

**REQUEST FOR PROPOSALS - MEDIA BUYING SERVICES**  
**HARRISBURG INTERNATIONAL AIRPORT**  
**Questions to RFP - November 6, 2023**

**Questions submitted by Universal Media, Inc (UMI)**

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Please find our questions below:

1. What is the selling process to airlines to add new routes and destinations?
2. How long does this process typically take?
3. What are the most important factors for both HIA and the destination?
4. What customer data collection methods have you found most successful?
5. What do you believe are reasons behind failed routes/destinations in which there wasn't enough demand?
6. Is there opportunity to work with airlines to pixel their website to understand booking?

**Response provided by Scott Miller, Deputy Director Marketing & Public Relations**

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1. The airport authority and our aviation consultant(s) conduct market research and create a business presentation/plan that is presented to an appropriate airline for review. There are many factors airlines use when reviewing and choosing new routes. Some, but not all, include, the airline's overall network strategy, do they have available aircraft and crew, are their available gates at hub airports or at the requested destination airport, what are historic travel trends between these cities, are their corporate or unique business/cultural ties between the regions, is their competition on the route, might there be new competition on the route if service is added, what will it cost to fly the route, how much revenue can be generated on the new route, how long will it take to be profitable, and there better opportunities elsewhere in the country for these same planes and crew.
2. There is no typical length as some discussion can take months, most can take years.
3. The only factor that really matters is whether an airline feels comfortable that once a new route is launched, there will be enough ticket purchasing demand, at high enough fares, so the route becomes profitable within a reasonable amount of time.
4. The airport buys airline ticket purchase data detailed by county and zip code as the basis for all presentations. However, any kind of credible cell phone mobility data, corporate specific travel data, second home ownership data, credit card spending data, CVB tourism data can all be helpful in the process.
5. The most likely reasons are poor research and wrong assumptions. There are many reasons a new route can fail: It might have been launched at the wrong time of year, fares are too high vs other airlines at the local airport and/or vs fares at other airports, the number of flights on a weekly or daily basis might be too low or too high, not as many people currently driving to other airports changed their travel habits to support the new service, economic conditions might have changed, etc.
6. Probably not, but a request could certainly be made.

**END**