



AIR CHOICE ONE



QUINCY, ILLINOIS

PROPOSAL TO PROVIDE ESSENTIAL AIR SERVICE

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St. Louis, MO

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Air Choice One is a community-minded and globally focused airline. As industry leaders, we practice integrity, innovation, and professionalism through our provisions and the communities we serve. We will continue to uphold these values and strive to amplify our culture while expanding our market.





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*We have over 60 years
of combined aviation
experience!*

This is what we do.



Air Choice One has vision.

In 1979, Multi-Aero, Inc. d/b/a Air Choice One was established in St. Louis, Missouri, as a scheduled commuter airline. Our vision is to break from the classic commuter stereotype and offer a comfortable, relaxing, and affordable air travel option right from your hometown. We deliver this vision through our reliability, community-specific flight scheduling, and value-focused marketing.

Executive Summary

Founded in 1979

FAA Part 135 certificate with
DOT Commuter Authority.

Safety Rating

We pride ourselves on safety.

Air Choice One received the industry accredited Argus Gold Safety Rating.

Fleet Summary

Beechcraft 1900C

Cessna Caravan 208B

We operate a fully functional fleet in both scheduled and nonscheduled air transportation operations, headquartered in St. Louis, Missouri. Our operations can provide communities the convenience to connect to the national transportation system via international airport hubs such as St. Louis Lambert, Chicago O'Hare, and Hartsfield-Jackson Atlanta.

Using advancements in technology, we are committed to giving our passengers an enjoyable travel experience from their initial booking to completing their flight. We have innovative methods to achieve passenger growth in every city we serve. By selling tickets on the Global Distribution System (GDS) we can sell available

inventory on 3rd party travel agency sites like Expedia, Travelocity, Orbitz, and Kayak.

Additionally, Air Choice One utilizes digital marketing methods such as Email Campaigning, Google Ads, and Social Media Advertising to increase ticket sales. Rigorous surveying and research have informed these methods and their application.

COVID-19 Safety & Awareness

Air Choice One considers the safety of its passengers and employees a top priority. We are taking active measures against COVID-19, like providing company-wide face masks, and conducting extra sanitation in our planes/airport common areas. Air Choice One will continue to closely monitor the situation, making adjustments to our operations as required.

We require all passengers and employees to follow CDC and FAA guidelines for everyone's safety and health.

Find out more about Air Choice One's COVID-19 response at <https://www.airchoiceone.com/customer-service/updates>.

Flights & Destinations

Air Choice One's Route System.



Destinations for Air Choice One include: Burlington, Iowa (BRL) | Jackson, Tennessee (MKL) | Jonesboro, Arkansas (JBR) |

Air Choice One currently services the following Hub Airports: Atlanta, Georgia (ATL) | Chicago, Illinois (ORD) | St. Louis, Missouri (STL)

Proposed Plane

Beechcraft 1900C Technical Specifications

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The Beechcraft 1900C is a 19 passenger-capable, pressurized twin-engine turboprop fixed-wing aircraft manufactured by the Beechcraft Division of Textron Aviation.



Efficiency At Its Finest

The most efficient solution for short-haul flights, the Beechcraft 1900C is Air Choice One's choice for a pressurized aircraft with all forward-facing seats.

Specifications & Amenities

Seats up to 19 passengers,
Passengers can have up to 150lbs of luggage,
Comfortable leather seating.

The performance of the Beechcraft 1900C allows for year-round operations out of all airports in this bid with maximum passenger loads and luggage.



Proposed Route & Growth Strategy

Choice One

(2) Year or (4) Year Term (Discounted in Year 1)

Beechcraft 1900C

(36) Total Round trips Per Week

(18) Round trips from Quincy Regional Airport (UIN) to St. Louis Lambert International Airport (STL) & (18) Round trips to Chicago O'Hare International Airport (ORD)



Proposed Route & Growth Strategy

Destinations matter most to passengers.



