



2016 Annual Report

WAY BETTER

WAY BETTER YEAR

OUR MISSION:

The Portland International Jetport commits to be a premier New England airport.

We will provide a convenient, safe, and environmentally-conscious gateway that exceeds our travelers' expectations while reflecting the essence of the Maine experience.

A photograph of Paul Bradbury, the Airport Director of Portland International Jetport, standing in a modern airport terminal with large glass windows and a blue sky visible outside. He is wearing a dark suit, a white shirt, and a yellow tie.

Paul Bradbury
*Airport Director,
Portland International Jetport*

On behalf of the City of Portland and the Portland International Jetport, I am honored to present our Fiscal Year 2015-2016 Annual report. It has been a year with many rewarding moments, and I hope you recognize this report highlights just a few of our accomplishments during Fiscal Year 2015-2016.

I am completely humbled to be among a team of professionals whose success has been recognized on numerous occasions and perhaps most notably through the recent Airports Council International's Airport Service Quality Award for 2015 Best Airport in North America. This customer service award represents the dedication and hard work of each and every individual that makes up our Jetport team. This year also brought expanded air service to both new and existing destinations offering more choices for our travelers as well as vast improvements in our sustainability initiatives. Furthermore, substantial growth of our existing fixed based operator, the addition of a second fixed based operator, and multiple airside improvements in accordance with our Airport Master Plan continue to improve our vast services and facilities. With over \$10 Million invested in the facility over the past year this is truly an exciting time of growth and opportunity at the Jetport!

This year we implemented a new organizational structure that will raise our abilities in customer service as well as a deepened our focus on the safety and security of our Airport. It goes without saying that today's environment demands a very thoughtful yet fluid approach as conditions continuously evolve. While change is often difficult in any organization, we look forward to the new opportunities these changes will stimulate and the strengthened organization that lies ahead.

I am proud of our accomplishments over this past year and as we look forward to 2017 and beyond, I am confident in the groundwork we've started for ensuring continued growth and success. As we continue to work closely with all of our airport partners, we will work tirelessly to remain committed to our passengers as well as our organization's mission, vision, and values.

I eagerly await what the next year has in store for the Jetport.

Sincerely,

A handwritten signature in blue ink, reading "Paul H. Bradbury".

Paul H. Bradbury, P.E.
Airport Director, Portland International Jetport

TELLING A WAY **BETTER** STORY

In FY16, the Jetport engaged Rinck Advertising to assist in telling our story. In the first year of this relationship, the airport has rebranded, refreshed our look and conducted focus groups. The focus groups created insights into the needs of local business and leisure travelers, which resulted in solidifying the messages for the Way Better campaign. The concept focuses on the PWM experience with an emotional emphasis on Customer Service, Close to Home and Convenience. Throughout the year, new service announcements were leveraged utilizing existing marketing efforts in print, web and TV advertising.

Additionally, the Portland International Jetport began working with the Maine Office of Tourism and the Greater Portland Convention and Visitors Bureau in coordinating marketing efforts with Air Service Development targets. This relationship has seen growth this year in the Charlotte and Baltimore/Washington markets.

A photograph of a family walking through a modern airport terminal. In the foreground, a man in a light yellow polo shirt and blue jeans is pulling a black rolling suitcase. A young girl with a flower in her hair is walking beside him, holding a small leopard-print stuffed animal. In the background, other travelers are visible, including a woman with a child on her shoulders and another person with a red suitcase. The terminal has a polished floor that reflects the overhead lights.

Tuck them in way **earlier**.

A WAY **BETTER** WAY TO GET YOU THERE

Non-Stop Destinations



"Air service is not just about adding service to one city, but connecting you to the world."

Paul Bradbury, P.E.

Airport Director



In September, American added a second daily flight to **Charlotte**



In December, Elite Airways began twice weekly service to **Orlando/Melbourne**



In June, Elite Airways began twice weekly service to **Long Island Islip**



PWM is proud to be part of the following alliances spanning the world:

ONEWORLD / American

Nearly 1,000 destinations worldwide annually

SKYTEAM / Delta

1,052 destinations worldwide annually

STAR ALLIANCE / United

1,316 destinations worldwide annually



American Airlines

DELTA

Elite Airways

jetBlue

Southwest

UNITED

WAY BETTER IN CUSTOMER SERVICE

“We’re extremely proud of the ASQ award and our entire team for working together and coming together, day in and day out.”

Ryan Tenny

Airport Administration Coordinator



ASQ AWARD

In April the Jetport was named the Best Airport in North America by the Airports Council International's Airport Service Quality Awards. This industry benchmarking survey covers all aspects of the airport experience from entry roads, to screening, to baggage delivery times.



AIRPORT AMBASSADOR PROGRAM

FY16 was the first complete year of our Airport Ambassador Program. This volunteer program has significantly increased the Jetport's interaction with our customers. Our volunteers assist throughout the facility including helping passengers at the security checkpoint, getting to the correct gate on the concourse, and finding their baggage claim and rental car location. Our 10 volunteers have engaged in over 1,500 hours of service over the past year.



