



# LEE HOLLOWAY

## MILWAUKEE COUNTY EXECUTIVE

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For Immediate Release

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### COUNTY EXECUTIVE HOLLOWAY ANNOUNCES A RECORD DECEMBER AND 2010 FOR GENERAL MITCHELL INTERNATIONAL AIRPORT

*9.8 Million Passengers in 2010, Up 24%;  
Both 8 and 9 Million Passenger Records Broken in 2010;  
December is 16<sup>th</sup> Straight Record Month*

**Milwaukee, WI** – Milwaukee County Executive Lee Holloway today announced that a record number of passengers, 9,848,377, were served in 2010 at General Mitchell International Airport. The total is 1.9 million more than the 7,935,124 passengers in 2009, a 24.11 percent increase. The airport broke the 8 million mark in October and the 9 million mark in November.

December marked the 16th straight month of record passenger growth. The airport served 774,341 passengers, an increase of 6.36 percent (46,274 passengers) over last December's 728,067 passengers.

Holloway said, "In the first three quarters of 2010, Mitchell ranked among the top 30 fastest-growing airports in the world, and is the only U.S. airport on that list." He added, "We can see the positive impact on the economy in the number of businesses that have begun construction or opened recently in the airport area."

Airport Director Barry Bateman said, "More than 2 million passengers transferred planes at Mitchell in 2010, using the AirTran or Frontier hub operations at Mitchell. This is a half-million more than changed planes here in 2009, and shows the significant benefits of having two airlines hub at our airport. Delta serves the third-largest number of passengers at Mitchell, and of course, the addition of Southwest to our airline family has been huge in raising the profile of the entire airport." Bateman added, "Passengers in Wisconsin, Chicago, northern Illinois and Rockford are taking full advantage of airfares on average \$93 lower than O'Hare's, plus the ease and convenience of Mitchell."

**Market Data:** U.S. Department of Transportation data for 2<sup>nd</sup> 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 2<sup>nd</sup> Quarter airfares were lower in 2010 than in 2009.

Mitchell ranked among the top 30 fastest-growing airports in the world in 2010. Placements are: 1<sup>st</sup> Quarter (4<sup>th</sup> fastest-growing), 2<sup>nd</sup> Quarter (3<sup>rd</sup> fastest-growing) and 3<sup>rd</sup> Quarter (16<sup>th</sup> fastest-growing). The rankings, provided by Airports Council International, are not yet available for the 4<sup>th</sup> Quarter. Mitchell is the only U.S. airport on this worldwide ranking.

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With 56 markets, Mitchell has moved up to 28<sup>th</sup> 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 34<sup>th</sup>. 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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