



BEFORE, below, and AFTER, at left. Piedmont's newest home, at Parkersburg, West Virginia is officially open. Story on page three.



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To and from the Board

The Civil Aeronautics Board announced its approval in mid-November of a route swap giving Piedmont non-stop Chicago-Louisville authority and Eastern Atlanta-Columbia non-stop rights. The exchange means more competition for Delta which flies both of the routes.

In upholding the law judge's decision in the case the Board said the route swap would add \$6 million to Piedmont's annual revenues. The Company plans to inaugurate the service on March 15, 1978.

In mid-December Piedmont asked the CAB for permanent authority to provide non-stop air transportation between Charleston and Columbia and Miami, Florida. Each of the South Carolina cities would be provided with two, non-stop round-trip flights a day when Piedmont's proposal is approved. The Company forecasts an annual net profit of \$334,000 on the permanent Miami service. The proposal will also give 136,000 passengers their first single-plane service in the Miami market.

Hopscotch approved

Piedmont has received permission from the CAB to implement new discount fares on seven of its routes. The effective date of the new fares is January 4, 1978.

The 30 per cent discount Hopscotch fares are applicable on routes for flights requiring more than one stop or connections where non-

stop service is not provided by Piedmont. A limited number of seats are available for the special fares on each flight.

The routes involved link six Southern cities with New York, including Atlanta, Charlotte, Nashville, Memphis, Greensboro and Louisville. The discount fare also applies to Piedmont flights between Memphis and Washington.

The Company anticipates more than 23,000 passengers will use the Hopscotch fare in the 15 months for which the fare was approved.

We've slipped

And then there was the not-so-good news from the Board. The final statistics of the Consumer Complaint Report for 1977 showed Piedmont lost its nearly traditional top spot.

Among the local service carriers Piedmont came out third. It is unfamiliar territory. Since the CAB started its Consumer Reports seven years ago Piedmont has always ended the year in first or second place in the category. For five of the years Piedmont was number one. The Company was number two for two years. Piedmont had come out second in the industry for the last three years. Only Delta had a better record.

For 1977 Piedmont was the third best local airline in terms of the report. Frontier and North Central did better.

Of course the industry standing was worse than that. Piedmont ranked sixth behind, in order, Delta, Frontier, United, North Central and Western.

Growth and expansion continue for company's general aviation group

Piedmont Aviation, Inc. opened its sixth general aviation operation in early October, 1977.

Located in Charlottesville, Virginia, and designated Piedmont Charlottesville Aero, this newest member of the Company's general aviation group has been appointed a Piper dealer and will offer all general aviation services.

Paul D. Sayers, who had been distribution service administrator for Piedmont Piper Sales, was named manager of the Charlottesville operation. A native of Charlottesville, Sayers has been with Piedmont for nine years.

The Charlottesville office is the Company's sixth general aviation operation and the fifth one in Virginia. Piedmont's other general aviation operations in The Old Dominion are in Norfolk, Roanoke, Richmond and Manassas.

The Winston-Salem office of Piedmont Aviation, Inc. has been appointed Affiliated Factory Service Center by Pratt & Whitney Aircraft of Canada, Ltd.

Pratt & Whitney of Canada has only one other factory service center in the U.S. It is in New England.

This recent appointment will enable Piedmont to supplement its current maintenance capabilities with factory trained technicians to handle factory overhauls for the widely used PT6A engines.

Piedmont will have these factory rental or exchange engines in stock and available for quick change at competitive prices through the Winston-Salem facility.

1977 was first four million passenger year

More than 4 million passengers flew Piedmont in 1977. It was the Company's first 4 million passenger year.

The airline flew 1,261,413,826 revenue passenger miles during 1977, up 9 per cent over the 1,157,179,076 flown in 1976.

Passenger boardings for the year totaled

4,167,954, a gain of 8 per cent over the 3,859,819 passengers carried in 1976.

The passenger load factor for 1977 was 51.8 per cent compared with 51 per cent for 1976.

Piedmont's fourth quarter revenue passenger miles totaled 325,444,105 in 1977, up 11 per cent from 292,591,915 in the same period of

1976.

Passenger boardings for the fourth quarter of 1977 were up 10.5 per cent to 1,066,503 from 965,149 in 1976.

The passenger load factor for the last three months of 1977 was 51.7 per cent compared with 50.5 per cent for the final quarter of 1976.