

around the industry

Air Transport Association President William F. Bolger reported in a year-end review that domestic passengers saved more than \$3 billion on discount fares in 1986. In addition, airlines experienced record traffic in 1986 for the fourth consecutive year, and 1986 was one of the best years in terms of safety for U.S. scheduled airlines. Bolger estimated that 90 percent of airline passengers used some form of reduced fares last year and the average discount was about 60 percent. A survey among air travelers by the Gallup Organization revealed that 54 million adults—32 percent of U.S. adults—took airline trips during 1986. Seventy-two percent of adult Americans have flown at least once in their lifetime; 74 percent of men and 70 percent of women. Fifty-four percent of airline trips in 1986 were for pleasure or other personal reasons and 46 percent, for business.

Among the major carriers for which information was available, six reported net income and four, losses. American reported the highest earnings, \$279.1 million, but down from the \$345.8 million reported in 1985. Delta had a net income of \$194.4 million; USAir, \$98.4 million; Piedmont, \$72.4 million; Southwest, \$50.4 million; and Continental, \$17.9 million. Those showing losses included Eastern which lost \$130.8 million in 1986; TWA, \$106.3 million; United, \$80.6 million; and PSA, \$3.1 million. Piedmont's yield of 15.82 cents, down slightly from the 16.21 cents reported in 1985, was the highest among the major carriers followed by USAir's yield of 14.93 cents and Delta's yield of 13.20 cents.

United will discontinue service to the following eight airports in April: Fort Wayne, South Bend, Toledo, Youngstown, Green Bay, Corpus Christi, Lansing, and Freeport, Bahamas. Lack of sufficient passenger demand was given as the reason for suspending service.

Phoenix-based America West, which operates a fleet of 50 737s, will add up to 12 757s by late 1989. Three 757s will go into service May 15 from ORD, and three more will be added July 1 to inaugurate long-haul service to the East Coast. The airline added 12 737s to its fleet in 1986 which boosted January traffic, year over year, 70.4 percent. On March 2, the airline introduced the first of a fleet of 37-passenger deHavilland aircraft for feeder traffic. By year end, America West could have the youngest fleet in the industry with an average age of less than four years. America West, which now has 4,500 employees who currently control about 15 percent of all shares of common stock, reported a net profit of \$3 million in 1986 compared to \$11.4 million in 1985.

UAL Inc. has taken a new corporate identity, Allegis Corp. The company owns United, Hertz, and Westin Hotels, among other subsidiaries, and is in the process of acquiring Hilton International. The goal of the company is to become a travel corporation designed to meet the "door-to-door" needs of passengers.

The FAA fined Delta \$104,400 for discrepancies in the airline's operations and some in the area of maintenance, but none that adversely affected safety.

American announced that it will be the launch customer for both the A300-600ER (a 270-passenger aircraft) and the 767-300ER (a 215-passenger aircraft), and will use the new equipment to expand its presence in transatlantic and Caribbean markets. The first of the 15 767-300s on order will be delivered by early 1988. The first of 25 A300-600s is scheduled to arrive in April 1988.

The U.S. Department of Transportation has tentatively selected TWA for Baltimore-London service.

Presidential Airways ordered 10 more British Aerospace BAe-146-200s for delivery between now and the end of 1988. Presidential began service March 23 as a Continental Express carrier.

Gull Air Inc., based in Boston, has filed Chapter Eleven bankruptcy.



Piedmont's 40 city ticket offices (CTOs) are gaining in prominence thanks in part to recent promotions held at our six reservations centers in February.

"To help our customers become aware of our CTOs and, in turn, reduce long lines at the airport, we're putting new emphasis on our city ticketing facilities," Rod Klassovity, director-sales programs, explained.

"Now, when people call for reservations, our agents first suggest ticket-by-mail, then our CTOs, and last, the airports for purchasing tickets."

During the February promotion, sales

personnel visited the reservations centers to explain how our CTOs operate. Above, at our Utica Reservations Center, Jim Van Woert (center), city sales manager-ROC, and Jack Henry (second from right), city sales manager-SYR, give a slide presentation to agents (l to r) Pamela Ulery, Jackie Taylor, Elaine Amersosa, Beth French, Sherry Fitzgerald, and Nicolette Cormier.

Klassovity added: "It's just another way for us to improve on-time performance."

PI to begin Seattle service from Charlotte on May 15

Piedmont will inaugurate new nonstop, round-trip service with 737-300 long-range aircraft from CLT to Seattle, WA (SEA) on May 15, the first and only nonstop service to Seattle from the Carolinas.

"The Pacific Northwest, besides being a strong business market, is an attractive tourist destination for travelers," Dick James, vice president-planning, said, "and it is one of the largest regions not served by Piedmont. It is important for us to have access to this area to strengthen our identity. We expect to carry over 50,000 passengers in the first year alone."

The new flight, which is a distance of 2,279 statute miles, will depart CLT at 9:05 a.m. and arrive in SEA at 11:36 a.m. (PDT). It is timed to connect with other airlines' flights to such cities as Bangkok, Hong Kong, Manila, Okinawa, Osaka, Seoul, Tokyo, and Anchorage. The return flight will depart SEA at 1:05 p.m. (PDT) and arrive in CLT at 9:01 p.m. The timing of these flights will allow connecting opportunities for about 25 online Piedmont destinations, round-trip. Seattle is the 25th largest metropolitan

area in the United States, and Boeing is the area's largest employer with over 45,000 employees.

With the addition of Seattle, Piedmont will serve 55 destinations nonstop from CLT where we have over 200 daily departures.

on March 15

number of departures: **1,257**
miles flown daily: **437,044**
ASMs: **51,730,482**
number of aircraft in fleet: **164**
average aircraft hop: **347.7**
number of airports served: **87**
daily block time flown: **1,459 hours, 48 minutes**

next schedule change: **April 15**

traffic

	February		First Two Months	
passengers	1,771,396	+25.1%	3,513,753	+20.5%
revenue passenger miles	780 million	+20.1%	1.6 billion	+16.8%
available seat miles	1.4 billion	+13.8%	2.9 billion	+11.3%
load factor	55.54%	+ 2.94 pts.	54.08%	+ 2.52 pts.

Records for the month of February in every category.

The following six stations set new boarding records in February: CAK, EYW, MCO, YOW, SYR, and TLH.

cargo

	February		First Two Months	
	(ton miles)			
U.S. Mail	1,834,407	+11.9%	3,759,566	+ 9.2%
Air Freight	2,529,827	+57.1%	4,642,044	+45.9%
Air Express	55,689	+ 9.9%	103,308	+ 7.1%
TOTAL	4,419,923	+25.3%	8,504,918	+26.5%