

Corporate Travel Fueling Growth at HIA

Travel Survey: Region wants more nonstop flights, better times

Over the past 18 months, the HIA landscape has changed tremendously with the construction of a new Fortune 500 corporate flight department, a new corporate/general aviation fixed base operator, a new Fairfield Inn and Suites hotel, more air cargo flights, and more commercial flight options to Chicago, Charlotte, Denver and Orlando.

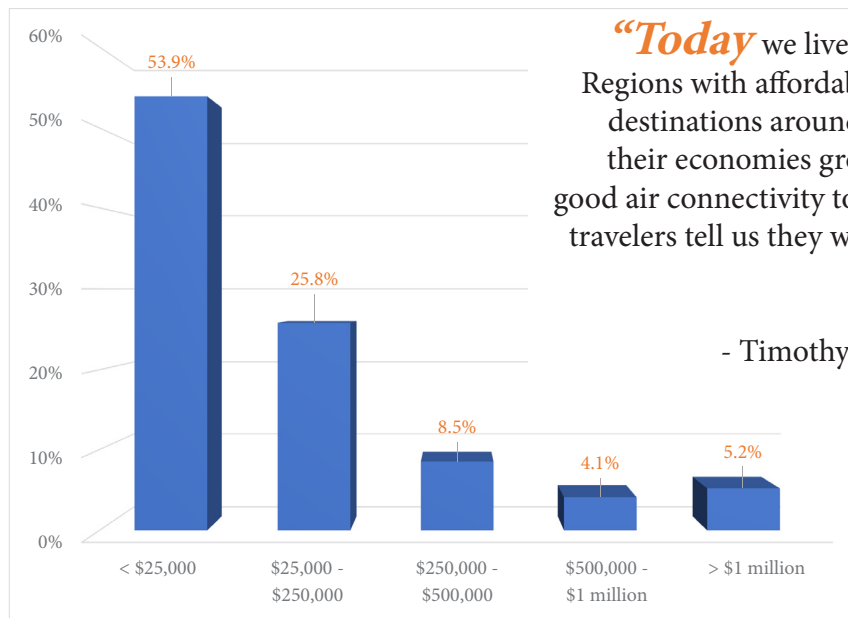
As a result, 2018 will be the busiest year for passenger traffic at HIA since 2013—possibly the busiest year for air cargo in a decade. In September, in partnership with the Central Penn Business Journal and the Harrisburg Regional Chamber, HIA asked regional companies to complete a survey on corporate travel.

Air Travel Spend

The Central PA corporate travel market is big.

More than \$40 million annually is spent on airline travel according to the nearly 300 surveys received.

Nearly 18 percent of respondents spend more than \$250,000 annually on airline travel. The more a company spends, the more attention it earns from an airline sales department. When corporate travel departments and airport marketing departments work together, the chances of bringing new nonstop service to an airport increase dramatically.



“Today we live and work in a global economy. Regions with affordable and convenient air access to destinations around the world will continue to see their economies grow and expand. While HIA has good air connectivity to global hubs, regional business travelers tell us they want more. And with their help, we can get it.”

- Timothy J. Edwards, Executive Director

Why aren't you choosing HIA?

Airfare is not always the most important issue.

Business travelers want nonstop flights, convenient travel schedules, and of course, lower fares.

Many business travelers will pay a reasonable airfare premium for the convenience of using HIA. However, due to more nonstop flight options at BWI and PHL, many air travelers in the Central PA region drive hours each way to fly. However, when multiple companies in a region fly regularly to the same destination, the chances of bringing new nonstop service to that destination increase dramatically.



To continue growing flight options at HIA, aligning the needs and desires of our region's corporate travel departments with airline route expansion strategies is vital.

Any company traveling regularly is invited to join *HIA's Air Service Task Force*. The goal is for Task Force members to meet quarterly to compile travel spending data to build a strong business case to take to an airline for expanded service from Harrisburg. While the airline/airport industry is extremely competitive, the combined efforts of the airport and the business community can bring more service opportunities to HIA in the years to come. To learn more visit flyhia.com/Task Force.



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