**Air Service Development** is a term you will hear much about at ONT. Just because you have an airport, does not mean that airlines will come flocking to fly with you. We must convince our current airline partners that additional routes can be profitable for them. We must also demonstrate our value and the potential we provide for any new carriers we hope to bring to Ontario.

Air Service Development is an extremely comprehensive process where we must understand our market and our “catchment area” (the surrounding area served by our airport).   
  
We must then identify the most viable routes desired by those in our catchment area as well as the best airlines to serve and support those routes in a manner which is most profitable for them.

The efforts of our Air Service Development team, led by our Chief Development Officer, involve extensive research related to market demographics, a study of global airline operations as well as a constant dialogue with air carriers around the world. They involve research and discussions with government leaders and those within our business community, as well as those actively involved in travel and tourism.

The Authority’s Air Service Development team also works closely with airport operations, marketing and finance to understand the cost structure for air carriers operating at ONT, the services and support available as well as the business and leisure opportunities which can attract travelers and which create a need for people to travel for business and pleasure from this region.

There are many factors we believe make Ontario a great place for expansion of service by our existing carriers and a great place for new international carriers to call their home base in Southern California.

Here are just a few:

* ONT is California’s Highest rated airport for customer satisfaction, according to J.D. Power (December 2016)
* ONT has a stronger demographic profile than every other Southern California airport, in terms of population, total household income, and businesses.
* Of all Southern California airports, ONT’s catchment area draws from all directions, 360 degrees.
* Our primary catchment area (San Bernardino and Riverside Counties) is the fastest growing area of Southern California in every key demographic measure.
* Our primary catchment area is ranked as the 15th largest Metropolitan Service Area and we are located within the LA market, our nation’s 2nd largest Consolidated Market Service Area (CMSA). (U.S. Census Bureau, 2015)
* ONT offers a viable Southern California airport alternative in one of the most congested cities in the U.S. (12 of our country’s worst 40 traffic “bottlenecks” surround LAX.) (American Highway Users Alliance, 2015)
* ONT is Southern California’s only airport with significant capacity to grow. We have an unconstrained airfield with no curfews or noise restrictions. We have international customs capabilities, plenty of gates for long-term growth and tremendous ground transportation opportunities.

**How Can I Help?**

We are often asked this question by folks who want to see ONT be successful and who want to see us grow.

We would love to have your help!

We invite you to become an extension of our marketing and air service development team. Please fly Ontario whenever you can. Share your travel with us at [iflyont@flyontario.com](mailto:iflyont@flyontario.com). While we understand numbers are down from recent years, if everyone who flies in our local area chooses to fly Ontario, those numbers will rise very quickly.

Strong numbers help airlines take notice. Full aircraft on our existing flights will lead to new ones being added. Those efforts will help us attract new carriers and even more routes, for years to come.

If you find that you cannot get the connections you need, please share that with us as well. Your information can be extremely valuable when we meet with our airline partners to discuss possibilities for future service. If we can demonstrate demand for a route which may be profitable for an airline, that may help make things possible.