

# around the industry

The ATA's *Air Transport 1988* report notes that last year airlines operated 6.6 million flights carrying 447 million passengers, up seven percent from 419 million passengers carried in 1986. Freight, mail and express tons rose from 6.2 million in 1986 to a record 6.6 million. The report points out that the safety rate was one of the best since safety regulation began in 1926.

Other highlights of the report include:

- The airlines last year accounted for more than 92 percent of U.S. intercity travel via public transportation.
- In 1987, 91 percent of domestic airline traffic moved on discount fares, and the average discount was 62 percent off the full fare. The average passenger yield—the amount the airlines received for flying a passenger one mile—amounted to 11.1 cents. Since 1984, the average fare has declined eight percent while the consumer price index has increased nine percent.
- Airline employment hit a record 457,349 in 1987, up from 421,686 in 1986. The 1987 figure includes 41,963 pilots, 76,662 flight attendants, and 51,233 mechanics.
- The busiest airport in the country last year was ORD, handling 57.5 million passengers. Others in the top 10 in order were: ATL, LAX, DFW, DEN, JFK, SFO, LGA, MIA, and EWR.
- At the end of 1987, the 23 ATA member airlines had 479 aircraft on order and 393 aircraft on option.

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MARTA, Atlanta's rapid transit system, opened June 18 linking ATL with downtown Atlanta and other parts of the city.

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American inaugurated 767 widebody service from RDU to Paris on May 26. The 215-seat aircraft includes 15 sleeper seats in first class, 36 business-class seats, and 164 coach seats. Flight 34 leaves RDU each day at 9:05 p.m., arriving at Paris' Orly Airport at 11:05 a.m. (Paris time) the next day. Westbound, Flight 35 departs Paris at 2 p.m., arriving in RDU at 5:25 p.m. the same day.

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American will begin daily service from RDU to PVD on August 12 and increase service from RDU to both DFW and ORD the same month. With these additions, American will operate 104 departures a day to 38 destinations and American Eagle, 42 daily flights to 16 destinations, at RDU. American is also continuing to grow at Nashville. The airline will add 39 more flights a day to 18 destinations between August 31 and November 1.

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United's current 91 daily flights at Washington Dulles will increase to 114 in September, and to 125 by early next year. The airline plans to establish a mini-hub at Honolulu, effective September 7, for inbound flights from Chicago, Denver, Los Angeles, and San Francisco arriving between 2 p.m. and 3 p.m. Passengers will be cross-connected, and aircraft will depart for Kauai, Kona and Maui between 3:45 p.m. and 4:15 p.m.

United recently placed firm orders for 30 Boeing 757 aircraft with options for 30 more for a total value in excess of \$2 billion. The first aircraft will be delivered in August 1989. United's fleet has increased by only 52 aircraft in the past four years, totaling 383 at the end of 1987.

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Airline passenger traffic rose .4 percent in May, compared to the same month last year, and was up 2.6 percent for the past five months of 1988. Domestic passenger traffic declined 3.2 percent in May, available seat miles rose .6 percent, and the load factor was 61.5 percent, down from 63.9 percent for May 1987.

Air freight increased 13.4 percent in May, compared to May a year ago, and was up 18.0 percent in the first five months of this year for the 22 airlines reporting cargo data to the ATA. Domestic air freight rose 10.8 percent in May, mail declined 2.7 percent, and total domestic cargo registered a gain of 7.7 percent.

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About a third of the seats on a Northwest jumbo jet which flies between Detroit and Tokyo are now equipped with three-inch TV screens for passengers. According to *USA Today*, the tiny TVs show six channels—movies, news shows, sports, cultural events and TV comedies—transmitted from videocassette recorders. Headsets are rented in coach for \$4 and given away in executive class. Northwest began the four-month trial in June. British Airways and Quantas plan similar experiments with the tiny TV screens later this year.



