**HIGHLIGHTS FROM THE DIRECTOR**

Summertime and flying from PIE will be easy.

As you all know, the airline industry is facing tough times and is expected to lose almost $7 billion this year. Many small airports have lost all their air carrier service. We are feeling the effects of the high jet fuel prices and economic downturn. Regretfully, near the end of the busy summer flying season, USA3000 Airlines will no longer be serving our airport. The airline recently announced they will pull service from all but one Florida airport in August due to soaring fuel costs. USA3000 served the St. Petersburg-Clearwater Int’l Airport (PIE) for over five years and has been very popular with our passengers. We are sorry to see them leave. Their senior management shared with me that they love PIE and would certainly give strong consideration to returning in the future if industry conditions improve.

While there is no carrier poised to take USA3000’s place, St. Petersburg-Clearwater Int’l Airport is financially well positioned with no debt and a healthy “rainy day” reserve fund to weather the immediate air service challenges until the airlines can turn the corner back to profitability. We will continue to market the airport to airlines as opportunities exist.

Our remaining major carrier is Allegiant Air. They have been experiencing top of the industry passenger loads and through the first quarter of 2008, was one of only two airlines to post a profit. With 15 non-stop destinations at PIE, we are thrilled with Allegiant’s success and its popularity in Tampa Bay. Allegiant traditionally cuts back service to all its Florida destinations after the busy summer travel season ends. During late August and through the month of September, it will be much quieter here at PIE. The silver lining is that we plan to ramp up our terminal renovation project during this time in order to take advantage of the slow season to minimize the project’s impacts on customer service.

Customer service is very important to us. This spring we conducted a Passenger Survey in our departure lounges. Research Data Services, Inc. conducted a random sampling of our passengers to ask their opinions about our airport and business partners. Almost 70% of the passengers sampled were visitors to Tampa Bay and returning home from a leisure visit, demonstrating the importance of PIE for our tourists and local economy. We are pleased to report that about 90% of our passengers gave us a good or excellent rating on their overall travel experience while at the airport. Customers most often cited availability of non-stop flights, along with airfare rates, airport location and small airport convenience, as their primary reasons for choosing PIE (for a full report, see page 2).

Think of us when making your travel plans! Hope you have a wonderful summer!

And as always, more to come…. Noah Lagos

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**United We Stand** license plates are available at your local tag agency. 100% of the proceeds go to support the SAFE Council (Secure Airports for Florida’s Economy). The purpose of the United We Stand campaign is to recognize and support Florida’s aviation industry role as a significant economic driver, the importance of ensuring the security and safety of our passengers and cargo, and promoting educational opportunities for minorities and secondary school students in the aviation industry. For more information, go to [www.safecouncil.org](http://www.safecouncil.org). Thank you!
AIR SERVICE NEWS

Through the first quarter of 2008, airport passenger traffic was up 31% vs. the same time period in 2007. While those numbers are impressive, the airline industry is faced with losing air service through capacity cutbacks and airline closures. Unfortunately, no one, including the traveling public, is immune to these potential impacts.

The airport recently learned that USA 3000, the No. 2 airline at PIE, will stop service on August 18th, as well as Sarasota, Ft. Lauderdale, and Melbourne in Florida. USA3000 flew 300,000 passengers from St. Pete-Clearwater last year. USA3000 was faced with a difficult decision going into the slow fall season.

Soaring fuel prices already contributed to the shutdown this year of Skybus Airlines, ATA Airlines, Aloha Airlines, Champion Air, EOS, Silverjet, and MAXjet Airways. Frontier Airlines has recently entered into bankruptcy restructuring. Forty-nine cities across the US are losing scheduled service entirely, which includes three state capitals in New Jersey, Kansas, and New Mexico.

Airlines are trying desperately to offset the increase in operating expenses by raising fares and charging additional fees on everything from how you make a reservation to your seat assignment. Please be mindful of these extra charges and fees when booking your next trip!

