



**ASHLEY AIR LLC DBA ASHLEY AIR AND TRAVEL PROPOSAL TO PROVIDE  
LUXURY SCHEDULED AIR SERVICES TO YOUNGSTOWN-WARREN AIRPORT**

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**Ashley Air Proposal to Provide Luxury Air Service to the Youngstown-Warren, Ohio Airport .**

Ashley air, LLC. ,dba Ashley Air and Travel, submits the enclosed proposal to provide luxury air services to the community of Youngstown-Warren, Ohio.

Ashley Air is a 380 DOT charter operator with authorization to carry passengers, with all flights Operated by Elite Airways a FAA 121 certificated carrier, allowing Ashley Air to provide scheduled passenger services throughout the United States and the world. Founded six years ago, Ashley Air is an integral part of the Vacation and air charter airline industry.

Ashley Air aims to fulfill the four selection criteria for quality dependable air service : (1) service reliability; (2) contractual and marketing arrangements with a larger carrier at the hub; (3) interline arrangements with a larger carrier at the hub; and (4) community views.

**Proposal:**

In response to Youngstown-Warren having limited scheduled or commercial service , Ashley Air is proposing - Two daily departures between Youngstown and Myrtle Beach, two daily departures to Orlando (SFB), and two daily flights to Tampa / St.Pete (PIE), and 3 weekly flights to Tunica (UTM).

Ashley Air's goal is to provide cost effective flights for the residents of Youngstown with competitive fares on non-stop flights to Myrtle Beach, Orlando, Tampa / St. Pete and Tunica. The timing and price of these flights afford the residents access to easy same day travel to and from all destinations. Every effort will be made by us to insure that the flight schedule affords the traveler connectivity to domestic and international departures in Orlando and soon to come Charlotte and Atlanta.

Ashley Air is poised to begin this service within 90-120 days of acceptance of this proposal. Ashley Air is in a position to offer passengers Vacation packages, private charter, cruises, tours and flights throughout the United States and abroad on our own reservation system and website.

(<http://www.ashleyairandtravel.com>)

**Experience:**

Ashley Air started in the vacation and travel business in 2012 providing luxury vacation travel to fun family locations throughout Florida and the World with contracts providing air service for , West gate resorts ,Caribe Royale and Hilton vacation club with Falcon Airways providing air operations for our 380 charter service to Florida from Atlanta, Charlotte and Indianapolis.

We are confident in our ability to provide excellent luxury service to the Youngstown-Warren Airport.

We feel that our excellent marketing programs, responsible management, customer service, newer and well maintained aircraft, and our demonstrated operational excellence will build traffic in the Youngstown market. We are prepared to partner with the community to make this a viable market.

We look forward to returning this under- serviced, neglected community back to life. Through a marketing and revenue guarantee arrangement with the Youngstown-Warren airport authority, we can offer a competitive fare pricing structure and provide higher level of luxury, reliable service that was not available from the previous operators, with guaranteed continued service with strong enplanements and deplanements numbers, bringing a non existence revenue stimulus and jobs to the Youngstown community.

**Equipment:**

The proposed flights are offered aboard our (1) CRJ200 / 50 pax jet and (1) CRJ700 / 70 pax jet operated by Elite Airways. for Ashley Air 380 public charter, The aircraft is equipped with modern avionics, fully

integrated auto pilot, weather radar, and onboard weather. The aircrafts are air conditioned and heated for passenger comfort.

Ashley Air will continue to expand and improve its fleet of CRJ jets, adding additional aircraft as the traffic warrants and adding 2 more additional CRJ200 & 900 jets. The fleet currently consists of 2 aircraft of which are on "ACMI" Lease from Elite Airways.

**Reservations and connectivity:**

Flight reservations are made easy on Ashley Air website at [www.ashleyairandtravel.com](http://www.ashleyairandtravel.com). customers can also make reservations by telephone with our experienced, industry knowledgeable staff located in Atlanta and Florida. Ashley Air offers global distribution integration, thus accommodating easy access to inventory by traditional travel agents and online travel agencies such as Orbitz or Travelocity.

Ashley Air will work toward establishing a code share affiliation with a larger operator such as Southwest, Delta or Frontier for the potential bilateral interline ticketing.

**Service:**

the facility in Youngstown will be staffed by professional, well trained personnel who will assist in both reservations and the boarding process. The counter will be professionally marked with clearly readable signs identifying it as the Ashley Air ticket counter. Personnel will assist boarding passengers in a professional and helpful manner.

