



flyreno-tahoe

**Regional Air Service Corporation
(RASC)**

FY 16-17 Update

Introduction

Stephen Ascuaga

Peppermill Casino Resort
Corporate Director of Business Development
Vice-Chair of RASC Board of Directors



Marilyn Mora

Reno-Tahoe Airport Authority
President/CEO
RASC Board of Directors



**About
Regional Air Service Corporation
RASC**

About Regional Air Service Corporation

- Developed in 2001 - Regional Marketing Committee (RMC)
- Incorporated in 2015 – Regional Air Service Corporation (RASC)
- **Mission:** Grow and sustain business and leisure air service for the Reno-Tahoe region
 - Position the Reno, Sparks, Lake Tahoe, and Northern Nevada region as one destination
 - Focus on identifying national and international target markets
 - Increase quality air service to and from the Reno-Tahoe International Airport
 - Target common tourism and business industry concerns for cooperative action

About (cont.)

- One of the first organizations of its kind
- **Competitive Advantages vs. Other Communities:**
 - Large and engaged membership
 - Incorporation provides ability to sign contracts
 - Provides both financial and in-kind support
 - Brings together private and public entities
 - Membership includes leisure and business segments
 - Representation of entire catchment area
 - Effective results have developed awareness with airline partners

Membership

- **Airports:**

- Reno-Tahoe Airport Authority
- Truckee-Tahoe Airport

- **Destination Marketing Organizations (DMO's):**

- Incline Village/Crystal Bay Visitors Bureau (IVCVB)
- Lake Tahoe Visitors Authority (LTVA)
- Nevada Commission on Tourism (TravelNevada)
- North Lake Tahoe Marketing Cooperative
- Reno-Sparks Convention and Visitors Authority (RSCVA)
- Tahoe-Douglas Visitors Authority (TDVA)

- **Hotel/Casinos:**

- Atlantis Casino Resort Spa
- Circus Circus Reno
- Eldorado Hotel Resort Spa
- Grand Sierra Resort and Spa
- Harrah's Reno
- Peppermill Resort and Spa
- Silver Legacy Resort Casino
- Whitney Peak Hotel

- **Business Community:**

- Economic Development Authority of Western Nevada (EDAWN)
- NV Energy
- Squaw Valley / Alpine Meadows
- Truckee Tourism Business Improvement District

Leadership



VICE-CHAIR/SECRETARY

Stephen Ascuaga

Peppermill Casino Resort
Corporate Director of Business
Development



TREASURER

Andy Chapman

Incline Village Convention &
Visitors Bureau
President/CEO



MARKETING CO-CHAIR

Carol Chaplin

Lake Tahoe Visitors Authority
Executive Director



MARKETING CO-CHAIR

Rebecca Venis

Reno-Tahoe Airport Authority
Manager Air Service
Development & Marketing

2016-2017 RASC Initiatives

○ Marketing Support of Current Routes

- Monthly search campaign in current markets
- Social media presence
- Public affairs support

○ Marketing Support of New Routes

- Orange County on Alaska
- Oakland on Southwest
- Long Beach on JetBlue
- Atlanta on Delta
- Dallas Love Field on Southwest

Support of Air Service

- The Nevada Commission on Tourism was one of the founding members of RASC in 2001
- Continued support of the mission for 16 years
- Partnership with Reno-Tahoe International Airport
 - Sales missions
 - Support to bring Guadalajara service
 - Continued support of mission to develop more international service for northern Nevada/Lake Tahoe

Air Service/Airport Overview

Air Service at Reno-Tahoe is Growing!

In past 2½ years the airport has added:

