

Business Travel Survey Results

Executive Summary

In April of 2013, the Fort Wayne-Allen County Airport Authority and Vision 2020, an initiative of the Northeast Indiana Regional Partnership, co-convened the Regional Air Service Committee (RASC) to involve regional leaders in the process of improving air service to Fort Wayne International Airport (FWA). During the committee's first term, the RASC created and distributed a business travel survey to gain greater insight into the business traveler needs and attitudes at FWA. The information gleaned from this survey will help direct future activities of the RASC and give FWA insight into the priorities and experiences of local business travelers including travel habits, purchase processes and opportunities for new routes.

The survey was distributed throughout the 10 counties in Northeast Indiana in addition to Kosciusko County. A total of 353 responses were received. Full results of the survey can be found at neindiana.com/vision. Important highlights and thought starters are called out below:

- The top five domestic direct flights wanted out of FWA are New York City, Atlanta, Washington DC, Dallas/Fort Worth and Orlando. These routes point us to eastbound expansion, with high connectivity. Orlando, Dallas/Fort Worth and Atlanta have existing direct flights out of FWA, so examining the possibility for increased frequencies could serve travelers well.
- 40% of respondents originate their flights at other airports. They cite ticket price and flight scheduling as the biggest factors carrying them to competitors.
- 24% of international trips by Northeast Indiana travelers originate out of FWA, followed by Chicago at 23% and Detroit at 19%. The most traveled destinations are London, UK; China; and Germany.
- 95% of respondents represented in the survey think their business air travel needs will remain steady or increase in the next year, and 45% of total respondents spend over \$10,000 per year on air travel. This demonstrates the strong base FWA has to support future growth opportunities and route expansions.
- Public-private partnerships will be a necessary part of attracting new flights and route expansions. 73% of respondents are in favor of using public subsidies for initiatives focused on increasing air service.

The results of this survey have already been used by the Fort Wayne-Allen County Airport Authority in their request for funding from the Small Community Air Service Development Program. The Airport Authority was awarded a \$600,000 grant from the Small Community Air Service Development Program, and those funds will be used specifically for the pursuit of eastbound route expansions. Survey results also provided insight to the public perception of the airport. Overall, travelers that use FWA view our regional airport as convenient and friendly but believe it has plenty of room to grow and become a true business asset. There are additional opportunities to better promote the amenities FWA has, and comments that could turn into future improvements. The RASC will continue to meet in 2014 to work collaboratively toward air service improvements in Northeast Indiana.

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