Passengers will be required to check in 15-30 minutes prior to departure in Youngstown. Check in times for the Orlando, Charlotte and Atlanta return flights will require passengers to check-in 2 hours before flights due to longer lines and TSA requirements.

Flights to and from Orlando, St.Pete / Tampa, Myrtle Beach and Tunica will be operated out of the Ashley Air terminals at those airports. Shuttle bus service will be operated continuously by either Ashley Air or the Airport Authorities assuring easy transportation to the terminal.

**Conclusion:**

Ashley Air's goal is for on time performance and reliability coupled with our dedication to the communities that we will serve, makes Ashley Air an ideal candidate to provide luxurious, reliable air service to the Youngstown Airport. Daily service between Orlando, St.Pete /Tampa, Myrtle Beach, Tunica and soon Charlotte and Atlanta provides the Youngstown community the ability to connect with other airlines domestic and international flights.

Our offer of service assures that the proposed routes is serviced reliably and cost effectively. The proposed schedule connects with many daily departures in St. Pete / Tampa, Orlando and other cities and vacation destinations offering both domestic and international flights.

We appreciate the opportunity to offer our services to the Youngstown-Warren airport and community.

Respectfully submitted by

Ashley Air dba Ashley Air and Travel



## Company Overview

### OVERVIEW

Based in Atlanta, Ga, Ashley Air was founded in 2012 as vacation and charter company offering vacations and private jet charters worldwide. The management team of Ashley Air is highly experienced in the airline and vacation industry and has seized on the opportunity for expansion by providing greater efficiencies and operational controls. Ashley Air is a "380" Public charter operator with chartered and scheduled flights operated by Elite Airways ( FAA 121 carrier) and RVR Aviation ( FAA 135 carrier). Both operators have excellent operations records.

### Current Operations

Ashley Air currently employs 35 full-time and 15 part-time employees, most performing office and reservation duties at the corporate offices in Atlanta and Orlando. The employee group is non-union, primarily comprised of young, local residents eager to see the company prosper and grow in the market.

Ashley Air is currently operating as a 380 charter operator and a Travel and charter broker company providing private air charter and travel to the business and leisure travelers worldwide, as well we have a

co branded partnership with Oceania cruises offering luxury

cruises to clients throughout the world through our parent company Ashley Aviation Group. Visit at:

[www.ashleyaviationgroup.oceania.wvgcruise.com](http://www.ashleyaviationgroup.oceania.wvgcruise.com) / [www.ashleyairandtravel.com](http://www.ashleyairandtravel.com)

### Operating Certificate and Authority

Ashley Air will conduct flights as a 380 public charter airline, using a 121 Faa and Dot operator to conduct all flights. all our operators have a Certificate of Public Convenience and Necessity for Interstate Air Transportation.

### Routes and Airports Served

Ashley Air will operate as a 380 public charter airline with a flagship operator with 121 certification on all routes (Orlando, Myrtle Beach, Tampa/St.Pete, Atlanta, Charlotte, Tunica).

### Market Opportunity

The following, in descending order of importance, are ten elements that will lead to the continued success of Ashley Air:

- **Employing an experienced, professional management team** that combines vision, realism and solid knowledge of the Federal Aviation Regulations relating to flight and legal responsibilities

involved for companies engaged in scheduled passenger flights. The management team's strengths include familiarity with the latest aviation, electronic and informational technologies; familiarity with the region and markets to be served; realization of the crucial importance of an organization's personnel and their relationship to the company's success and a total commitment to the overall mission and goals of the airline.