- Three New Airlines
- 14 New Flights
- Over 1800 Additional Arriving Seats



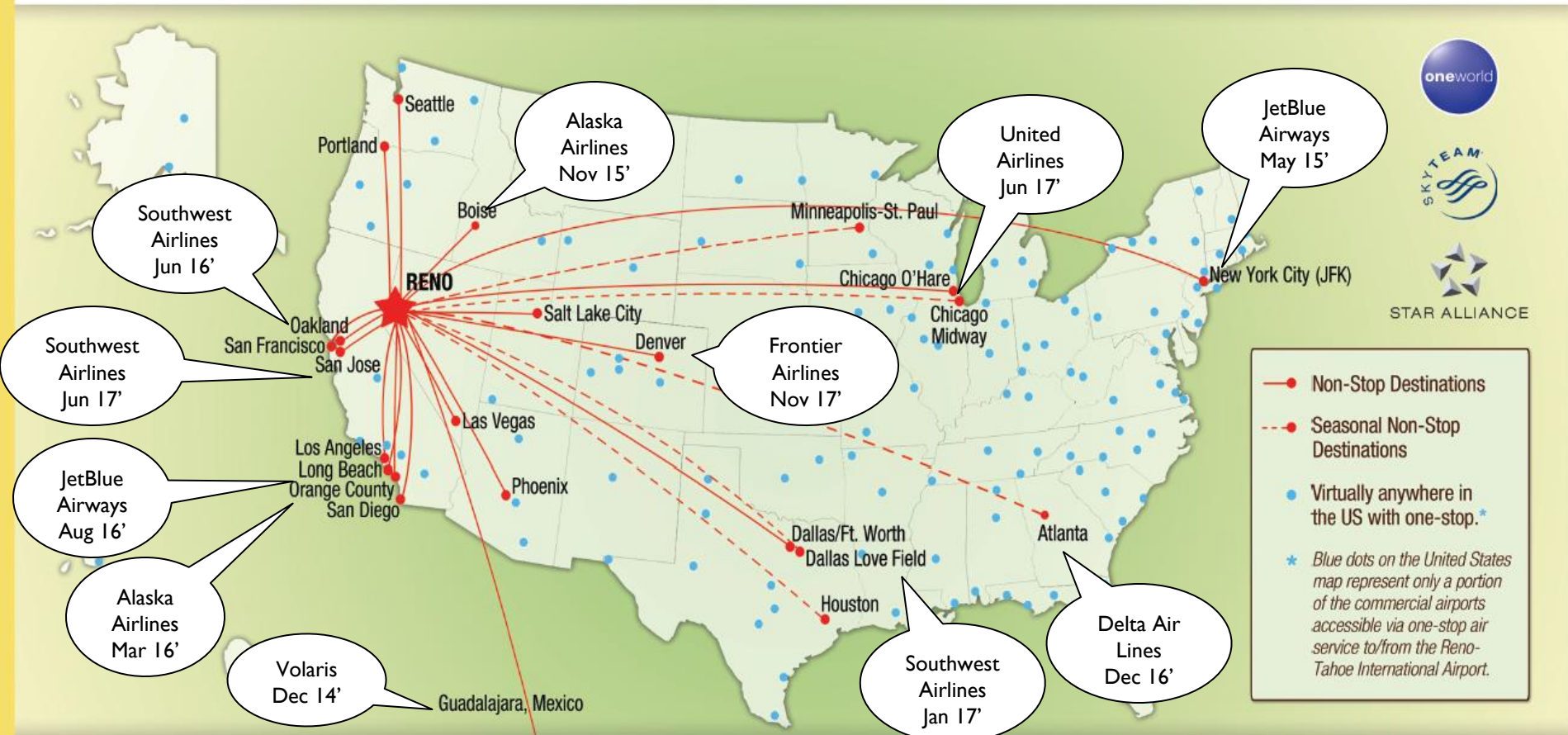
Route Map in November 2014

Flights from Reno-Tahoe International Airport



Route Map Today

Flights to/from Reno-Tahoe International Airport



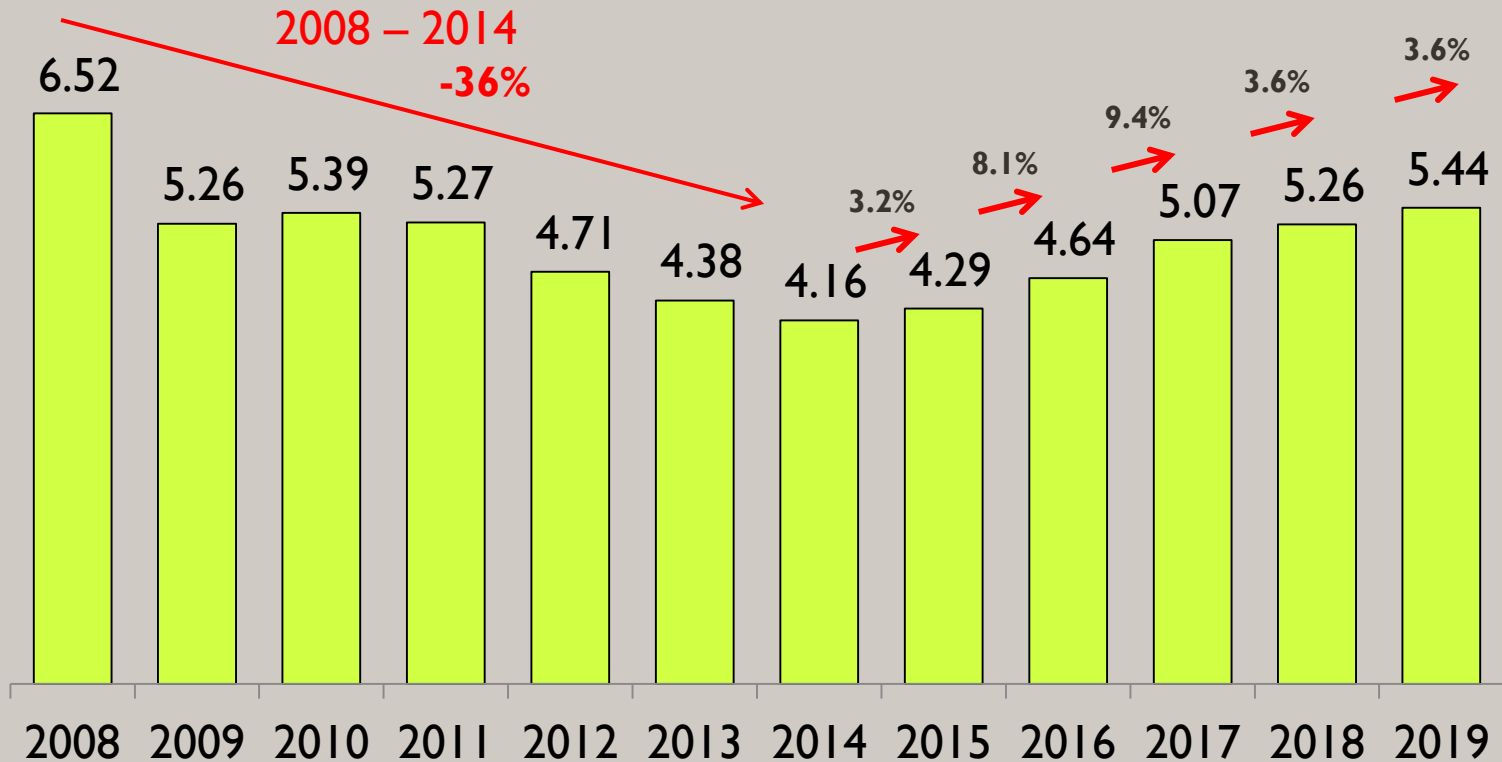
Route Additions

- ● Guadalajara, MX – December 2014 **volaris** 
- ● New York City, NY – May 2015 **jetBlue**
- ● Boise, ID – November 2015 **Alaska**
AIRLINES
- ● Orange County, CA – March 2016 **Alaska**
AIRLINES
- ● Oakland, CA – June 2016 **Southwest** 
- ● Long Beach, CA – August 2016 **jetBlue**
- ● Atlanta, GA – December 2016  **DELTA** 
- ● Dallas Love Field, TX – January 2017 **Southwest** 
 - San Jose, CA – June 2017 **Southwest** 
 - Chicago, IL (ORD) – June 2017 **UNITED** 
 - Denver, CO – November 2017 **FRONTIER**