CHOICE ONE

Choice One is 36 weekly round trips. 18 round trips from Quincy Regional Airport (UIN) to Chicago O'Hare International Airport (ORD) & 18 round trips to St. Louis Lambert International Airport (STL) utilizing the Beechcraft 1900C for a two or four year term.

OUR GROWTH STRATEGY

Air Choice One's Beechcraft 1900C will accommodate nine passengers per flight. Based on 36 round trips a week for 52 weeks, the total available seats under EAS will be 33,696 seats.

Proposed Financial Details for **Choice One**

Operational Revenues

Revenues	\$1,617,500
Other Revenues	16,175
	\$1,633,675

Direct Operating Expenses

Flying Operations	\$806,520
Fuel and Oil	1,134,335
Maintenance	1,123,983
Aircraft Leases	450,000
Total Direct	\$3,514,838
Marketing	50,000
Indirect	1,375,912
Total Operating Expenses	\$4,940,750
Operating Loss	\$3,307,075
Profit Element (5% total operating expenses)	247,038
Compensation Required	\$3,554,113

Compensation per PAX	\$178.00
Compensation per Departure	\$966.00

Number of Passengers	20,000
Average Fare STL	\$64.00
Average Fare ORD	\$89.00
Departures	3,681
Block Hours	2,366
Revenue Passenger Miles	3,628,000
Available Seat Miles	5,250,511

Total Subsidy

Year 1	\$3,554,113 (Per departure \$966)
Year 2	\$3,660,736 (Per departure \$994)
Year 3	\$3,770,558 (Per departure \$1,024)
Year 4	\$3,883,675 (Per departure \$1,055)

Performance Review

Air Choice One prides itself on its reliability and performance

112K

Passengers Carried

The amount of passengers carried is reflective of the last two years (Does not reflect usual performance due to the COVID-19 pandemic)



Beechcraft 1900C



96%

Completion

Our company-wide completion rate is averaging 96%.

86%

On-Time Performance

According to consistently updated tracking data, on-time performance averages 86% for the company as a whole.



Marketing

How we execute our marketing plan for your city.

OVERVIEW

Air Choice One has professional full-time marketing personnel dedicated to the success of its routes. We implement several different marketing strategies to extend our sales reach; however, we invest more widely in digital efforts as we see a better ROI.

DIGITAL MARKETING

Air Choice One's website will include a landing page for each added route. These landing pages will highlight things to do and places to go in the respective communities. Our website is newly designed and customer optimized. We have executed search engine optimization methods to increase traffic to the site. Annually, Air Choice One receives over 500K visitors. Currently, you can find us via our website or through Google Maps & Google Flights. For example, you could google Burlington, IA to Chicago, IL, and Air Choice One will come up as a flight option.

Our digital marketing strategy will execute targeted digital ad campaigns and promotions through Facebook, Instagram, Twitter, Pinterest, and LinkedIn. Additionally, we will run SEM campaigns through Google Ads to increase ticket purchasing. Our digital efforts allocate most of your marketing funds based on research that most consumers find their travel deals through online search and social media. Currently, Air Choice One has a large social following that has expanded exponentially in the last few years and continues to grow. We promote Quincy across our social channels to attract visitors to your city, as well as to the provided destinations.

PUBLIC RELATIONS

Our public relations strategy relies heavily on cause marketing. We accomplish cause marketing through digital exposure partnerships and in-person participation of local charities and donations for the causes they support. Air Choice One will serve as a staunch advocate for travel to and from Quincy, Illinois.

TRADITIONAL MARKETING

As part of our traditional marketing methods, we will have radio sponsorships in target cities to reach those who are more enticed by radio than online advertising. We will invest in billboards and signage to advertise the Quincy Regional Airport and the air service. Additionally, we will invest in print advertisements in local newspapers, magazines, visitor's guides, and newsletters.

