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**COUNTY EXECUTIVE HOLLOWAY ANNOUNCES A RECORD NUMBER OF NOVEMBER PASSENGERS FOR GENERAL MITCHELL INTERNATIONAL AIRPORT**  
*15th Straight Record Month*

MILWAUKEE (December 30, 2010) – Milwaukee County Executive Lee Holloway today announced a new record for the number of passengers traveling through General Mitchell International Airport in the month of November. The airport served 791,013 passengers, an increase of 9.1 percent (65,956 passengers) over last November's 725,048 passengers. The November total marks 15 straight months of record passenger growth.

In the first 11 months of 2010, the airport served 9,074,036 passengers, an increase of 25.71 percent (1.9 million passengers) over the same period in 2009. This is the first year in which Mitchell broke the 9 million passenger mark.

Holloway noted that the growth at Mitchell has a tremendous economic impact throughout the county and southeastern part of the state. "It's great to see the number of new hotels, restaurants, retail, service and transportation businesses that have recently opened near the airport," he said.

Airport Director Barry Bateman said, "Low, competitive fares continue to make Mitchell a magnet for travelers looking for a convenient gateway to Chicago, Rockford and northern Illinois, in addition to many areas of Wisconsin. Another growth sector has been passengers who are transferring from one AirTran or Frontier flight to another as part of those airlines' hub operations at Mitchell."

**Market Data:** U.S. Department of Transportation data for 2nd Quarter 2010 (most recent) show that the average airfare out of Milwaukee dropped lower than the average at 93 other U.S. airports. Mitchell's average fare was \$93 less than O'Hare's, \$78 less than the nation's average and \$10 less than Midway's. Out of the nation's top 100 airports, Mitchell was one of only three at which average 2nd Quarter airfares were lower in 2010 than in 2009.

Airports Council International reported that during the 2nd Quarter 2010, Mitchell was the third fastest-growing airport in the world, exceeded only by airports in Istanbul, Turkey and Moscow, Russia. Mitchell was the only U.S. airport among the top 30 fastest growing airports worldwide.

With 56 markets, Mitchell has moved up to 28th among U.S. airports in number of markets served nonstop, according to data recently published by the Brookings Institute. Mitchell's rank in a similar 2004 study was 34th. The new ranking means that more nonstop markets are served out of Milwaukee than out of other Midwestern cities, such as Kansas City; Nashville; Pittsburgh; Indianapolis and Columbus, and out of medium-sized cities elsewhere in the U.S., including Portland, OR; Austin; New Orleans; San Diego; Raleigh/Durham; Albuquerque; San Antonio and Hartford, CT.

*General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation & Public Works, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The airport is entirely funded by user fees; no property tax dollars are used for the airport's capital improvements or for its day-to-day operation. For more information on Mitchell International, visit [www.mitchellairport.com](http://www.mitchellairport.com).*

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