the total Area

Catchment Area	Population	Housing Units
Ogden Airport	1,024,432	356,379
Provo Airport	611,464	177,497
Salt Lake City Airport	<u>1,301,827</u>	<u>470,390</u>
Total Area	2,937,723	1,004,266
OGD Total Market Share of Total	34.8%	35.5%

Source: US Census Bureau Data, 2013

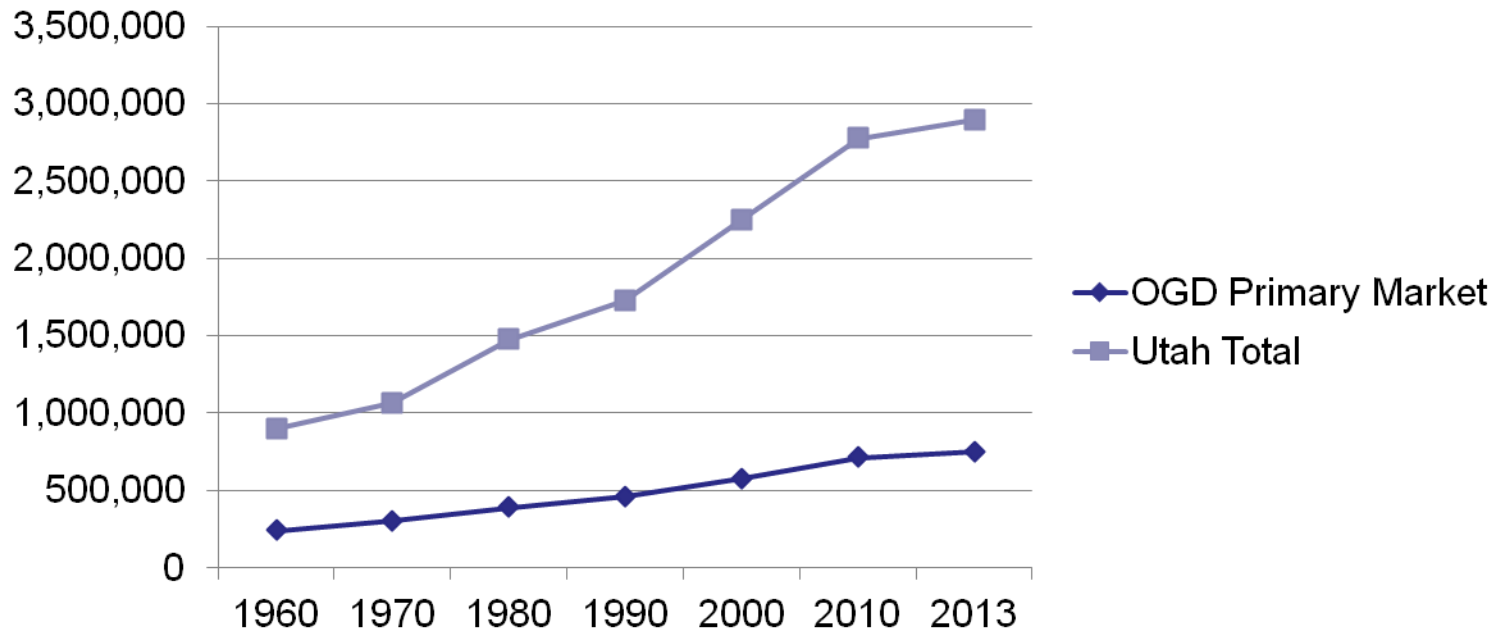
Distances and Driving Times to Ogden-Hinckley Airport

The primary markets are very convenient to OGD.

County	Major City	Distance from OGD	Driving Time to OGD
<u>Primary Market</u>			
Box Elder	Brigham City	26 miles	:26
Cache	Logan	49 miles	:49
Davis	Farmington	18 miles	:21
Morgan	Morgan	24 miles	:27
Rich	Garden City	88 miles	1:40
Weber	Ogden	4 miles	:07
<u>Secondary Market</u>			
Bannock, ID	Pocatello	131 miles	1:47
Bear Lake, ID	Montpelier	121 miles	2:12
Bingham, ID	Moreland	158 miles	2:08
Bonneville, ID	Idaho Falls	180 miles	2:26
Caribou, ID	Soda Springs	137 miles	1:57
Franklin, ID	Preston	121 miles	1:20
Oneida, ID	Malad	75 miles	1:04
Power, ID	American Falls	156 miles	2:07

Population Growth for OGD Primary Airport Primary Catchment Area and the State of Utah

From 1960 to 2013, the OGD Primary Catchment Area increased 210.4% while the State of Utah increased 221.9%.



Source: US Census Bureau data

Historic O&D Passengers and Average Fares at Ogden-Hinckley Airport

All passengers for the Ogden-Phoenix/Mesa market

Year	Total Passengers	Net OW Avg. Fare	% Originate At OGD
2012	8,465	\$54.63	56.9%
2013	30,182	44.94	52.1%
2014	36,035	50.39	50.6%

Source: OGD Airport enplaned and deplaned passenger data. DOT data for average fare and originating passengers

Historical Passengers and Load Factors for Allegiant OGD-AZA Service

Month	Enplaned Passengers	Aircraft	Flights	Seats	Load Factor
<u>2012</u>					
September	470	MD-83	4	600	78.3%
October	1,071	MD-83	8	1,200	89.2%
November	1,350	MD-83	9	1,494	90.4%
December	<u>1,370</u>	MD-83	<u>9</u>	<u>1,494</u>	<u>91.7%</u>
Total	4,261		30	4,788	89.0%
<u>2013</u>					
January	1,036	MD-83	8	1,328	78.0%
February	1,235	MD-83	8	1,328	93.0%
March	1,407	MD-83	9	1,494	94.2%
April	1,340	MD-83	9	1,494	89.7%
May	1,287	A-319	9	1,404	91.7%
June	1,136	A-319	8	1,248	91.0%
July	1,341	A-319	9	1,404	95.5%
August	1,310	MD-83/A-319	1/8	1,414	92.6%
September	1,267	MD-83/A-319	2/7	1,424	89.0%
October	1,185	A-319	8	1,248	94.9%
November	1,265	A-319	9	1,404	90.1%
December	<u>1,284</u>	A-319	<u>9</u>	<u>1,404</u>	<u>91.5%</u>
Total	15,093		104	16,594	90.9%