OUR PROGRAMS AND OFFERINGS

As previously mentioned, Air Choice One has a newly designed and optimized website that is attracting tens of thousands of visitors a month. You can complete your flight booking and even book a connection on another airline with our partner Choice Travel Agency from our dynamic home page. Currently, we offer flights to St. Louis, MO (STL), Jackson, TN (MKL), Jonesboro, AR (JBR), Atlanta, GA (ATL), Chicago, IL (ORD), and Burlington, IA (BRL).

REWARDS

In 2019, Air Choice One launched our branded customer flight rewards program, Choice Plus. You can find our Choice Plus information right on our website's home page under the "Rewards" menu option. Choice Plus was designed with the customer in mind. We want to reward every one of our loyal passengers, and we couldn't think of a better way. Once signed up for Choice Plus, Air Choice One will email you a loyalty number that you can utilize in your flight reservation every time you fly to rack up the rewards. Rewards members will earn points every time they fly with us. You will receive a percentage of the routes total points depending on the ticket tier you chose; Go Your Way fares receive 20% of the points for that route, Everyday fares receive 60% of the points for that route, and Business fares receive 100% of the points for that route. Every dollar spent is worth 1 point, and each point is worth 10 cents upon redemption. Points expire two years from the date earned. For more information about Choice Plus, please visit the rewards link on our website.

EXAMPLES OF PAST PROMOTIONS

In the past six months, Air Choice One has run several promotions, both online, on the radio, and in print, in order to increase ticket sales. We do this annually, and for every city we service. Occasionally we will provide promotions specific to your city. Some of Air Choice One's successful promotions include utilizing promotional codes through social media ads and Google ads.

For example, in February 2020, we ran a promotional code LUVACO for 75% off our Everyday fares. To receive the 75% off, customers booked their desired flight on a Tuesday or Thursday during February, between 1 PM and 4 PM. The promotion required the future passenger to fly by the end of March 2020. We spent \$450.00 on the ad and saw 4,000 page views and 257 purchases, which averaged to \$1.50 spent per purchase of a ticket. In January 2021, Air Choice One ran a promotional fare sale of our Everyday fares. If customers booked with promotional code NY21, they could save 15% off our average pricing on Everyday fares. We spent \$300.00 on the digital ad distribution. We received 6,552 page views and 130 ticket purchases, which averaged \$2.14 spent per purchase of a ticket.



Fares and Baggage

We provide travelers the most baggage at the best afford-ability.



Our prices are low, and our value is high!

We provide travelers the best ticket afford-ability mixed with the most generous amount of baggage on pristine and comfortable planes.

Air Choice One structures our fares and baggage into three tiers; Business Fare, Everyday Fare, and Go Your Way Fare.

Business Fare is our top-tier fare which allows for the most baggage. The Business Fare allows, at no extra cost, one personal item that is up to 20lbs and measures 18" by 18" by 18". Additionally, one carry-on up to 30lbs and measuring 22" by 9" by 14" is included. Plus, you can have up to two checked bags up to 50lbs each and measuring 38" by 27" by 14". Total Business Fare baggage allowance is 150lbs.

Our Everyday Fare is our second tier fare which allows for the second most baggage and is our most

popular flight option. The Everyday Fare allows, at no extra cost, one personal item that is up to 20lbs and measures 18" by 18" by 18". Additionally, one carry-on up to 30lbs and measures 22" by 9" by 14" is included. Plus, you can have one checked bag up to 50lbs and measuring 38" by 27" by 14". Total Everyday Fare baggage allowance is 100lbs.

Our Go Your Way Fare is a promotional fare online-only and changes based on sales and promotions run. Go Your Way allows only for one personal item that is up to 20lbs and measures 18" by 18" by 18". This fare is utilized by quick-trip and weekend travelers most frequently. It is also our most affordable priced fare. You can purchase additional baggage for an extra fee on any tier mentioned.



Methods of Purchase

We have multiple avenues for purchasing and checking-in.