CONDE NAST READERS' CHOICE AWARD

In December PWM was named as one of the best airports in the United States by Condé Nast Traveler magazine's Readers' Choice Awards. This recognition from Condé Nast readers highlights our focus on providing a world-class experience and providing a sense of place as the global gateway to Maine.



DOWNEAST MAGAZINE BEST OF MAINE READERS' CHOICE AWARD

FY16 marked the fifth consecutive year of being named the Best Airport in Maine by DownEast magazine's Annual Best of Maine Awards. The Jetport continues to appreciate DownEast magazine's reader's acknowledgement of our customer service and Maine experience.



ABOVE & BEYOND

The Jetport continued to promote its Above & Beyond Program in FY16. This internal customer service recognition program is promoted to all jetport tenant front line employees encouraging positive customer interactions. Whenever a positive interaction is witnessed the employee is awarded an Above & Beyond token which can be redeemed at the food and gift shops in the terminal

Recognizing Our Staff

Mark LePage

Airport Maintenance

City of Portland Employee of the Month (June)

Jennifer Dunfee, Aaron Keller and Ryan Tenny

Graduated from City of Portland Leadership Academy

Matthew Hermann

Airport Communications

Promoted to Airport Operations Supervisor

Ryan Tenny

Lead Communications Center Specialist

Promoted to Airport Administration Coordinator



COMMITTED TO WAY **BETTER** SUSTAINABILITY

SUSTAINABLE AIRPORT MASTER PLAN



The Jetport was chosen by the Federal Aviation Administration to engage a Master Plan Update with a focus on sustainability. This project started in FY15 and will wrap up in FY17. FY16 saw a majority of the process with three Public Advisory Committee Meetings and Public Workshops opening the project to the community.

ESCALATOR SHUTDOWNS

Daily Operations has looked for ways to improve our energy consumption. In reviewing our day-to-day operations, our escalators became a focus. They are used on average 16-18 hours per day. We were running 24 hours per day. In FY16 we began an energy conservation project turning off our escalators during periods of no use. We are recognizing almost 25% reduction in energy.

BAGGAGE HANDLING SYSTEM EFFICIENCIES

We have started similar energy reduction efforts with our Baggage Handling System. This system has historically run 16 hours per day. We have engaged our Baggage Handling System Partner Vanderlande Industries who have adjusted our belts to shut down after a bag has cleared them.

LED STREET LIGHTS

The Jetport is switching out all lighting fixtures in the parking garage and airport roadways to LED lights. These new lighting fixtures will reduce our ongoing maintenance and electrical costs and provide a bright environment for our passengers and tenants during hours of darkness. Over 200 fixtures have been replaced this fiscal year.

DE-ICING PROCESS

Our business partner Inland Technologies has invested over \$1 Million into an expanded facility to recapture, recycle and remix aircraft de-icing fluid. This facility is the first of its kind in the United States and will further enhance our sustainable practices. Eventually new de-icing fluid will be made here in Portland using the recycled deicing fluid captured from our aprons. The facility was built during FY16 and we anticipate it opening and producing new fluid in FY17.

ORGANIC WASTE COLLECTION

Our food and beverage partner HMSHost has started an Organic Waste Collection program diverting food and liquid from the landfill and instead turning it in to compost. This program launched this Fiscal Year and will continue to expand in FY17.



PART OF A WAY **BETTER** COMMUNITY

“We are constantly working with our business partners to make sure the needs of our travelers are being met here at the Jetport.”

Zachary Sundquist, A.A.E.
Assistant Airport Director



*Featured in
Delta Sky magazine*

NOISE ADVISORY COMMITTEE

October 29th and April 26th: The committee met and provided the community with the opportunity to discuss the airport, and air traffic and how the noise impacts their community.

GREATER PORTLAND CHAMBER AFTER HOURS

November 19th: The Jetport hosted a Portland Regional Chamber of Commerce Experience Greater Portland Event. Nearly 200 business leaders attended the event which included tours of the terminal and hors d'oeuvres.

MAINEBIZ MOMENTUM CONVENTION

November 10th: The Jetport took part in the MaineBiz Momentum Convention. This year we sponsored the Business Lounge where business leaders can catch up on emails, make calls, and network with other Maine leaders. Staff was able to get great feedback on the air travel needs of many Maine businesses.

MACJETS

Maine Aviation group built a \$7 Million Hangar and Corporate Aviation center on the south side of the airport this fiscal year. This significant private investment in our facility will position us for expanded growth in corporate and general aviation.

MAINE OFFICE OF TOURISM'S GOVERNORS CONFERENCE ON TOURISM

March 22nd: This event was a wonderful opportunity for Jetport staff to engage with the tourism sector in Maine and to keep up-to-date on what is new in Maine tourism. Many group travel planners and resorts engaged the Jetport about working closer together in the future on attracting events to Maine with the Jetport serving as a transportation center.

DELTA SKY MAGAZINE SPECIAL ON MAINE

December: Delta Sky magazine ran a special section on Maine. The Jetport was advertised in the production viewed by over 4 million Delta readers each month. This section was completed in coordination with the Maine Office of Tourism.