Historical Passengers and Load Factors for Allegiant OGD-AZA Service

Month	Enplaned Passengers	Aircraft	Flights	Seats	Load Factor
<u>2014</u>					
January	1,319	A-319	9	1,404	93.9%
February	1,218	MD-83/A-319	5/3	1,298	93.8%
March	1,427	MD-83	9	1,494	95.5%
April	1,212	MD-83	8	1,328	91.3%
May	1,318	A-319	9	1,404	93.9%
June	1,583	MD-83/A-319	1/10	1,726	91.7%
July	1,463	MD-83/A-319	2/8	1,580	92.6%
August	1,160	A-319	8	1,248	92.9%
September	1,284	MD-83	9	1,494	85.9%
October	2,570	MD-83	18	2,988	86.0%
November	1,774	MD-83	14	2,324	76.3%
December	<u>1,741</u>	MD-83	<u>12</u>	<u>1,992</u>	<u>87.4%</u>
Total	18,069		125	20,280	89.1%

Source: OGD airport data

Historical Passengers for Salt Lake City Area Airports

Year	SLC	PVU	OGD	Total
2005	9,644,030	-	-	9,644,030
2006	10,440,780	-	-	10,440,780
2007	10,628,778	-	-	10,628,778
2008	10,527,147	-	-	10,527,147
2009	9,786,728	-	-	9,786,728
2010	9,635,849	-	-	9,635,849
2011	9,829,003	28,150	-	9,857,153
2012	9,726,480	57,809	7,954	9,792,243
2013	9,764,567	39,280	14,700	9,818,547
2014	10,082,189	102,949	24,767	10,209,905

Source: U.S. Department of Transportation, origin and destination passengers

Historical Passengers for Salt Lake City Area Airports

O&D Passengers



Source: U.S. Department of Transportation, origin and destination passengers

Top Domestic Passenger Markets for SLC

Rank	Market	Total Daily OW Passengers	Total Annual Passengers	% Originating at SLC	Net One Way Avg. Fare
1	DEN	752.4	549,268	47.0%	\$114.32
2	LAX	716.0	522,697	48.9%	147.49
3	PHX	627.9	458,394	50.9%	164.11
4	SEA	548.8	400,643	49.5%	151.23
5	LAS	488.4	356,542	67.3%	124.12
6	JFK	435.7	318,037	43.2%	305.23
7	LGB	416.9	304,326	58.9%	115.66
8	OAK	406.3	296,566	46.7%	162.45
9	SAN	387.2	262,630	54.7%	156.65
10	PDX	378.2	276,039	49.9%	149.73
11	DFW	351.7	256,765	44.5%	228.39
12	ATL	307.1	224,194	43.6%	286.55
13	MCO	286.6	209,207	69.1%	241.23
14	SFO	284.1	207,365	49.4%	199.41
15	ORD	261.1	190,599	44.8%	276.63
16	IAH	246.1	179,685	43.0%	275.93
17	SNA	240.2	175,355	58.9%	170.28
18	BWI	237.1	173,094	41.6%	243.38
19	BOS	232.1	169,404	45.2%	302.74
20	MSP	215.6	157,404	42.3%	261.17
21	DCA	210.0	153,294	52.2%	297.96
22	DTW	170.1	124,196	44.0%	276.38
23	PHL	165.0	120,447	38.5%	304.77
24	SJC	165.0	120,421	48.4%	185.24
25	SMF	152.6	111,430	42.5%	196.80

