

# Cherry Capital Airport News



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## Cherry Capital Airport Sees Increased Capacity & Airlines Partnerships Growing News from Delta, United, and American Airlines

(Traverse City, Michigan) May 4, 2011 – Cherry Capital Airport officials are pleased to announce that the partnerships with **Delta Air Lines**, **American Airlines**, and **United Airlines** have garnered an increase in the number of seats inbound and outbound to our market, significantly improving the ease of travel into and out of TVC during peak travel times of year.

“By working together as vested community partners; our team at Cherry Capital Airport, along with Traverse City Area Chamber of Commerce, the Traverse City Convention & Visitors Bureau, Grand Traverse Resort, Spa & Casino, key Festivals including Horse Shows By the Bay, TC Film Festival, and the National Cherry Festival, we have been able to improve and solidify our partnerships with airlines currently serving TVC. The Airport has been working closely with our airline partners, and they have responded with actions to address our community concerns,” stated Kevin Klein, Interim Airport Director. Testament to that, Delta Air Lines has taken the following steps to address those concerns:

1. **Capacity to and from Cherry Capital Airport (TVC), especially during the summer travel season.** Concern was raised regarding limited seat capacity into and out of Traverse City, especially during the busy summer travel season. Delta will be adding an additional 150 seats each day from July 1, 2011 through August 15, 2011 to and from Detroit Metro Airport. The additional capacity has been loaded into the Delta system and made available for sale on April 2, 2011. This should help ensure enough seats are available into and out of the market to meet customer demand.
2. **Competitiveness of fares versus Grand Rapids (GRR)** Delta consistently reviews fares to make sure they reflect the competitive environment. We recently instituted a change that will enable TVC fares to be more closely priced in relation to GRR fares, and more accurately reflect the local competitive environment. Airline pricing is dynamic, so published fares will vary based on demand, inventory constraints and peak day variability.

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3. **Partnering with the Traverse City community to bring in tourists and large groups for conferences or meetings.** In January 2011 we added Traverse City as a Delta Vacation Destination and have partnered with Grand Traverse Resort, Best Western Four Seasons, Quality Inn by the Bay and Best Western Scenic Hill Resorts through Delta Vacations to sell packages. In addition, our national sales team is working with the Grand Traverse Resort to bring more international and national association and meeting business to Grand Traverse Resort.

“It is gratifying to see that an organization as large as Delta Air Lines has taken the time to thoughtfully consider input from small businesses in northern Michigan and adjusted its number of seats and pricing. This news from Delta Air Lines addresses all the major concerns brought forward when its representatives visited our community late last year. Considering that Delta has been so responsive, it is important that we support this service,” stated Doug Luciani, President of Traverse City Area Chamber of Commerce.

In addition to the added seat capacities coming forward this season, special accommodations have been made by Delta Air Lines offering specific flights and seats to meet the needs of several large travel days during July. Klein also noted that officials at Horse Shows By The Bay and The Grand Traverse Resort & Spa have been key players in attracting the additional seats for large groups traveling to Traverse City from outside the Midwest and outside of the country.

The ‘good news’ story with Delta Air Lines doesn’t stop there. In fact, through the continued efforts and real investment on behalf of the Traverse City Area Chamber of Commerce, Traverse City Convention and Visitors Bureau, Grand Traverse Resort, Spa & Casino, and Cherry Capital Airport, Traverse City will be featured on every U.S. Delta Air Lines flight through its Delta Destination video campaign during the entire month of June. “This is an amazing opportunity to create brand awareness of our beautiful destination to those who may have never experienced what Traverse City has to offer,” stated Brad Van Dommelen, President of the Traverse City Convention and Visitors Bureau. “Together we will expose millions of Delta passengers to our piece of ‘Pure Michigan’,” Van Dommelen went on to say.

Airlines service continues to grow in the Traverse City market at a time when the major carriers are reducing flights throughout the country. “Our ongoing efforts to communicate with the airlines are producing results,” stated Kevin Klein. **United Airlines** has added seats and will again offer the Denver service beginning June 9<sup>th</sup> – providing solid connections to the entire Western Tier of the United States. Airport officials recently met with United Airlines working on

additional capacity for specific travel days in July when the area hosts Horse Shows By The Bay and an international corporate conference. United Airlines has also expressed interest in offering additional seats during the later part of summer.

The East Coast will again be serviced with direct flights on **American Airlines** and **Delta Air Lines** to and from LaGuardia.

The summer 2011 flight schedule will conveniently connect travelers to over 750 domestic and international destinations with improved value.

More information regarding Cherry Capital Airport flight schedules can be found by visiting [www.tvcairport.com](http://www.tvcairport.com) .

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