Methods of Purchase

The Air Choice One customer has many avenues to purchase a ticket. The multiple avenues of purchasing methods allow Air Choice One to maximize its customer base and ticket sales. See all the avenues of purchasing a ticket on Air Choice One below.

Methods of purchasing for a customer are vast. A customer can book directly on AirChoiceOne.com through a desktop or a mobile device. A customer can call in to our customer service line, 1-866-435-9847, and speak to one of our representatives who would be happy to book them on an Air Choice One flight. Air Choice One is on several Global Distribution Systems (GDS), displaying our fares on Online Travel Agency websites like Expedia, Kayak, Hotwire, and Chipmunk. Air Choice One is on GDS systems, including Travelport, Sabre, Hahn Air, and Worldspan.



Methods of Check-In

Once you have a ticket and are ready to check-in for your Air Choice One flight, there are a couple of options available to you. One, you can check-in in person at the airport ticket counter. Two, you can check-in before your flight on our website by utilizing the Check-In feature on the homepage. Three, you can check-in through your mobile device.



Developments

In 2021, Air Choice One has acquired TSA PreCheck capabilities for our passengers' convenience. This development will allow passengers to move through security much quicker and have a more pleasant boarding experience.

Choice Travel Agency

Air Choice One's partner travel agency that provides a wide range of travel options to our customers.



Overview

Air Choice One has partnered with a St. Louis-based travel agency, Choice Travel Agency. Choice Travel Agency gives their customers the “choice” to explore! They believe that planning your vacation or business trip should be just as enjoyable as the trip itself.

As their client, you are privy to exclusive benefits, amenities, upgrades, and promotions that are not available any other way. They will work with all their contacts to ensure you have a personalized, VIP experience when you travel. While you are traveling, your dedicated travel agent will ensure everything is running smoothly behind the scenes. They are available if you have any questions during your trip. Not sure where to head? Are you looking for unique destinations for future trips? Do you find yourself wanting more than just a getaway? Browse through their many exclusive offers on ChoiceTravelAgency.com and let them do the rest. They can help you find your way! Exclusive content, inclusive packages, personalized service... It all adds up to a one-of-a-kind vacation!

Air Choice One has partnered with them for our customers to have a wide range of travel options, all on one itinerary. This all-in-one itinerary includes your Air Choice One flight, connecting flights with all major airlines, travel insurance, rental cars, hotels, specialized group or entertainment packages, cruises, rail, and so much more.

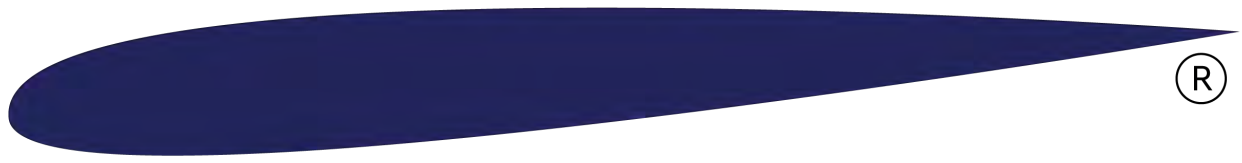


Choice Travel Agency's Travel Insurance

Choice Travel Agency can provide travel insurance regardless of which airline you decide to use. If you fly with us or any other airline, you can book travel insurance through CTA and know you're covered. All you need to purchase travel insurance is the total price of travel, age of person traveling, and dates of travel. Customers must purchase travel Insurance 48 hours before the travel date.

For a trip example, your flight costs \$300. You would have three options for coverage, including Trip Protector Lite, Trip Protector, and Trip Protector Plus (recommended). The recommended Trip Protector Plus travel insurance option covers you in the event of a change fee, a delay, a delayed connection, a canceled trip, or if your trip was interrupted. How can you put a price on peace of mind?

AIR CHOICE ONE



Thank you for your
consideration



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