Top Domestic Passenger Markets for SLC

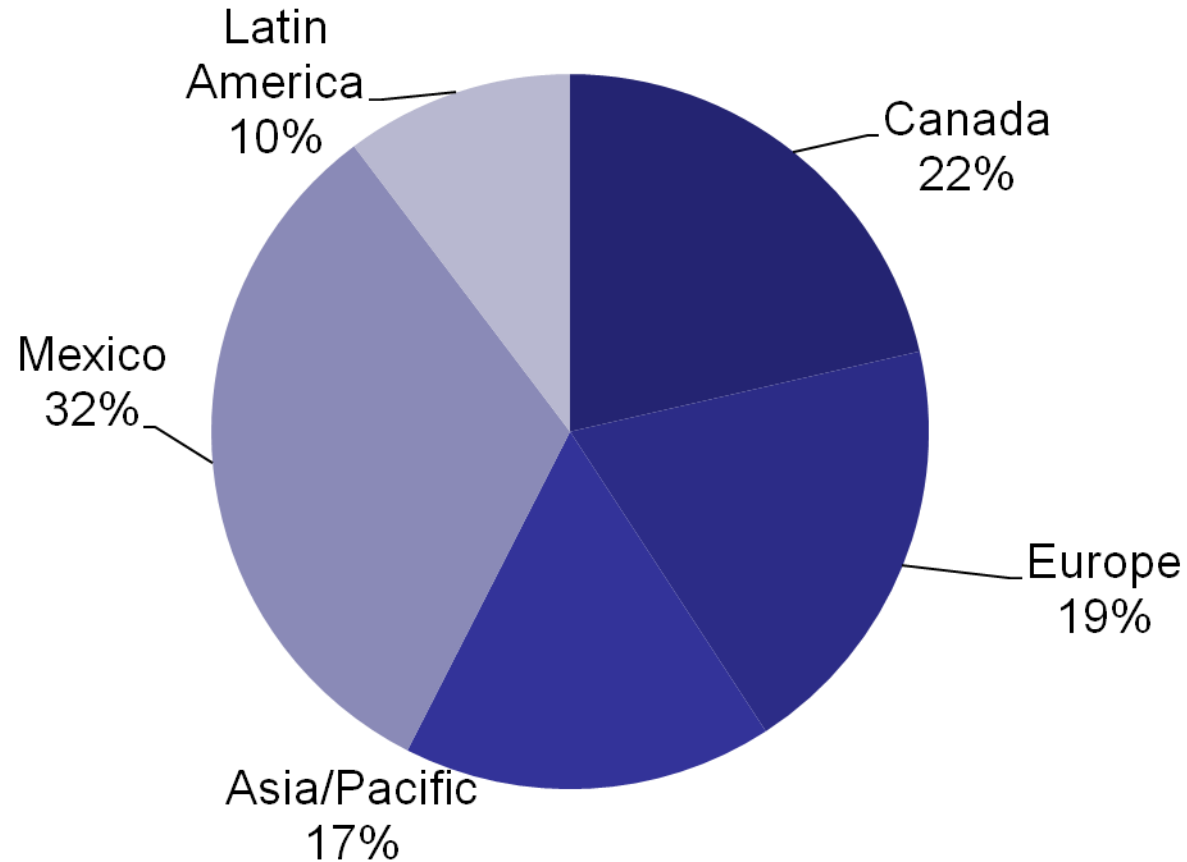
Rank	Market	Total Daily OW Passengers	Total Annual Passengers	% Originating at SLC	Net One Way Avg. Fare
26	EWR	151.2	110,367	38.3%	\$305.78
27	HNL	150.3	109,749	71.7%	364.97
28	AUS	137.9	100,669	45.9%	222.94
29	MCI	131.6	96,081	48.1%	201.14
30	MDW	125.9	91,911	43.6%	215.47
31	STL	123.7	90,304	45.9%	217.25
32	SAT	123.0	89,825	53.1%	212.84
33	FLL	120.6	88,052	60.9%	272.91
34	ONT	114.6	83,626	47.0%	169.43
35	BNA	101.7	74,241	48.7%	233.40
36	RDU	100.0	73,018	40.6%	247.69
37	CLT	96.8	70,628	39.2%	280.70
38	TPA	94.6	69,048	46.5%	273.10
39	ABQ	91.9	67,089	54.6%	177.26
40	IND	89.1	65,075	44.8%	229.45
41	BUR	88.5	64,625	41.8%	162.86
42	LGA	85.7	62,539	43.5%	242.59
43	BOI	82.2	59,986	48.4%	176.33
44	CVG	81.3	59,376	34.4%	272.54
45	RNO	79.3	57,895	48.7%	177.48
46	TUS	77.5	56,596	47.4%	180.76
47	GEG	76.8	56,096	49.2%	211.55
48	MSY	72.5	52,957	57.9%	258.56
49	IAD	70.4	51,418	44.3%	272.98
50	ANC	<u>68.6</u>	<u>50,053</u>	<u>60.4%</u>	<u>318.35</u>
	Sub Total	11,218.1	8,189,227	49.5%	\$202.30
	Grand Total	13,789.6	10,066,437	49.4%	\$213.70

Top International Markets for SLC

Rank	Market	Annual Passengers	Net One Way Avg. Fare
1	Cancun	53,265	\$299
2	London	35,233	969
3	Mexico City	30,856	378
4	Vancouver	28,989	314
5	Cabo San Lucas	26,379	292
6	Toronto	25,689	398
7	Paris	21,549	1,118
8	Guadalajara	20,195	312
9	Calgary	18,630	351
10	Puerto Vallarta	16,046	367
11	Lima	14,705	647
12	Montreal	14,612	398
13	Seoul	13,423	980
14	Frankfurt	11,018	783
15	Shanghei	9,836	1,102
16	Beijing	9,309	946
17	Amsterdam	9,027	1,034
18	Sao Paulo	8,777	1,021
19	San Jose	7,833	555
20	Edmonton	7,781	331

SLC International Passengers by Region

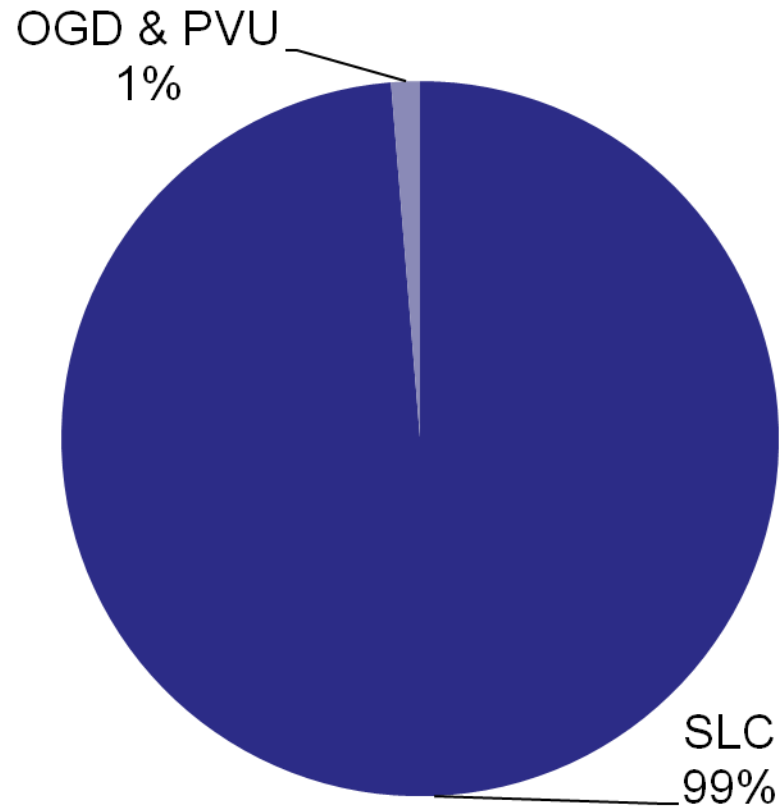
Mexico is the largest international market for SLC



Source: GDS booking data, YE Sept. 30, 2014.

