

Charleston, South Carolina

1997 Quick Facts

Local O&D Passengers: 1.4 million

Average One-Way Fare: \$191

Average Trip Distance: 841 miles

Charleston (CHS) Traffic and Fare History

Year	Number of Markets	CHS O&D Passengers	CHS Avg Fare (One-Way)	Industry Avg Fare (One-Way)	CHS Avg Yield (\$/mile)	Industry Avg Yield (\$/mile)	CHS Avg Trip Length	Industry Avg Trip Length
1994	207	1,566,250	\$146	\$163	0.19	0.17	787	954
1995	197	1,200,580	\$197	\$168	0.23	0.17	853	960
1996	185	1,214,750	\$182	\$160	0.22	0.16	830	972
1997	209	1,417,340	\$191	\$169	0.23	0.17	841	985

157 of 209 O&D markets in 1997 were traveled by fewer than 20 passengers each day. Eighty-nine out of 209 O&D markets were airline monopolies. Delta and USAir provide the vast majority of service out of Charleston.

In 1994, fares in Charleston dropped when Continental entered a number of markets with low fares (probably Continental Lite service, though I haven't been able to verify that). When Continental Lite withdrew service in 1995, average fares jumped by 35%. Since that time, average fares have stayed relatively level.

Charleston has received low-fare service since Continental Lite... Air South started service from Charleston to Savannah, Greensboro, Norfolk, Chicago (Midway), New York, and Atlanta in 1996. Air South added further service to Columbia, SC, Jacksonville, FL, and Miami in 1997. All Air South service was discontinued in mid-1997 when the airline went out of business. The only additional low-fare competition in Charleston was AirTran service to Orlando between the first and third quarters of 1997.

Air South's and AirTran's market share in the Charleston market was too small to influence overall Charleston market fares (only 4% combined market share in 1997). However, fares were affected in the individual city-pairs served:

Date (Year/Quarter)	Average Fares (One-Way)			O&D Passengers		
	Pre-low-fare entry	during service	after low-fare exit	pre-low-fare entry	during service	after low-fare exit
	95/4	96/4	97/4	95/4	96/4	97/4
Charleston-Chicago	\$209	\$143	\$172	8,188	16,836	16,464
Charleston-New York	\$169	\$112	\$156	29,624	44,620	45,080
	96/1	97/1	98/1	96/1	97/1	98/1
Charleston-Atlanta	\$159	\$145	\$199	14,310	25,470	19,800

Below are some 1997 fare and traffic comparisons between Charleston and other cities in the Southeast. Harlingen, TX, and Newport News, VA have the lowest fares as well as the greatest low-fare carrier market presence. Like many other mid-size southern cities, Charleston has an average fare and yield above the industry average, as well as relatively little low-fare service. (Market defined as city-pair with one or more passengers per day. Low-fare competition defined as low-fare carrier holding at least 10% of market share).

	Low-Fare Mkts	Total Mkts	Total Pax	Average Fare	Avg Yield	Avg Distance	Low-Fare Mkt Share
Harlingen, TX	40	115	887,720	105	0.16	646	74%
Newport News, VA	17	111	285,290	153	0.19	814	38%
Savannah, GA	10	181	1,113,140	168	0.20	834	6%
Norfolk, VA	3	265	2,566,320	189	0.19	979	3%
Mobile, AL	10	158	739,760	190	0.22	858	7%
Charleston, SC	9	209	1,417,340	191	0.23	841	4%
Raleigh-Durham	5	279	5,050,590	197	0.23	847	0.2%
Columbia, SC	8	186	970,360	212	0.26	823	8%
Richmond	1	238	2,081,620	234	0.27	853	0.2%
Industry Averages		22,798		169	0.17	985	

Fare Premiums for Charleston and other cities of similar size compared to the industry as a whole. The data below is for 1997, markets with greater than 20 passenger per day:

	Passengers	Number of Markets	Avg One Way Fare	\$ Premium (Discount)	% Premium (Discount)
Harlingen, TX	71,600	16	\$88	(\$26.09)	-23%
Newport News, VA	14,417	10	\$116	(\$29.01)	-20%
Savannah, GA	87,646	35	\$151	(\$2.00)	-1%
Columbia, SC	75,944	38	\$191	\$13.80	8%
Norfolk, VA	223,115	68	\$174	\$21.90	14%
Charleston, SC	111,381	43	\$175	\$23.34	15%
Mobile, AL	50,835	26	\$166	\$23.07	16%
Raleigh-Durham	467,299	82	\$183	\$41.26	29%
Richmond	176,449	56	\$216	\$68.89	47%

