Shasta Economic Development Corporation

CALED
July 13, 2022
Historical Overview

- **2018**
  - United Airlines 2X flights daily to SFO

- **2019**
  - United Airlines
    - 2X flights daily to SFO
    - New daily flight added to LAX (More on this)

- **2020**
  - LAX Paused
Historical Overview

- **2021**
  - April, United LAX service resumes
  - May, Avelo Airlines to Burbank
  - June, Alaska Airlines to Seattle
  - United SFO Service back to 3X day

- **2022**
  - Avelo Service to Las Vegas
Current Service

- United Airlines
  - 3x daily to SFO
  - 1x daily to LAX
- Alaska Airlines
  - 1x daily to Seattle
- Avelo
  - 2x weekly to Burbank and Las Vegas (Friday, Monday)
What’s Next?

- United Airlines
  - 1x daily to Denver
- Other destinations?
  - San Diego
  - Phoenix
  - Minneapolis
How did we do it?

- Consultant, Mead and Hunt
- Consistency
- Marketing- Fly Local Campaign
- Minimum Revenue Guarantee (MRG)
Minimum Revenue Guarantee

- LAX Service $1,000,000
  - Local Government
  - 20 local businesses
- Seattle Service $400,000
  - City of Redding Backed
Consistency

- Headquarters Meetings
- Airline Conferences
- Consultant