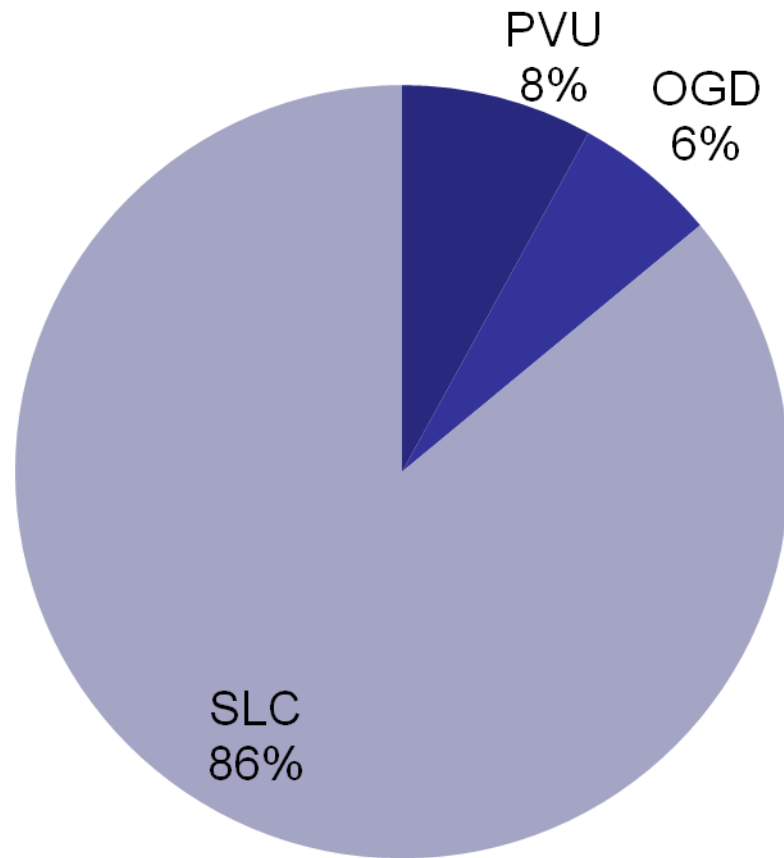
Salt Lake Area Passengers by Airport

SLCIA dominates the current airport of choice



Source: GDS booking data, YE Sept. 30, 2014.

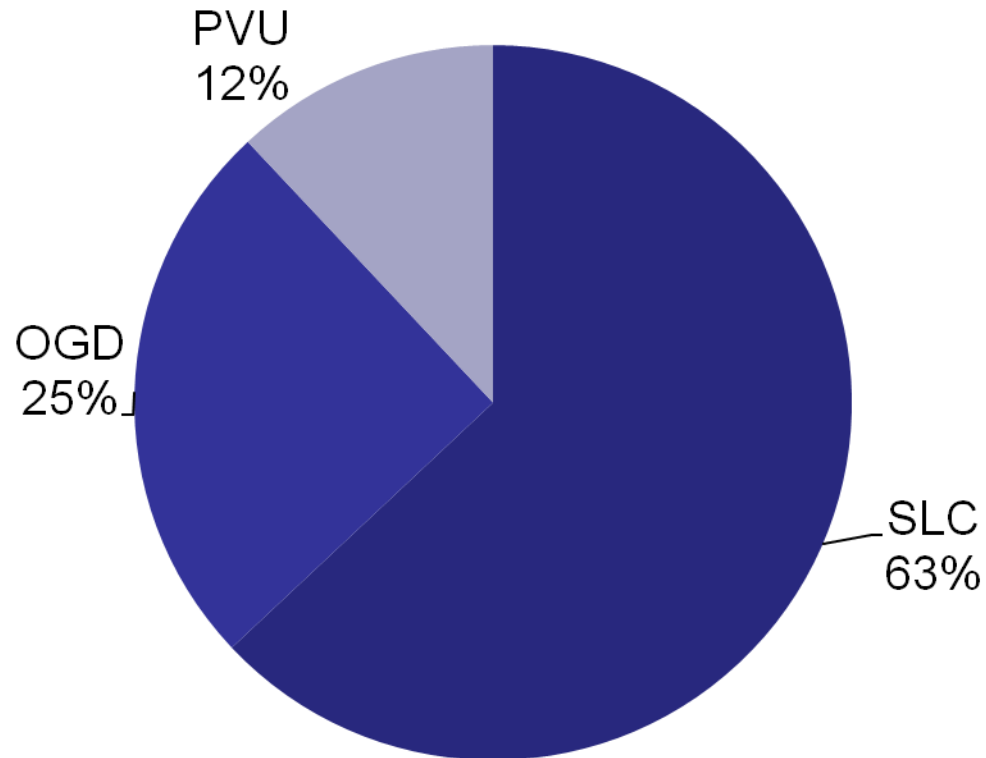
Share of Phoenix Passengers by Airport



Source: DOT origin and destination passengers,. YE Sept 30, 2014.

