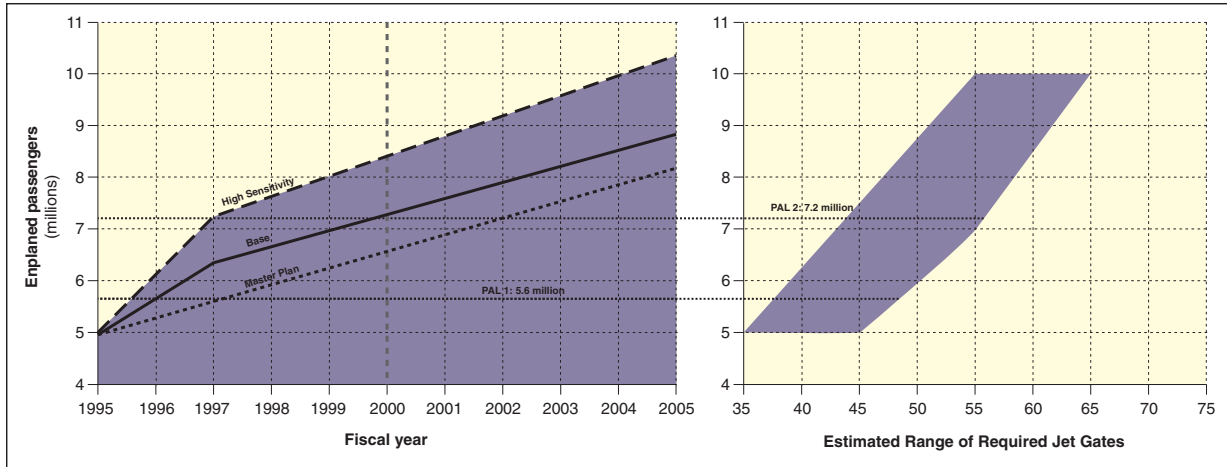




# Traffic Forecasts and Gate Requirements

## Fort Lauderdale-Hollywood International Airport



Relationship between Forecast Enplaned Passengers and Required Gates

**I**N 1996, with the announcement of new low-fare service at Fort Lauderdale-Hollywood International Airport, the Broward County Aviation Department retained Leigh Fisher Associates to update airline traffic forecasts and analyze the implications for gate demand at the Airport.

Using experience gained in analyzing the “stimulation effect” of new low-fare airline service at airports throughout the United States, Leigh Fisher Associates developed a long-range forecast, considering:

- The proposed markets to be served and fares as announced by Southwest Airlines
- Likely competitive responses from other airlines, on a market-specific basis
- The sustainability of the new low-fare service, given the previous low-fare service initiatives that were unsuccessful
- The “sources” of traffic growth, such as (1) “new” airline trips by passengers who did not previously fly, (2) “shifting” of market share from other airlines at the Airport, and

(3) “shifting” of market share from other nearby airports, such as Miami International

Leigh Fisher Associates also analyzed gate demand implications, considering the relatively high utilization rates (in terms of daily departures per gate) of low-fare airlines relative to traditional major airlines.

The forecasts and the associated gate demand analyses were used as input in planning necessary facilities improvements, and in discussions with airlines to reach agreement on undertaking these improvements.

In 1998, Leigh Fisher Associates updated the 1996 analysis, confirming the earlier estimates of market growth generated by the new low-fare service.

Client:	Broward County Aviation Department
Services:	Forecasting and Economics