



St. Petersburg-Clearwater International Airport

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ST. PETERSBURG-CLEARWATER INT'L AIRPORT (PIE) 2011 STRONG PASSENGER DEMAND RESULTS IN 7% INCREASE OVER 2010

St. Petersburg-Clearwater International Airport (PIE) served 833,068 passengers in 2011, a 7% increase (almost 57,000 passengers) over 2010. Allegiant accounted for 90% of all passenger traffic with non-stop service to 23 destinations. Driven by high demand over the holidays, Allegiant's last quarter results (October –December) were particularly impressive, up 16% in 2011 over 2010. International traffic held steady with Canadian seasonal service to Toronto and Halifax.

This is PIE's busiest year since its record breaking passenger count in 2004. The steady growth of Allegiant has built a growing, loyal customer base as new markets are added to Allegiant's schedule for visitors and residents of the Tampa Bay area. Local outbound passengers residing throughout the Tampa Bay region are enjoying PIE's friendly, easy to use terminal and our airline's low-cost flights. About half of PIE's outbound passengers reside in Pinellas County. However, PIE is truly a Tampa Bay Airport with half of our local passengers residing in counties outside of Pinellas, including Hillsborough, Pasco, Manatee, Sarasota, and Polk (*2011 Passenger Survey*).

Pinellas County Board of County Commissioners Chairman John Morroni states, "The airport has done an outstanding job of creating a unique travel experience for passengers living in or visiting Pinellas County and the overall Tampa Bay Area. The newly renovated airport is customer friendly and so very convenient to use. PIE is a showcase for our vacation destination. The airlines and business operating at the airport are great economic partners, sustaining and growing opportunities in our community."

Nationally, PIE ranks 131 in passenger traffic out of 403 primary commercial service airports in the United States (*Federal Aviation Administration 2010*). Over 60% of PIE's passengers are inbound visitors to the area. With tourism as the #1 industry in Florida, the growth at PIE is an outstanding economic boost to Tampa Bay. The annual economic impact of PIE was estimated at almost \$924 million by the *Florida Department of Transportation's 2010 Economic Impact Study*.

Airport Director Noah Lagos reflects, "At a time when many airports are losing airlines or seeing a decline in flights, we continue to grow. 2011 was a great year and 2012 will be even better! Tampa Bay residents and visitors love our newly renovated terminal facility and the opportunity to fly non-stop on low fare carriers to domestic and international destinations. Our gateway to Tampa Bay not only provides a great air travel experience, but is almost a billion dollar per year economic engine in support of the local economy."

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