Salt Lake Area Passenger Bookings by Primary Airport Catchment Area

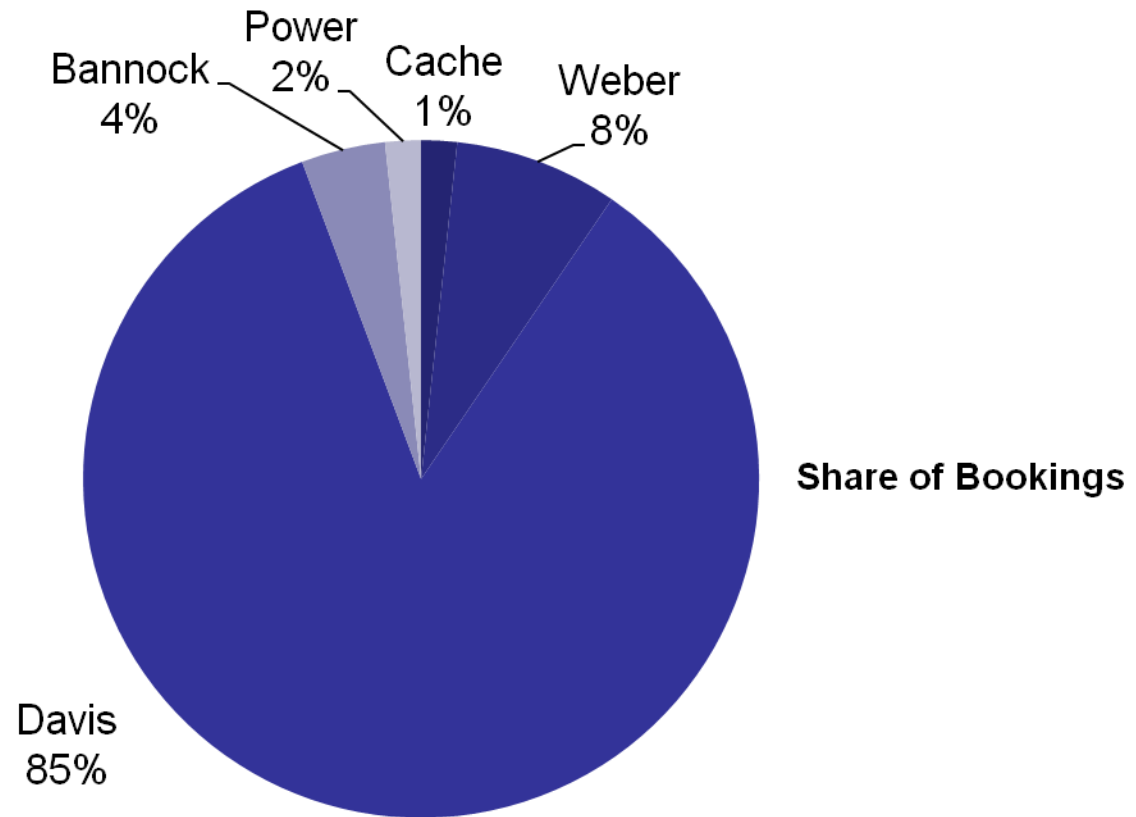
37% of the passengers live in other airport catchment areas.



Source: GDS booking data, YE Sept. 30, 2014.

