

HORIZON AIR

ENPLANEMENTS (average total passenger boardings per month): 574,252 passengers

READERSHIP *Plog Research* (61% readership)—359,900 average readers per month



Horizon Air has been serving key West Coast markets for 29 years. Renowned for outstanding customer service, the airlines has been recognized by the editors of *Air Transport World* magazine as Regional Airline of the Year.

Horizon Air operates a fleet of 48 Bombardier Q400 propjets to 47 destinations. These environmentally-friendly 76-seat aircraft are well-known for their comfort, reliability and preference by travelers. Passengers originate in the Pacific Northwest and Intermountain West, from California, Colorado, Idaho, Montana, Nevada, Oregon, Washington, Baja California Sur (Mexico) and Alberta and British Columbia (Canada).

PASSENGER PROFILE

AVERAGE AGE 49.1

GENDER

Male..... 49%
 Female..... 51%

MARITAL STATUS

Married..... 68%
 Single 32%

EDUCATION

Attended College 90%
 Graduated College..... 66%

HOUSEHOLD INCOME

\$50,000–100,000 35%
 \$100,001–150,000 23%
 \$150,001 or more 23%
 Average \$103,400

EMPLOYMENT

Professional/Managerial..... 46%

REASON FOR TRAVEL

Business..... 46%
 Vacation 45%

TRAVEL FREQUENCY

Number of round trips in the last year 6.5
 Nights away from home in the last year 42.3
 Staying in hotel/resort/rental home 67%