Second Quarter 1998, Top Charleston City-Pairs Compared to Others of Similar Distance

Origin	Destination	Distance	Psgs/Day	Avg One-Way Fare
CHARLOTTE, NC	RICHMOND, VA	256	181	\$ 243
NEW YORK, NY	RICHMOND, VA	292	568	\$ 223
BUFFALO, NY	PHILADELPHIA, PA	279	213	\$ 214
CHICAGO, IL	DES MOINES, IA	299	326	\$ 212
PHILADELPHIA, PA	ROCHESTER, NY	257	195	\$ 201
ATLANTA, GA	CHARLESTON, SC	259	260	\$ 190
CLEVELAND, OH	INDIANAPOLIS, IN	261	203	\$ 186
ROCHESTER, NY	WASHINGTON, DC	296	214	\$ 182
SYRACUSE, NY	WASHINGTON, DC	298	190	\$ 181
NEW YORK, NY	NORFOLK, VA	296	588	\$ 177
NEW YORK, NY	PORTLAND, ME	284	153	\$ 173

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
CHARLOTTE, NC	PHILADELPHIA, PA	447	528	\$ 247
ATLANTA, GA	COLUMBUS, OH	446	528	\$ 194
CHARLESTON, SC	WASHINGTON, DC	444	196	\$ 186
NASHVILLE, TN	RALEIGH/DURHAM, NC	443	190	\$ 183
AUSTIN, TX	NEW ORLEANS, LA	446	193	\$ 122
HOUSTON, TX	MIDLAND/ODESSA, TX	440	535	\$ 105
DALLAS, TX	NEW ORLEANS, LA	437	1,419	\$ 97
DETROIT, MI	ST. LOUIS, MO	440	1,099	\$ 80
SAN DIEGO, CA	SAN FRANCISCO, CA	447	3,154	\$ 64
OAKLAND, CA	SAN DIEGO, CA	446	1,891	\$ 64
PORTLAND, OR	RENO, NV	444	959	\$ 53

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
CHICAGO, IL	RICHMOND, VA	642	327	\$ 272
CHARLOTTE, NC	HARTFORD, CT	643	209	\$ 262
BOSTON, MA	COLUMBUS, OH	640	402	\$ 197
DENVER, CO	TUCSON, AZ	639	217	\$ 173
DALLAS, TX	DENVER, CO	641	1,655	\$ 171
CHARLESTON, SC	NEW YORK, NY	639	512	\$ 169
JACKSONVILLE, FL	WASHINGTON, DC	634	314	\$ 154
KNOXVILLE, TN	NEW YORK, NY	642	254	\$ 144
COLUMBUS, OH	KANSAS CITY, MO	634	214	\$ 119
DETROIT, MI	MYRTLE BEACH, SC	636	274	\$ 110
EL PASO, TX	SAN DIEGO, CA	636	233	\$ 99

<u>Origin</u>	<u>Destination</u>	<u>Distance</u>	<u>Psgs/Day</u>	<u>Avg One-Way Fare</u>
NASHVILLE, TN	NEW YORK, NY	764	796	\$ 255
DALLAS, TX	INDIANAPOLIS, IN	762	397	\$ 244
MEMPHIS, TN	WASHINGTON, DC	762	389	\$ 191
ATLANTA, GA	OKLAHOMA CITY, OK	761	233	\$ 190
CHARLESTON, SC	CHICAGO, IL	761	193	\$ 182
ATLANTA, GA	NEW YORK, NY	756	6,084	\$ 171
CINCINNATI, OH	ORLANDO, FL	756	347	\$ 159
ALBUQUERQUE, NM	HOUSTON, TX	758	364	\$ 134
ORLANDO, FL	WASHINGTON, DC	758	1,565	\$ 130
AMARILLO, TX	LAS VEGAS, NV	759	124	\$ 104
LAS VEGAS, NV	PORTLAND, OR	762	1,117	\$ 90