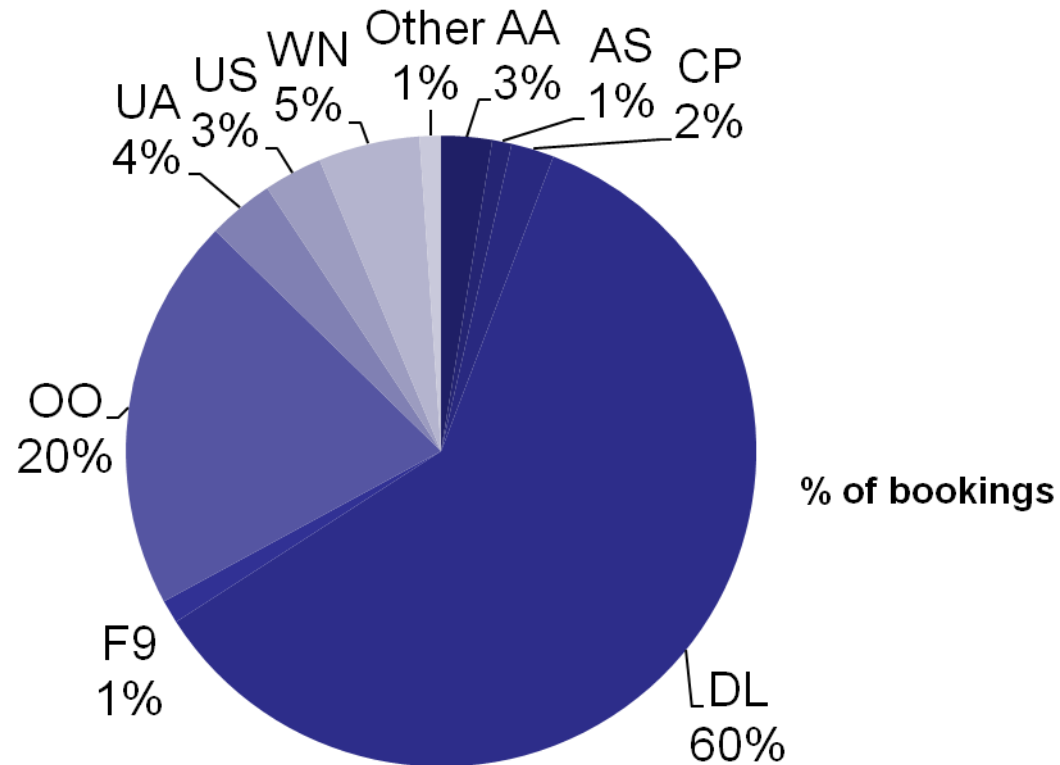
Primary Catchment Area Analysis

OGD Primary Catchment Area Bookings by County



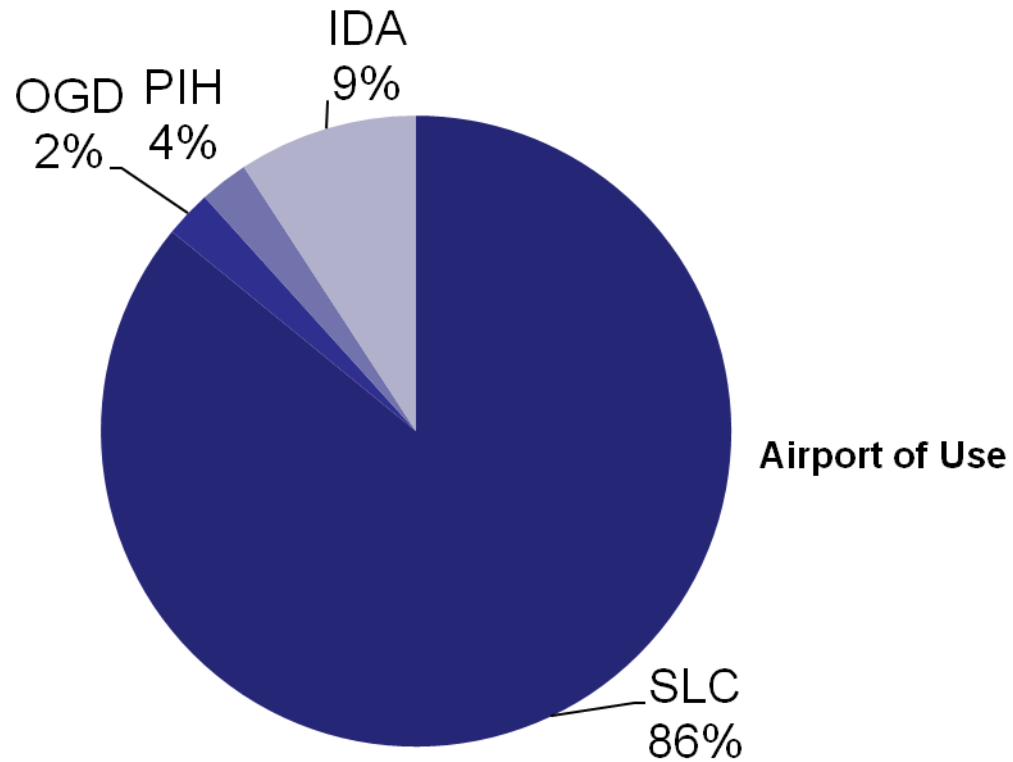
Source: Sabre ADI booking data, YE Sept. 2014

OGD Primary Catchment Area Bookings by Airline



Source: Sabre ADI booking data, YE Sept. 2014

OGD Total Catchment Area Bookings by Airport of Use



Source: Sabre ADI booking data, YE Sept. 2014

Estimated Leakage for Local Ogden Market

Total SLC Local Passengers	10,066,437
Ogden Share of Local Bookings	25.0%
Projected Ogden Local Passengers	2,516,600
Current Ogden Passengers	36,305
Leaked Ogden Local Passengers	2,480,295



Passenger Forecast

Passenger Forecast for Ogden-Hinckley Airport

- The previous analysis sets forth the calculation of “true passengers” for the Ogden-Hinckley Airport catchment area. The passengers include actual passengers and leaked passengers.
- The passenger forecast presented herein is based on Ogden-Hinckley Airport catchment area passenger bookings. The estimated passengers are derived by factoring the actual SLC O&D passengers for each market by the OGD share of passenger bookings for each market.
- The capture rate for the passenger forecast was derived from the historical experience in the Phoenix market and its share of the total Salt Lake City market area. This capture rate correlates with the experience in other “satellite airport” markets.

Passenger Forecast for Ogden-Hinckley Airport

Market	Annual SLC Passengers	% from OGD Area	Potential OGD Passengers
Denver	549,268	22.9%	125,780
Los Angeles	522,697	21.3%	111,330
Phoenix	458,394	28.3%	129,750
Seattle/Tacoma	400,643	22.0%	88,140
Las Vegas	356,542	36.2%	129,070
New York (JFK)	318,037	21.8%	69,330
Long Beach	304,326	28.8%	87,650
Oakland	296,566	31.1%	92,230
San Diego	282,630	22.2%	62,740
Portland	276,039	19.1%	52,720
Dallas/Ft. Worth	256,765	21.0%	53,920
Atlanta	224,194	25.2%	56,500
Orlando	209,207	22.7%	47,490
San Francisco	207,365	21.0%	43,550
Chicago (ORD)	190,599	25.2%	48,030
Houston (IAH)	179,685	36.7%	65,940
Orange County	175,355	27.7%	48,570
Baltimore	173,094	24.2%	41,890
Boston	169,404	24.0%	40,660
Minneapolis	157,404	28.9%	45,490
Washington DC (DCA)	153,294	14.4%	22,070
Detroit	124,196	51.3%	63,710
Philadelphia	120,447	24.7%	29,750
San Jose	120,421	27.1%	32,630
Sacramento	111,430	19.7%	21,950

Passenger Forecast for Ogden-Hinckley Airport

Market	Annual SLC Passengers	% from OGD Area	Potential OGD Passengers
Newark	110,367	32.5%	35,870
Honolulu	109,749	31.2%	34,240
Austin	100,669	20.9%	21,040
Kansas City	96,081	19.7%	18,980
Chicago (MDW)	91,911	54.8%	50,360
St. Louis	90,304	19.4%	17,520
San Antonio	89,825	14.4%	12,930
Ft. Lauderdale	88,052	26.5%	23,330
Ontario	83,626	36.0%	30,100
Nashville	74,241	22.4%	16,630
Raleigh/Durham	73,018	27.2%	19,860
Charlotte	70,628	26.7%	18,860
Tampa	69,048	24.7%	17,050
Albuquerque	67,089	20.6%	13,820
Indianapolis	65,075	23.2%	15,100
Burbank	64,625	15.4%	9,950
New York (LGA)	62,539	24.6%	15,380
Boise	59,986	30.8%	18,480
Cincinnati	59,376	25.3%	15,020
Reno	57,895	20.6%	11,930
Tucson	56,596	12.5%	7,070
Spokane	56,096	19.8%	11,200
New Orleans	52,957	19.8%	10,480
Washington DC (IAD)	51,418	13.6%	6,990
Anchorage	<u>50,053</u>	<u>19.7%</u>	<u>9,860</u>
Sub Total	8,189,227	25.3%	2,072,890
Grand Total	10,066,437	25.3%	2,546,540