Piedmont's General Aviation Group Headquarters was visited by a "Starship" recently—Beech Aircraft's revolutionary, all-composite business aircraft, that is, Starship I, which just received its FAA type certification, arrived in Winston-Salem July 17 as part of a nationwide tour to Beech Aircraft sales centers. The aircraft's sci-fi look and unique method and material of construction drew the attention of several General Aviation employees and local media during its two-day visit. Piedmont's Beechcraft division at Smith Reynolds Airport is one of the largest Beech Aircraft dealerships in the nation.

## June RPMs set new record

Piedmont boarded 2,380,323 passengers in June, an increase of 13 percent over the 2,106,524 passengers boarded during the same month of 1987—and a new company record for the month of June.

We flew those passengers a record 1,159,213,812 revenue passenger miles (RPMs), an increase of 22.2 percent over the 948,435,132 flown during the same period in 1987. This represents more RPMs during any one-month period than ever before in company history.

June's capacity of 1,853,430,798 available seat miles, also set a new June record for the carrier, with an increase of 20.3 percent over the 1,540,493,175 available in June 1987.

Passenger load factor for the month was 62.54 percent, a 0.97 percent increase over last year's 61.57 percent. In addition, Piedmont's first-class load factor for June was the second best month on record, just behind our all-time record which was established this past April.

Dan Brock, senior vice president-marketing, said that Piedmont experienced a strong seasonal demand for service to our vacation destinations, particularly on our new trans-continental and international routes.

"In addition to a strong kick-off to the busy summer season, what we're beginning to see is a maturation of many of the new services Piedmont introduced during the past year, including fleet-wide first class service and new widebody services to London, Los Angeles, and Orlando," Brock said.

For the six months ended June 30, Pied-

mont flew 13,358,257 passengers, an increase of 8.2 percent over the 12,345,624 flown during the same period in 1987. Piedmont had 6.34 billion RPMs, an increase of 15.7 percent over the 5.48 billion recorded last year. Capacity grew to 10.68 billion ASMs, an increase of 18.0 percent over the 9.05 billion offered during the first half of 1987. Load factor for the first six months was 59.36 percent, down 1.16 points from a load factor of 60.52 percent we recorded last year.

USAir established a new monthly record for revenue passenger miles flown in June, and the 3.1 million passengers boarded during the month represented a 30.2 percent increase over the 2.2 million boarded in scheduled service in June 1987.

USAir's June 1988 traffic results include those of the former Pacific Southwest Airlines, which was merged into USAir on April 9.

Revenue passenger miles flown totaled 1.6 billion, up 41 percent over the 1.1 billion flown in the same month in 1987, while available seat miles rose 52.1 percent from 1.6 billion last year to 2.5 billion this year. Load factor in June was 64.3 percent, compared to 69.3 percent in the same month last year.

For the first six months of 1988, USAir revenue passenger miles flown increased by 26.1 percent, available seat miles climbed by 32 percent, and passengers boarded were up 25.8 percent compared to the first half of 1987. Load factor for the first six months ended June 30 was 61.9 percent compared with 64.8 percent for the same period in 1987.

### traffic

	Piedmont		
	June '88	June '87	Change
Passengers	2,380,323	2,106,524	+ 13.0%
RPMs (000)	1,159,213	948,435	+ 22.2%
ASMs (000)	1,853,430	1,540,493	+ 20.3%
Load Factor	62.54%	61.57%	+ 0.97 pts.

\*All-time record for RPMs. Record June for passengers boarded and ASMs.

\*The following 12 stations set record enplanements for the month of June: BWI, CLT, EVV, FWA, GSP, LAX, MSP, YOW, PNS, SFO, SEA, and STL.

\*Our seven reservations centers answered 3,151,284 calls in June 1988.

	USAir		
	June '88	June '87	Change
Passengers	3,063,869	2,201,424	+ 39.2%
RPMs (000)	1,609,571	1,141,671	+ 41.0%
ASMs (000)	2,504,945	1,647,072	+ 52.1%
Load factor	64.3%	69.3%	- 5.0 pts.

\*USAir's June 1988 traffic results include those of PSA which was merged into USAir on April 9.