



MARVIN PRATT

INTERIM COUNTY EXECUTIVE

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For Immediate Release

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17th STRAIGHT RECORD MONTH FOR GENERAL MITCHELL INTERNATIONAL AIRPORT

More than 700,000 Passengers in January

Milwaukee, WI – Interim Milwaukee County Executive Marvin Pratt today announced that a January record number of passengers, 707,565, were served at General Mitchell International Airport. The total is almost 26,000 more than the number served in January 2010, and represents a 3.8 percent increase. January was the 17th straight month of record passenger numbers at Mitchell International.

Pratt said, “It is truly remarkable for our airport to achieve record growth 17 months in a row. The increase in nonstop low-fare air service has given a boost to our efforts to attract business, conventions and visitors to our area.”

Airport Director Barry Bateman said, “Mitchell Airport’s AirTran and Frontier hub operations have been highly successful, averaging nearly 200,000 transferring passengers a month. With Southwest’s powerful name recognition and a good number of nonstop flights on Delta, Mitchell enjoys the kind of competitive air service that is greatly admired by other mid-size cities.” Bateman added, “Each of our nine airlines has benefitted from the increased number of passengers from Wisconsin and northern Illinois attracted to Mitchell by our robust nonstop, low-fare service.”

Market Data: U.S. Department of Transportation data for 3rd Quarter 2010 (most recent) show that the average airfare out of Milwaukee dropped lower than the average at 92 other U.S. airports. Mitchell’s average fare was \$99 less than O’Hare’s, \$77 less than the nation’s average and \$8 less than Midway’s.

Mitchell ranked among the top 30 fastest-growing airports in the world in 2010, according to Airports Council International.

With 56 markets, Mitchell has moved up to 28th among U.S. airports in number of markets served nonstop, according to data published by the Brookings Institute. The 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.

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