- **Implementing an intelligent, progressive and aggressive marketing** strategy that identifies Ashley Air as a 380 public charter airline flying unique routes with a unique passenger clientele. It is a marketing philosophy that identifies Ashley Air and its employees as sharper, smarter and with a higher level of professionalism and operation standard than is the norm in the market, combined with highly competitive fare pricing.
- **Presenting a friendly, cooperative, enjoyable** yet highly professional safety-conscious flight crew to the traveling public.
- **Maintaining aircraft** with a highly trained and knowledgeable staff equipped with spare parts and tooling, yields aircraft that comply with all FAA aircraft maintenance standards and high dispatch reliability.
- **Establishing a high level of operational oversight and quality control** that will ensure that Ashley Air always lives up to its commitment to a high level of flight safety, customer satisfaction and convenience at a reasonable, highly competitive fare.
- **Growing the company based on need** rather than growth for growth's sake. This requires being aware of solid niche-enlargement opportunities that will allow incremental, but always profitable expansion. Examples of this strategy include the expansion of service to Charlotte, Atlanta, Houston Hobby airport, and Savannah Hilton Head airport in summer 2018.
- **Development and implementation** of code share and interline agreements with a larger airline thus offering cost advantages to our Youngstown community.
- **Identifying and developing cost-effective opportunities** for new markets, new market concepts and expanded sales potential. This objective can be accomplished by maintaining an awareness of combining the core aviation and vacation business with ancillary marketing concepts and activities and ground-based operations that support, supplement, and complement the aviation elements of the business. These elements include such activities as aviation services, and other logical business pursuits both within and outside the immediate aviation business.
- **Utilization** of the latest electronic and informational technologies in sales and marketing, reservations, scheduling, resource planning and operational oversight. Technologies such as Internet marketing, reservations, operational oversight and flight tracking all contribute to reduced staffing requirements for Ashley Air.

### **Competitive Advantages**

- The current competitive environment for Ashley Air is bright with very little competition. Ashley Air is uniquely positioned to continue growing. Ashley Air will offer luxury daily flights from the following airports: Tunica(UTM), Gary (GYG), Orlando (SFB) and Tampa / St.Pete airport with 2 new destinations coming in the fall of 2018

## **Sales and Marketing**

Ashley Air growth strategy concentrates on building market share through the following actions:

- **Code Sharing and Interline Agreements** — Code sharing offers the passengers that begin their flight on Ashley Air a reduced fare when they transfer to a code-sharing partner of Ashley Air to continue their flight to the final destination.



## What Our Customers Say About Us

"Our entire private jet charter trip over to Luton ,London beginning with a flawless flight, was so amazing and challenging for me. Not one to love heights, nothing during the flight caused me concern or angst. Your pilots did a great job!" - Charles B.

"I've used Ashley Air and travel several times in the past year for charters around the West and to the East Coast. Professional, fast and good service, and the prices were at or below what I was paying in the past. The planes and crews have been some of the best I have flown."

-RB Hansen

"I have used Ashley Air and Travel over the last 4-5 years and have been very pleased with the quality of service, follow up and competitive prices I have received. I will fly 6-7 times a year for both personal and business and always know I will be flying safely with high quality jets, qualified and personable pilots, at a fair price. Safety is never compromised and Ashley Air and Travel is always accessible, and on short notice. It has been my pleasure to refer them to several of my friends and business associates."

-Carol.

"Both planes were in great shape and had fantastic crews. Just wanted to say thanks very much for helping us so much with the perfect charters from Trenton and returning from LAX. And we really enjoyed having Cabin Attendant Tara on our plane. She was poised, thoughtful and really nice."

-Private Client, Trenton NJ

"Wow what a trip! Outstanding service! The plane and crew were great, and they flew quite a few miles out of the way to avoid a thunderstorm so we wouldn't have a bumpy ride. I don't see how they could have done anything better." -Idyllewild CA Private Client

"We do plan to book future charters with you guys. Thanks for everything."

-New Orleans LA Private Client

"Everything worked out great last Friday. Thank you for your help and attention to detail!!"

-St. Vincent College

"Thanks! I really appreciate your quick service. It's great to have someone we can count on in a pinch."

- Gubernatorial Campaign

"Thanks so much! As usual you've helped out in a pinch. I really appreciate it."

-San Francisco CA Private Client

"The flight was great. Thanks again. We will need a plane again tomorrow..."  
-Houston TX Private Client

"We enjoyed the crew and the plane very much. I appreciate all your help and will call you next time."  
-United Growth

"You are tremendous. Thank you very much and I hope to do business with you many times over."  
-SCA Consumer Products

"Thanks very much for that. We chose your company because your approach was very professional."  
-Allco Development

"The trip to Chicago went just fine. The pilots were good, the plane was great and everything was smooth. Thanks for your help on such short notice. I have a couple of future trips I want to run by you..."  
-Jackson Hole WY Private Client

"Thanks very much for setting up the charter to Portland. The planes were impeccable and the trips were incredibly fast and smooth on the Citation X. wow! Also wondering about another potential charter, please call me." -Teterboro NJ Private Client

"All was perfect on our end - thanks to YOU! I have to go by the office today - so i'll drop this off - for some reason if the payment is delayed.....contact me immediately - thanks!!!!!!!!!!!!!!  
I'll be contacting you again soon."  
-Gallery Travel, Los Angeles CA

"Thank you for working with us on setting up our charter flight to Glendale. Everything worked out great, especially the score of the game since we are Gators. You were very accommodating and fantastic to work with. Thank you again." -Las Vegas NV Private Client

"The flight was wonderful, as always! We sure liked Lyndon and all the pilots so far. The whole organization is top notch!" -Santa Barbara CA Private Client



## Your Connection to

Orlando > Tampa > Myrtle Beach > Tunica

### GDS Connectivity

Ashley Air's flights will have full global distribution connectivity. Orlando, Tampa/St.Pete, Gary, and Youngstown flights will be listed on Apollo, Worldspan, Galileo, Travelport and Sabre.