→ - RASC Supported Flights

Seat Capacity at RNO is Growing

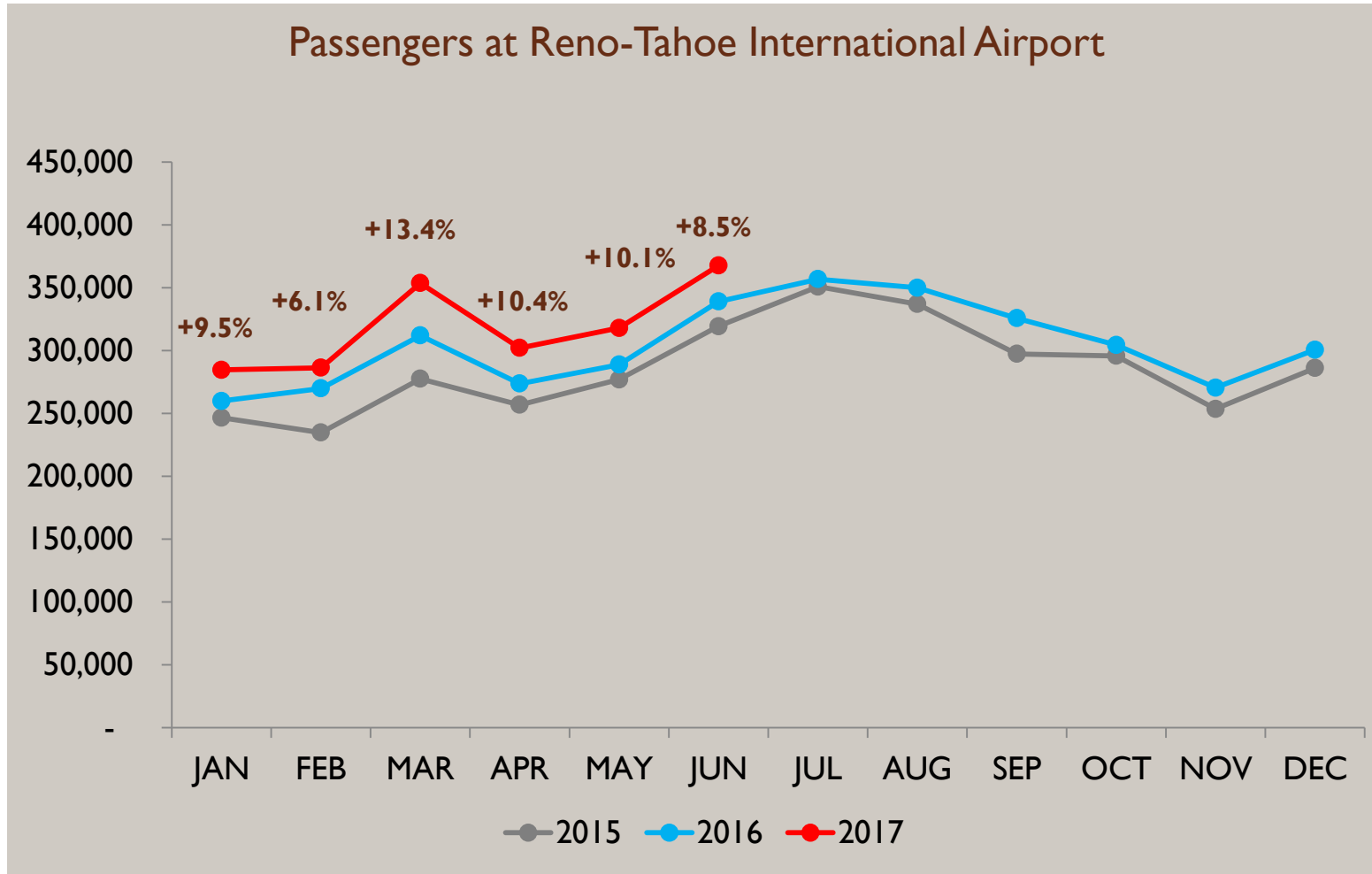
Seat Capacity (two way) at Reno-Tahoe International Airport - In Millions



Source: FlightGlobal Schedules via Diio. 2017 Schedule information is subject to change