Forecast of OGD Passengers That Would Use Dallas/Ft. Worth as a Hub Airport

The markets to DFW are projected to produce 10.4% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – DFW	53,920	30%	16,180
OGD – ATL	56,500	10%	5,650
OGD – MCO	47,490	10%	4,750
OGD – IAH	65,940	10%	6,590
OGD – AUS	21,040	10%	2,100
OGD – SAT	12,930	10%	1,290
OGD – FLL	23,330	10%	2,330
OGD – BNA	16,630	10%	1,660
OGD – RDU	19,860	10%	1,990
OGD – CLT	18,860	10%	1,890
OGD – TPA	17,050	10%	1,700
OGD – MSY	10,480	10%	1,050
OGD – Other	<u>54,600</u>	10%	<u>5,460</u>
Total	418,630		52,640

Forecast of OGD Passengers That Would Use Denver as a Hub Airport

The markets to DEN are projected to produce 20.1% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – DEN	125,780	30%	37,730
OGD – JFK	69,030	10%	6,930
OGD – ORD	48,030	10%	4,800
OGD – BWI	41,890	10%	4,190
OGD – BOS	40,660	10%	4,070
OGD – MSP	45,490	10%	4,550
OGD – DCA	22,070	10%	2,210
OGD – DTW	63,710	10%	6,370
OGD – PHL	29,750	10%	2,970
OGD – EWR	35,670	10%	3,590
OGD – MCI	18,930	10%	1,890
OGD – MDW	50,360	10%	5,040
OGD – STL	17,520	10%	1,750
OGD – IND	15,100	10%	1,510
OGD – LGA	15,380	10%	1,540
OGD – CVG	15,020	10%	1,500
OGD – IAD	6,990	10%	700
ODG – Other	<u>99,280</u>	10%	<u>9,930</u>
Total	761,160		101,270

Forecast of OGD Passengers That Would Use Las Vegas as a Hub Airport

The markets to LAS are projected to produce 22.5% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – LAS	129,070	30%	38,720
OGD – LAX	111,330	10%	11,130
OGD – PHX	129,750	10%	12,970
OGD – LGB	87,650	10%	8,760
OGD – OAK	92,230	10%	9,220
OGD – SAN	62,740	10%	6,270
OGD – SFO	43,550	10%	4,350
OGD – SNA	48,570	10%	4,860
OGD – SJC	32,630	10%	3,260
OGD – ONT	30,100	10%	3,010
OGD – ABQ	13,820	10%	1,380
OGD – BUR	9,950	10%	990
OGD – TUS	7,070	10%	710
OGD – Other	<u>79,850</u>	10%	<u>7,990</u>
Total	878,310		113,620

Forecast of OGD Passengers That Would Use Los Angeles as a Hub Airport

The markets to LAX are projected to produce 16.7% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – LAX	111,330	30%	33,400
OGD – LGB	87,650	20%	17,530
OGD – SAN	62,740	10%	6,270
OGD – SNA	48,570	20%	9,710
OGD – HNL	34,240	10%	3,420
OGD – ONT	30,100	20%	6,020
OGD – BUR	9,950	20%	1,990
OGD – Other	<u>57,700</u>	10%	<u>5,770</u>
Total	442,280		84,110

Forecast of OGD Passengers That Would Use Phoenix as a Hub Airport

The markets to PHX are projected to produce 12.3% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – PHX	129,750	30%	38,920
OGD – DFW	53,920	10%	5,390
OGD – IAH	65,940	10%	6,590
OGD – AUS	21,040	10%	2,100
OGD – SAT	12,930	10%	1,290
OGD – ABQ	13,820	10%	1,380
OGD – TUS	7,070	10%	710
OGD – MSY	10,480	10%	1,050
OGD – Other	<u>47,240</u>	10%	<u>4,720</u>
Total	361,560		62,150

Forecast of OGD Passengers That Would Use San Francisco as a Hub Airport

The markets to SFO are projected to produce 9.6% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – SFO	43,550	30%	13,070
OGD – OAK	92,230	20%	18,450
OGD – SJC	32,630	20%	6,520
OGD – SMF	21,950	10%	2,190
OGD – HNL	34,240	10%	3,420
OGD – RNO	11,930	10%	1,190
OGD – Other	<u>35,000</u>	10%	<u>3,500</u>
Total	271,530		48,340

Forecast of OGD Passengers That Would Use Seattle/Tacoma as a Hub Airport

The markets to SEA are projected to produce 8.4% of the traffic

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
OGD – SEA	88,140	30%	26,440
OGD – PDX	52,720	10%	5,270
OGD – HNL	32,240	10%	3,220
OGD – BOI	18,480	10%	1,850
OGD – GEG	11,200	10%	1,120
OGD – ANC	9,870	10%	990
OGD – Other	<u>31,900</u>	10%	<u>3,190</u>
Total	244,550		42,080

Forecast of OGD Passengers for Allegiant Airlines

Market	Potential Passengers	Capture Rate	Forecast OGD Passengers
<u>Los Angeles Area</u>			
OGD – LAX	111,330	30%	33,400
OGD – LGB	87,650	20%	17,530
OGD – SNA	48,570	20%	9,710
OGD – ONT	30,100	20%	6,020
OGD – BUR	<u>9,950</u>	20%	<u>1,990</u>
Total	287,600		68,650
<u>Las Vegas</u>			
OGD – LAS	129,070	30%	38,720
<u>Phoenix</u>			
OGD – PHX/AZA	129,750	30%	38,920
<u>S.F. Bay Area</u>			
OGD – OAK	92,230	30%	27,670
OGD – SFO	43,550	20%	8,710
OGD – SJC	<u>32,630</u>	20%	<u>6,530</u>
Total	168,410		42,910

A vertical blue gradient bar on the left side of the slide, transitioning from a darker blue at the top to a lighter blue at the bottom.