Ashley Air flights will also be available for booking by most travel agents and through popular online booking sites such as Expedia and Orbitz.

Passengers can also book directly with Ashley Air through our website at [www.ashleyairandtravel.com](http://www.ashleyairandtravel.com). We will also provide a call center for telephone bookings .

#### **CODESHARE AND INTERLINE**

Ashley Air presently has no codeshare or interline agreements.

#### **RESERVATION**

Ashley Air utilizes a sophisticated airline specific reservations system to initiate, track and report on reservations made through our website.



## **Our Equipment**

Ashley Air will operate One 50 passenger CRJ200 and One 70 passenger CRJ700 aircraft. Ashley Air is presently in negotiations with Regional 1 Aviation to lease (1) CRJ200 / 50 passenger jet and (1)CRJ 700 / 70 passenger jet complete with free wifi and 110 volt plugs, and (1) 737-800 / 163 passenger jet added summer 2018

- ✦ Latest avionics package
- ✦ GPS Traffic and terrain avoidance systems
- ✦ Onboard weather and weather radar
- ✦ Integrated auto pilot

### **Proposed Schedule for Youngstown-Warren**

This is only a possible schedule – Ashley Air plans on working with the tour operators, Resorts, and community on developing a schedule that works for the community to maximize their air service. We feel that providing service to Orlando, Tampa/St.Pete Myrtle Beach and Tunica will alleviate the needs to drive to Pittsburgh or Cleveland International and to assure that, we will offer 12 flights a week to "Orlando " and 12 flights a week to "Tampa/St.Pete" and 12 flights a week to Myrtle Beach and 3 flights a week to Tunica.

**Orlando\* Tampa/St.Pete \* Myrtle Beach \*Tunica**

<u>Depart</u> tbd	<u>Arrive</u> tbd tbd tbd	<u>Frequency</u> mon- sat X2 Daily	<u>Depart</u> tbd	<u>Arrive</u> tbd tbd	<u>Frequency</u> wed X2 weekly
<b>Orlando</b>			<b>Myrtle Beach</b>		
<u>Depart</u>	<u>Arrive</u> tbd tbd tbd tbd	<u>Frequency</u> mon-fri X2 Daily			
Tampa/St.Pete		Tunica			
<u>Depart</u> tbd tbd	<u>tbd</u>	<u>wed-sun</u> Daily			

### Proposed Fares for Youngstown-Warren

Below fares are just sample proposed based on today's current environment and are subject to change. Fares below are ONE WAY and

	Orlando	Tampa/St.Pete	Myrtle Beach	Tunica
Walk up, last seat fare	\$129	\$129	\$149.00	\$209
Everyday low fare	\$109	\$109		
Lowest fare, Membership purchase	\$39	\$39		

may not include all taxes (IE – TSA security fee).

Ashley Air believes in charging ALL residents of Youngstown affordable yet realistic fares. The revenue seat guarantee from the Airport Authority will be sufficient to supplement our operations .

#### **Revenue Requirement from Airport Authority**

Ashley air will be providing a much needed luxury reliable service to the area of Youngstown-Warren that presently has no limited commercial service to connect its community to the mainstream air transportation. We will be using new model CRJ200 & 700 50 & 70 Pax jets on our routes to Orlando, Tampa / St.Pete , Tunica and Myrtle Beach. Ashley Air has two additional CRJ200 & 700 50 & 70 pax jets and one 737-800 / 163 pax jet that will be delivered by summer 2018. Ashley Air will be requesting the Air port Authority of Youngstown to provide Funds for marketing and advertising of new service to the Youngstown community for the first interim year of service and to waive all airport fee's and charges for year 1, provide Free ticket counter space, office space and hangar space for year 1, and Ashley Air will waive all required startup cost's required from the Youngstown Airport Authority.

*john ashley*