

around the industry

Republic shareholders approved the merger of their airline into Northwest at their annual meeting April 23.

On May 1, USAir began the first nonstop service from Washington Dulles to MYR. We offer two daily nonstops from BWI to MYR.

Work has begun at CVG on a \$45 million project which will increase Delta's gates at this airport from 10 to 22. Delta plans to use the airport as a hub serving 150 flights a day.

Effective June 1, Business Express will become a Delta Connection commuter.

Air Atlanta now offers nonstop service from ATL and New York to the Greenbrier. The two daily nonstops began April 27.

On April 27, Air Canada became the first major North American airline to introduce total non-smoking flights, with more than half of the frequencies between Montreal/Toronto and Toronto/Ottawa being designed as total non-smoking flights. The test will run for three months. The idea to test a complete non-smoking flight stems from more than 1,800 interviews conducted with frequent travelers.

Oral hearings will begin May 27 before an administrative law judge to determine whether Texas Air's bid to acquire Eastern should be approved. Texas Air has acquired 51 percent of the outstanding shares of Eastern stock.

Delta inaugurated nonstop service from ATL to Munich on April 27 and from ATL to Shannon, Ireland, on May 8.

TWA and Pan Am have implemented a \$5-per-passenger one-way surcharge on transatlantic flights, effective April 25. The surcharge has been introduced to help offset part of the carriers' costs for improving security on these flights.

A second slot trading session is planned for late June for airlines serving the four high-density airports—LGA, JFK, ORD, and DCA.

The Dayton International Airshow and Trade Exposition will be held July 24-27 at the Dayton International Airport. The airshow, on Saturday and Sunday, will include military flight teams, civilian performers, experimental and antique aircraft, World War II aircraft, business and corporate flying demonstrations, a parachute demonstration team, hot air balloon rallies, and radio-controlled aircraft. For more information write to the Dayton International Airshow and Trade Exposition, Terminal Building, Room 214, Dayton International Airport, Vandalia, Ohio 45377 or call 513/898-5901.

Texas Air, Eastern, Continental, and New York Air together accounted for 16 percent of industry revenue passenger miles in the first quarter compared to 14.2 percent for United and 13.9 percent for American.

People Express recently announced these changes in services:

- a Travel Reward Program for frequent flyers which gives passengers a free round-trip coach ticket for 20,000 miles accumulated.
- full-service, first class flights for its EWR-DEN market.
- entire fleet reconfigured with first class and coach sections by mid-November.
- at EWR, boarding passes, one-stop check-in, and a first class frequent flyer lounge by year end.

In addition, the airline may introduce full-service coach flights in addition to the present no-frills flights. The airline will launch service to Hawaii soon.



Don Witte (right), director-marketing services, shows ORF passenger Sean Brickell how our new Self Express machine works.

'Self Express' ticketing machines On line to cut lines at DAY, ORF

Piedmont customer service took another step forward recently with the inauguration of our new Self Express automatic ticketing machines at ORF and DAY.

At both locations, a colorful Self Express center was placed before our ticket counter and a volunteer passenger tried out the machine as local officials, Piedmont representatives and the local media watched. Each time, Self Express performed on cue as its screen guided the passenger through the purchase of his ticket and the issuance of his boarding pass—both printed within minutes after first inserting a credit card. And each time the passenger was able to quickly proceed to the gate before his flight departed.

Don Witte, director-marketing services and head of the Self Express project, said that the machine has already exceeded expectations.

"More people are using it than we thought would use it at this early stage," Witte

said. "But as we expected, the majority of users are experienced business travelers who want to purchase their tickets and receive boarding passes without standing in line. Self Express has become their fastest route to the boarding gate."

At ORF on April 17, the volunteer passenger was Sean Brickell, executive vice president/general manager of Brickell & Associates, a marketing and public relations firm. After using Self Express, ORF District Sales Manager Joe Grant and Station Manager Lance Anderson presented Brickell with a letter saying his trip from ORF to EWR, then to BWI and return would be compliments of Piedmont, and gave him a Piedmont flight bag to take along.

Brickell later thanked Piedmont for the consideration—and for Self Express.

"Thanks for the many goodies you gave me for my participation," Brickell wrote. "Looking forward to watching

this program grow and expand for Piedmont."

He also returned his boarding pass for us to keep in our archives—the first Self Express boarding pass ever issued to a passenger.

Similar inaugural ceremonies at DAY were held May 7.

Piedmont representatives from INT at the ceremonies included Witte; Cathy Ralston, marketing services analyst; Ed Wright, applications manager; Brian Groe, team leader; Kurt Navratil, programmer; and Pat McKee, passenger procedures analyst.

Also at DAY were Chuck Allen, district sales manager, Wayne Rankin, station manager, and representatives from the NCR Corporation, which manufactures the Self Express machine.

By early summer, Piedmont will also have Self Express centers installed at EWR and MIA.

ADWEEK honors Piedmont's marketing

Piedmont's special marketing programs and creative ads have done more than help bring us record boardings virtually every month. They've also attracted national attention as ADWEEK, one of the nation's leading marketing publications, recently named us 1985 Southeast Marketer of the Year.

A feature article appeared in the May 5 issue of ADWEEK describing the marketing strategies that have propelled us into the ranks of the nation's most prosperous major airlines. To write the story, ADWEEK Senior Editor Jeffrey Scott visited our headquarters and interviewed Bill Howard, president and chief executive officer, and Bill McGee, senior vice president-marketing.

After seeing our operations at INT, Scott interviewed officers of McKinney Silver & Rockett, Piedmont's advertising agency in Raleigh, where he discovered the creative edge that has consistently translated our marketing pro-

grams into award-winning ads.

"You did the best job of marketing in the Southeast last year," Scott said. "Year in and year out since deregulation, you've done a great job."

Scott cited the Empire acquisition, The Piedmont Shuttle and our general performance since deregulation as key elements that influenced the editorial staff of ADWEEK to vote Piedmont Southeast Marketer of the Year.

Piedmont is the first airline

to win the prestigious award and will receive a plaque to commemorate the achievement.

Howard said that the award is welcome recognition of our continuing efforts to provide the best service in the air transportation industry.

"We're pleased that ADWEEK has recognized the real accomplishments of our marketing programs," he said.

on
June 1

number of departures: 1,197
miles flown daily: 416,511
ASMs (available seat miles): 50,500,473
number of aircraft in fleet: 153
average aircraft hop: 348 miles
number of airports served: 87
daily block time flown: 1,350 hours, 50 minutes

The next schedule change will be July 15.