AIRPORT PLANNING STUDIES & PROJECTS

The latest updates regarding ongoing planning studies and projects at the St. Petersburg-Clearwater International Airport.

Terminal Renovation Project

The sweet sound of jackhammers and drills has started. Our terminal renovation construction has begun with the demolition of Ticketing A restrooms (with temporary facilities located at the east end of the terminal). The relocation of Ticketing B counters will soon commence as well.

Also, new carpeting for the entire terminal was bid and awaiting BCC review. Soon the tile, wall covering, and seating bid requirements will be issued. Specifications for other phases of the project, such as the passenger loading bridges, are underway.

Passenger Survey Completed in Spring 2008

The airport contracted Research Data Services to complete a passenger survey in our departure lounges in Spring 2008. The purpose was to evaluate our existing services and facilities and gather information to prioritize future improvement and marketing plans.

As expected, the vast majority (92%) of our passengers were on a leisure trip. 69% were on the return leg of their trip and consequently, largely non-residents. The typical two person traveling party stayed away from home an average of over 23 nights. With Canadians here for the season, it is easy to understand this longer than average stay with about 13% of our respondents originating in Canada.

About one third learned about PIE from word-of-mouth recommendations and another third came to us through the airline. Only about a quarter have visited our website primarily for flight schedules and information about airlines, destinations, and flight status. Our customers say the top reasons they chose PIE are 1) having a non-stop flight to destination 2) airfare/rate 3) airport location, and 4) small airport convenience. PIE often promotes this ease and convenience factor and also found that over 78% and 88% respectively rated time spent at airline check-in and security clearance as excellent or good. An outstanding achievement is the customers rating on the courtesy of the TSA Screening Staff as excellent or good 95% of the time.

Additionally, approximately 90% of passengers rated as excellent or good the appearance of the airport, the cleanliness of the departure lounges, signage in the terminal, airline customer service, and for returning passengers, baggage delivery time and inflight experience.

For the future, we found that about 40% of passengers rate self-service check-in as important and over a third would like Wireless Internet Access (WIFI) and recharging outlets. Knowing the importance of amenities will help us evaluate the cost/benefit as future opportunities arise for improvements.
FLY2PIE NEWS

AIRPORT OPERATIONS & NOISE AFFAIRS UPDATE

For questions about PIE’s Noise Abatement and Mitigation Program, contact the Office of Noise Affairs, (727)453-7880 or airportnoise@pinellascounty.org

If you have concerns or complaints about aircraft noise in Pinellas County, please contact the Noise Hotline at (727)453-7877 or visit our website at www.fly2pie.com/noise. The website features a flight tracking option, frequently asked questions about aircraft noise, and an automated complaint form for reporting noise incidents to the Airport.

Noise Abatement Task Force Schedule

All meetings are held quarterly in the Airport Conference Room 234 and are open to the public. For updates and information on Noise Affairs, including meeting minutes for the Noise Abatement Task Force, visit www.fly2pie.com/noise.

Upcoming 2008 Meetings—@ 3:00 PM— August 20, October 22

Army Reserve Update — On June 7th, Lieutenant General Jack Stultz and Congressman C.W. “Bill” Young were keynote speakers at the Unveiling Ceremony for the new HH-60L Black Hawk Medical Evacuation (MEDEVAC) Aircraft at the U.S. Army Reserve Aviation Support Facility at PIE. The aircraft are equipped with state-of-the-art medical systems to provide critical care for up to six patients. The aircraft are also equipped with advanced avionics and special mission systems to assist the flight crew in locating and rescuing injured personnel on the battlefield. There are plans for a total of twelve MEDEVAC Black Hawk helicopters to be based at PIE at some future date.

Where is the Benoist?

St. Petersburg-Clearwater Int’l Airport has long exhibited a replica of the Benoist airboat piloted by Tony Jannus in the historic first scheduled commercial flight here in Tampa Bay in 1914. If you’ve been to the airport recently, you may have noticed it is missing. The plane was taken down for periodic maintenance and cleaning when it was discovered that termites had infested one of its wings. Delta Aircraft Inc. is now in the process of restoring the model. We hope to see the Benoist “flying” in our facility again by the end of 2008.