Forecast of Flights and Target Airlines

Airlines and Aircraft That Could Operate at Ogden-Hinckley Airport

Airline	Aircraft Type	Seats
American Airlines	CRJ-200*	50
	ERJ-145	50
	CRJ-700*	65
	CRJ-900	79
	E-170	69
	E-175	80
	E-190	99
	A-319	124
	B-737-800	148
Alaska Airlines	Q-400	76
	B-737-700	124
	B-737-800	163
Allegiant Airlines	A-319	156
	MD-83	166
	A-320	177

Airlines and Aircraft That Could Operate at OGD

Airline	Aircraft Type	Seats
Delta Air Lines	CRJ-200*	50
	CRJ-700*	65
	A-319	126
	A-320	150
	B-737-800	160
	A-321	192
Frontier Airlines	A-319	138
	A-320	168
Hawaiian Airlines	A-321 neo	190
Jet Blue Airways	E-190	100
	A-320	150
	A-321	159
Southwest Airlines	B-737-700	143
	B-737-800	175

Airlines and Aircraft That Could Operate at OGD

Airline	Aircraft Type	Seats
United Airlines	CRJ-200*	50
	ERJ-145	50
	CRJ-700*	64
	E-170	70
	E-175	76
	A-319	128
	A-320	150
	B-737-800	166
* Operated by Sky West Airlines		

Forecast of Flights and Load Factors by Market for Ogden-Hinckley Airport

Market	Forecast Passengers	Airline	Aircraft	Weekly Flights	Load Factor
Ogden-Dallas	52,640	American	CRJ-700	10 RT	77.9%
		American	737-800	5 RT	69.0%
		Delta	CRJ-700	10 RT	77.9%
		Southwest	737-700	5 RT	70.8%
Ogden-Denver	101,270	Delta	CRJ-700	20 RT	74.9%
		Delta	A-319	10 RT	77.3%
		Southwest	737-700	9 RT	75.6%
		United	CRJ-700	20 RT	77.3%
		United	A-319	10 RT	76.1%
Ogden-Las Vegas	117,600	Alaska	Q-400	18 RT	82.6%
		Southwest	737-700	10 RT	79.1%
	38,720	Allegiant	A-319	3 RT	80.6%

Forecast of Flights and Load Factors by Market for Ogden-Hinckley Airport

Market	Forecast Passengers	Airline	Aircraft	Weekly Flights	Load Factor
Ogden-Los Angeles	84,110	American	CRJ-700	17 RT	73.2%
		American	A-319	8 RT	81.5%
		Alaska	Q-400	14 RT	76.0%
		Delta	CRJ-700	17 RT	73.2%
		Delta	A-319	8 RT	81.5%
		Southwest	737-700	7 RT	80.8%
		United	CRJ-700	17 RT	73.2%
		United	A-319	8 RT	79.0%
		Allegiant	A-319	4.5 RT	94.0%
Ogden-Oakland	53,200	Southwest	737-700	5 RT	71.5%
	42,910	Allegiant	A-319	3 RT	88.1%
Ogden-Phoenix	62,150	American	CRJ-700	12 RT	77.0%
		American	CRJ-900	10 RT	75.6%
		American	A-319	6 RT	80.3%
		Southwest	737-700	6 RT	74.6%

Forecast of Flights and Load Factors by Market for Ogden-Hinckley Airport

Market	Forecast Passengers	Airline	Aircraft	Weekly Flights	Load Factor
Ogden-Phoenix/Mesa	38,920	Allegiant	A-319	3 RT	88.1%
Ogden-San Francisco	48,340	Southwest	737-700	4 RT	81.2%
		United	CRJ-700	10 RT	72.6%
		United	A-319	5 RT	72.5%
Ogden-Seattle	38,370	Alaska	Q-400	6 RT	80.9%
		Delta	CRJ-700	7 RT	82.1%

New Ogden Markets by Airline

Airline	Market
Alaska	Las Vegas, Los Angeles, Seattle
Allegiant	Las Vegas, Los Angeles, Oakland
American	Dallas, Los Angeles, Phoenix
Delta	Dallas, Denver, Los Angeles, Seattle
Southwest	Dallas, Denver, Las Vegas, Los Angeles Oakland, Phoenix
United	Denver, Los Angeles, San Francisco



CONCLUSION AND RECOMMENDATION

Conclusion

- The Ogden-Hinckley Airport is a viable “satellite airport” located north of Salt Lake City International Airport. It is easily accessible to over 750,000 residents in the primary market and over 250,000 residents in the secondary market. The primary market accounts for 31% of the total area population.
- Air service by Allegiant Airlines to Phoenix-Mesa Airport has proven to be a very good “test market”. This service has operated at a 90% load factor and captured 6% of the total Salt Lake City metro market to Phoenix. Additional flights attracted additional passengers.
- Passenger booking analysis shows that bookings in the Ogden primary catchment area accounts for 25% of the total bookings for the total Salt Lake City metro area. Delta Air Lines carries 60% of the booked passengers.

Conclusion

- The Passenger Forecast based on passenger bookings for OGD and actual passengers for SLC indicate that there is enough passengers to support new nonstop jet service from Ogden-Hinckley Airport to Dallas, Denver, Las Vegas, Los Angeles, Oakland, San Francisco, and Seattle.
- Target Airlines include Alaska Airlines, Allegiant Airlines, American Airlines, Delta Air Lines, Southwest Airlines, and United Airlines. Some of the routes for American, Delta, and United could be operated by Sky West Airlines with regional jet aircraft.