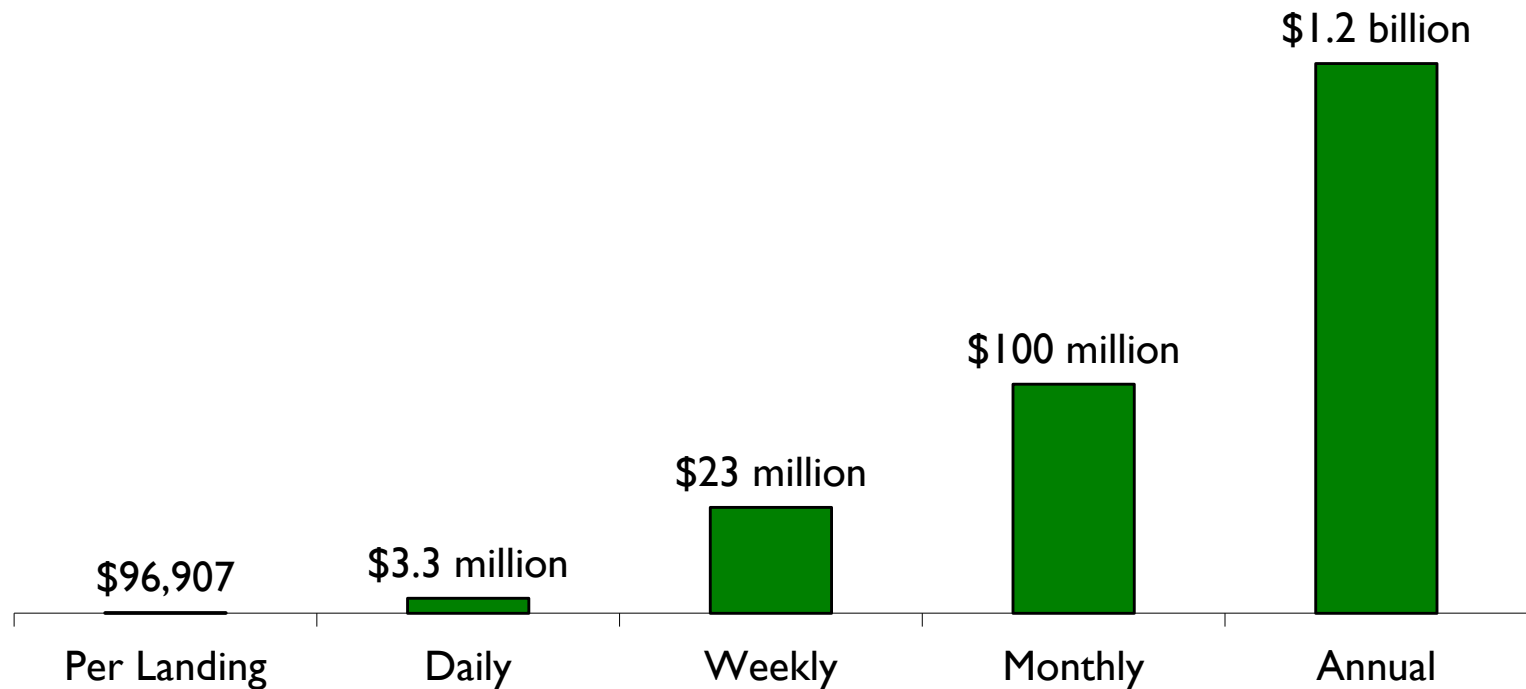
Note: 2018, 2019 Aviation Activity Analysis and Forecast by Mead and Hunt Consulting Group.

Passenger Growth at RNO is up 9.7% in 2017



Source: Airline Activity Reports

Economic Impact of Boeing 737 Landings at Reno-Tahoe International Airport (FY 2010)



Airport Initiatives

- **U.S. Customs and Border Protection (CBP)-Reimbursable Services Program (RSP)**
 - Ability to fund additional officers
- **Master Plan**
 - Began October 2016
 - 16 month process
- **Common Use Business Lounge**
 - Post Security
 - Opening this winter

How RASC Supports RNO Mission

- **Marketing support for current routes**
- **Marketing Support new routes**
 - RASC support provides incentive to airline
- **Provides a unique competitive advantage over other airports/communities**
 - The added “push” when airlines make route decisions
 - True partnership between community and airline
 - Airlines awareness of RASC and desire to partner with the organization

RASC – Future Initiatives

RASC Focus Areas FY '17-'18

- **Continued support of RNO Air Service Development Strategy**
 - Maintain and strengthen current service
 - Expansion and growth in current markets
 - New target markets – domestic
 - Expand international service – Canada, Mexico and Central America
- **Membership recruitment**
 - Grow resources for air service and marketing efforts



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Thank You