



**Business Contact Information:**

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BUSINESS NAME

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REPRESENTATIVE NAME

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PHONE NUMBER

EMAIL

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ADDRESS

**Tell us about your organization's current air travel volume:**

1. How many round trip flights per year do representatives of your organization make on commercial airlines? Please list the total number of round trip flights in 2005.

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2. How many round trip flights per year do representatives from other businesses make to Houghton for business meetings, conferences, interviews and other events related to your business on commercial airlines? Please list the total number of round trip flights in 2005.

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3. How many of the flights listed in questions 1 & 2 originated in or had a final destination in the Detroit area (connecting through Minneapolis or traveling to and from another regional airport)?

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**Tell us about your organization's current travel preferences:**

4. Did representatives from your business travel between Houghton and Detroit on chartered flights? If yes, how many round trip flights were made between Houghton and Detroit on a private air transportation carrier?

No     Yes    Number of chartered or private round trip flights in 2005 \_\_\_\_\_

5. How many trips to S.E. Michigan destinations including Detroit or Lansing did representatives from your organization make from Houghton by automobile?

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6. If representatives fly from other airports offering direct non-stop service to Detroit, what airline do you fly? (list Northwest Airlines if this is the preference)

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7. If a round trip flight to Detroit were added at Houghton County Memorial Airport, how many additional flights would be booked (**additional** meaning in addition to the current number of commercial airline flights listed in question 3, **not** rerouting the flights listed in 3, the conversion of private chartered flights listed in question 4, the conversion of trips by automobile in question 5, and the conversion of flights on the other airlines listed in question 6)? This question is meant to explore the number of times individuals avoid travel to Houghton because there is not a direct flight, charter a private air transportation carrier or choose to drive.

How many additional flights would your business or organization book?

**Tell us about your organizations preferences in air travel:**

8. If a round trip flight to Detroit were added at Houghton County Memorial Airport, what departure and arrival times would work best for your organization's traveling representatives or associates? Please rank in order of preference, 1 being the most preferred option.

**Departure from Houghton**

**Arrival in Houghton**

\_\_\_\_ Early Morning (before 9 a.m.)

\_\_\_\_ Early Morning

\_\_\_\_ Late Morning (9-noon)

\_\_\_\_ Late Morning

\_\_\_\_ Early Afternoon (noon-2 p.m.)

\_\_\_\_ Early Afternoon

\_\_\_\_ Late afternoon (2-5 p.m.)

\_\_\_\_ Late Afternoon

\_\_\_\_ Evening (5-8 p.m.)

\_\_\_\_ Evening

\_\_\_\_ Late night (after 8 p.m.)

\_\_\_\_ Late Night

9. What days of the week would be most critical for direct air travel between Houghton & Detroit? If a flight to Detroit was added on a limited availability, what days of the week are most critical or preferred? Please rank in order of preference with 1 being most preferred and 7 being least critical.

\_\_\_\_ Sunday

\_\_\_\_ Tuesday

\_\_\_\_ Thursday

\_\_\_\_ Saturday

\_\_\_\_ Monday

\_\_\_\_ Wednesday

\_\_\_\_ Friday

10. What is the maximum price your organization would be willing to spend per ticket on a round trip, direct flight between Houghton & Detroit?

\$350.00-\$450.00

\$650.00-\$750.00

\$550.00-\$650.00

\$450.00-\$550.00

\$750.00-\$850.00

11. Does your organization have future plans that would increase or decrease your need for air travel and specifically travel between Houghton & Detroit?

Yes

No

12. Can you estimate your organization's demand for air travel between Houghton & Detroit over the next 5 years? Using the number reported in question 3, which is the closest estimate for an increase in demand by 2010.

No increase

Increase by 20%

Increase of less than 5%

Increase of more than 20%

Increase by 5 %

I cannot provide an estimate

Increase by 10%

**Statement of Good Faith:** I have provided this information to the best of my knowledge and authorize Houghton County Memorial Airport to share this information with Northwest Airlines in an attempt to access the demand for a direct flight between Houghton and Detroit.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Additional Comments in support of a direct flight to Detroit:

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Please return completed surveys to Houghton County Memorial Airport (23810 Airpark Blvd., Suite 113, Calumet, MI, fax: 906.482.3127) by May 15, 2006. Direct questions regarding this survey to Dennis Hext, Airport Manager: 906.482.3970, email: dhex@pasty.com