On the subject of Tony Jannus… Plans are underway for the October 30, 2008 Tony Jannus Distinguished Aviation Society Annual Awards Banquet. This year Larry Kellner, Chairman and CEO of Continental Airlines will receive the prestigious aviation award. Sponsorships are available now for the luncheon and dinner events.

Also, if you know a high school student in Florida with an interest in aviation, the annual Tony Jannus Essay contest is underway—deadline June 30, 2008. Airline ticket prizes are awarded to both students and teachers. For information on these programs, visit www.tonyjannusaward.com

REAL ESTATE DEVELOPMENT -The latest on projects at the airport and surrounding airport-owned real estate. For more information, contact Properties Director Bob Humberstone at (727)453-7820.

SHELTAIR PLANS HANGAR OPENING FOR AUGUST 2008

Holland Sheltair Aviation Group is nearing completion of construction on their $6.5 million dollar expansion project that consist of three free-standing executive aircraft hangars totaling 80,000 square feet of hangar space and office area. Their new facility consists of 7.14 acres and is located airside adjacent to their existing FBO facilities.

Holland Sheltair Aviation Group has been a tenant at St. Petersburg-Clearwater International Airport since 1987. With the completion of their new facilities, they professionally manage over 180,000 square feet of FBO and Hangar space at PIE. The airport congratulates the Holland Sheltair Aviation Group on their successful expansion.
PIE’S FEATURED TENANT-ON-SITE RENTAL CAR AGENCIES

Just steps from Baggage Claim, passengers find all the major rental car companies at their disposal. Our 2008 Passenger Survey found 85% of respondents rated the availability of rental cars as excellent or good. The convenience of the location and variety of choices also makes it convenient to our local residents.

- Alamo/National (727)530-5491
- Avis (727)530-1407
- Budget (727)535-5263
- Enterprise (727)524-1239
- Hertz (727)531-3774
- Dollar (off-site shuttle service) (727)531-3557

PIE has co-sponsored a live webcam at the Clearwater Marine Aquarium (CMA) of Winter the famed dolphin with the prosthetic tail. Winter’s heart-warming tale has helped promote the Tampa Bay area world-wide and the Clearwater Chamber and CMA found a way to help keep Winter’s fans in touch. Just log on to our website www.fly2pie.com and click on the newsroom link to the live webcam.

Who's Who at the Airport (Directory of Contacts) -
Please note the airport offices are primarily staffed Monday-Friday 8-5.

Information Desk (General Questions, Flight Status) — Debbie Griner (727)453-7800
Operations (Security Badging, Lost & Found, Traffic) - 453-7816
Community & Media Relations (Media contact, Airport tours and presentations, film permits, volunteering, website) - Michele Routh 453-7879
Air Service Marketing (Advertising, Consumer Events, Air Service development) - Jeff Clauss 453-7809
Airport Properties (Real estate development and leasing; Advertising in Bag Claim facility) - Bob Humberstone 453-7820
Terminal Renovation—John Holt 453-7830

Airport Rescue Firefighters teaching students from Anona Christian School about the specialized fire trucks used at the airport.

From the St. Petersburg Times, June 3, 2008 article by Steve Huettel, “Travelers fed up with the stress of flying love the little airport…. customers, especially those rattled by crowds and complexity, swear by it.” The subject—St. Petersburg-Clearwater Int’l Airport.

AIRPORT COMMUNITY RELATIONS

PIE welcomes schools, community and youth groups for airport tours. Contact: Michele Routh at (727)453-7879 or email mrouth@pinellascounty.org for more information.

CUSTOMER COMMENTS - The airport is pleased to receive feedback from our customers. The airport businesses all work together to make your travel experience as easy and friendly as possible. If you have feedback, please email us info@fly2pie.com.