NORTHEAST AIR EXPANSION

Northeast Air expanded their general aviation facility this year investing nearly \$3 Million to better provide for corporate and general aviation traffic. This investment has really improved the first impression corporate travelers have of Maine and the Portland community.

MAKING A WAY BETTER IMPACT

FINANCIALS

Airline Revenues

Terminal Rentals	FY 2016 \$4,065,548	FY 2015 \$3,772,520
Landing Fees	\$2,936,436	\$2,675,449
Total Airline Revenues	\$7,001,984	\$6,447,969
Percentage of Total Revenues	27.96%	26.46%

Cargo Revenues

Landing Fees	FY 2016 \$204,092	FY 2015 \$210,364
Ramp Rent	\$70,152	\$72,026
Ground Rent	\$44,701	\$43,292
Total Cargo Revenues	\$318,945	\$325,682
Percentage of Total Revenues	1.27%	1.34%

Non-Airline Revenues

Parking	FY 2016 \$6,557,689	FY 2015 \$6,475,767
Rental Cars	\$4,167,497	\$4,029,735
Concessions	\$1,329,767	\$1,363,563
Aircraft Deicing Fluid Recycling	\$751,924	\$715,123
Ground Rent	\$428,860	\$434,888
Terminal Rent	\$386,305	\$396,103
Other	\$420,480	\$577,247
Total Non-Airline Revenues	\$14,042,522	\$13,992,426
Percentage of Total Revenues	56.07%	57.41%

Non-Operating Revenues

Passenger Facility Charges	FY 2016 \$2,504,626	FY 2015 \$3,475,122
Interest	\$175,502	\$129,680
Other	0	0
Total Non-Operating Revenues	\$3,680,128	\$3,604,802
Percentage of Total Revenues	14.69%	14.79%

Total Revenues

Enplaned Passengers	FY 2016 876,250	FY 2015 842,784
Total Revenue per Enplaned Passenger	\$28.58	\$28.92
Airline Revenue per Enplaned Passenger	\$7.99	\$7.65

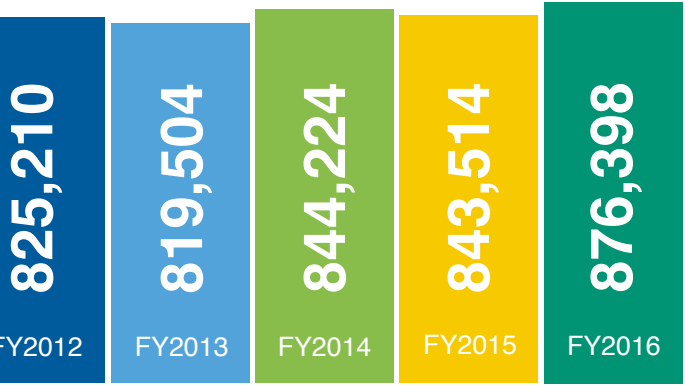
+4.5%



1,744,979

Passengers in FY16

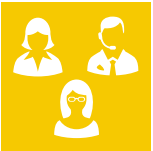
PASSENGER ENPLANEMENTS



ANNUAL ECONOMIC IMPACT



8,261
Jobs Supported

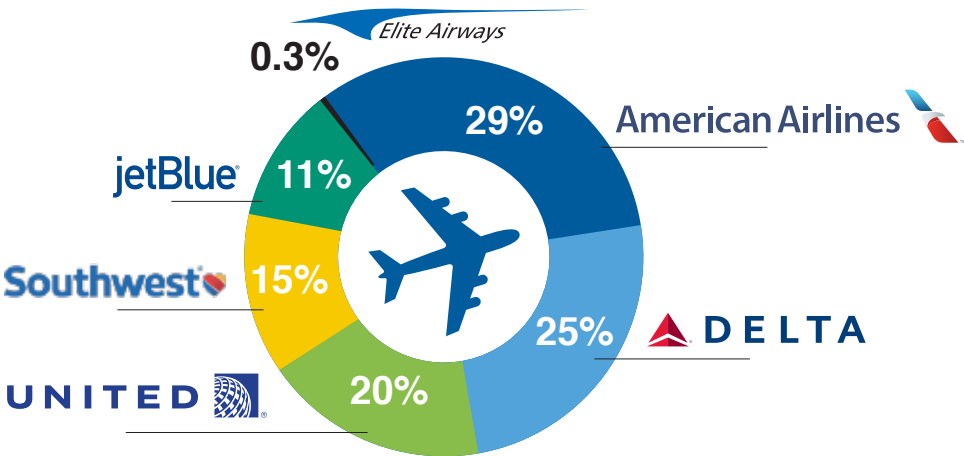


\$269.6 Million
Payroll



\$1 Billion
Economic Impact

MARKET SHARE STATS



Printed on 100% post consumer paper.
A limited number of copies have been printed to
support our commitment to sustainability. This
report can also be viewed at portlandjetport.org.

