





# GATEWAY TO MIAMI, TO FLORIDA & TO THE AMERICAS 2014-2015









# **MIA SERVES A LARGE & DIVERSE MARKET**

## THE LOCAL MARKET

Miami International Airport (MIA) serves a population base spanning Miami-Dade, Broward and Palm Beach counties and comprising one of the top ten largest metropolitan areas in the United States with over 5.6 million residents. Miami-Dade County accounts for almost half of the population of Southeast Florida.

## THE VISITOR MARKET

Miami-Dade attracts nearly 14 million visitors annually, almost half being international. Miami is the second top destination in the USA for international tourists and has consistently ranked among the top five preferred destinations in the USA for international travelers since 1990.

Greater Miami offers exceptional natural assets, including an ideal year-round climate, renowned beaches and world class attractions. Miami offers close proximity to all of the Orlando area tourist attractions as well.

During 2013, Miami's visitor numbers totaled 14.2 million, with a record 7.1 million, or 50% international visitors and 7.1 million, or 50% domestic visitors. 96% of all visitors to Miami arrive by air.

The Port*Miami* is the world's busiest cruise port, with 4 million passengers per year. The world's largest cruise lines are based in Miami. MIA provides the Port*Miami* with over 70% of its passenger base.

## THE BUSINESS MARKET

With an exceptional international business base, Miami-Dade is the hemispheric center for commerce in the Americas, facilitated by extensive business infrastructure and a multicultural, multilingual population.

Miami excels in international trade and finance and serves as the base for transactions between North America and the world with the Latin American / Caribbean region.

There are over 1,000 multinational corporations in the area, of which more than 600 companies maintain Latin American headquarters.

With the third largest consular corps in the USA, greater Miami has 55 foreign consulates, 30 bi-national chambers of commerce and 18 foreign trade offices.

In international trade finance and investment, Miami has the largest concentration of domestic and international banks south of New York City, with approximately 87 financial institutions and 33 foreign bank agencies.

International trade and logistics is one of Miami's top two leading industries, with MIA's air trade value reaching \$68.5 billion during 2013.

## **MIA RANKINGS AND STATURE**

Miami International Airport is the second leading gateway to the USA following New York's JFK Airport.

MIA is the largest gateway to the Latin American / Caribbean region with over 1,120 weekly departures to 70 destinations in the region.

MIA is Florida's busiest airport, and the premier international gateway to Florida, handling nearly 70% of Florida's total international passenger traffic.

With a catchment area that reaches and encompasses Orlando, Miami provides global access for Florida's high and growing population, as well as serving as the entry point for millions of annual visitors and business travelers who choose Florida for leisure and/or business purposes.





# **MIA - EXTENSIVE ROUTE NETWORK & LARGE MARKET SHARES**

## **MIA AIR SERVICE ATTRIBUTES**

MIA offers an extensive air service network stretching to nearly 150 destinations on four continents. Air service is provided by a total of 76 scheduled and 20 charter carriers.

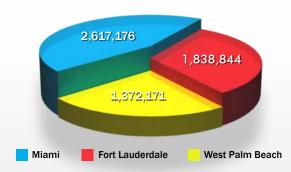
During 2013, MIA set a new all-time record for annual passenger traffic with 40.5 million passengers, an increase of 3% over 2012. Of the total passengers that traveled through MIA 20.2 million, or 50% were international, and 20.4 million, or 50% were domestic. MIA maintains one of the highest international to domestic passenger ratios of any US airport.

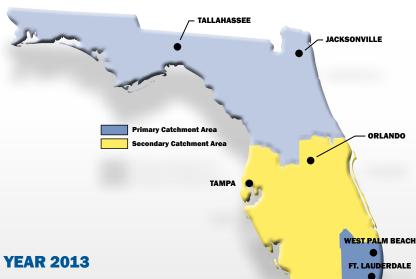
MIA supports multiple airline and multiple daily frequencies to virtually every capital and secondary city / business center in the Latin American / Caribbean region.

During 2013, MIA handled 49% of the U.S. - South American passenger market, 26% of U.S. - Central American and 27% of the U.S. - Caribbean passenger markets. MIA is the largest connecting point for flights between the Americas, and for flights between the Americas and Europe.

## **MIA PASSENGER CATCHMENT AREAS**

Miami Primary Passenger Catchment Area Population 2013





### **MIA TOP MARKETS & TOTAL PASSENGERS YEAR 2013**

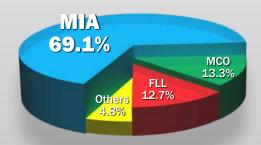
DOMESTIC		
New York, New York	3,139,328	
Atlanta, Georgia	1,491,606	
Dallas/Ft. Worth, Texas	1,103,819	
Los Angeles, California	1,069,126	
Washington, DC	1,051,076	
Chicago, Illinois	1,039,223	
Orlando, Florida	978,909	
San Juan, Puerto Rico	784,305	
Boston, Massachusetts	755,185	
Charlotte, North Carolina	753,566	
Houston, Texas	688,220	
Philadelphia, Pennsylvania	560,323	
Tampa, Florida	499,111	
Las Vegas, Nevada	396,255	
San Francisco, California	376,696	
Detroit, Michigan	329,888	
St. Thomas, U.S. Virgin Islands	324,724	
New Orleans, Louisiana	294,563	
Raleigh / Durham, North Carolina	264,177	
Baltimore, Maryland	250,562	
Denver, Colorado	220,079	
Minneapolis, Minnesota	219,064	
St. Louis, Missouri	194,164	
Jacksonville, Florida	157,126	
Key West, Florida	141,857	

INTERNATIONAL		
Brazil	1,963,718	
Colombia	1,258,184	
Mexico	1,249,545	
Venezuela	1,080,738	
Dominican Republic	1,049,061	
United Kingdom	974,569	
Canada	840,020	
Argentina	764,569	
Peru	688,334	
Panama	678,181	
Cuba	672,123	
Ecuador	592,096	
Germany	579,959	
Bahamas	566,422	
Spain	562,155	
Jamaica	551,642	
Haiti	510,866	
Costa Rica	496,054	
Chile	411,848	
France	402,538	
Trinidad and Tobago	342,924	
Nicaragua	339,942	
Cayman Islands	335,148	
Honduras	324,229	
Curacao	319,187	

Florida International Passengers by Airport Year Ending December 2013

FT. MYERS

MIAMI



MIA	20,274,061
MCO	3,903,438
FLL	3,735,763
Others	1,413,661

# **WELCOME TO THE NEW MIA**







## **MIA PASSENGER FACILITIES**

MIA has recently completed its \$6.4 billion Capital Improvements Program (CIP). The CIP includes an expanded and efficient airfield with four runways and several new taxiways, expanded passenger parking facilities, a central collection plaza, additional lanes at upper/lower terminal drives, and enhanced connections to the surrounding expressways and the new Rental Car Center (RCC).

The CIP's largest components are the new South and North Terminals. Combined, the new terminals add over 4 million square feet to MIA's prior 3.5 million square feet of terminal area space. Terminal expansion has increased gates by 23% and there are now 29 more gates with international and domestic capability. Concession space for passengers has increased 134%.

## **SOUTH TERMINAL**

The South Terminal includes Concourse H and Concourse J, and provides the following amenities:

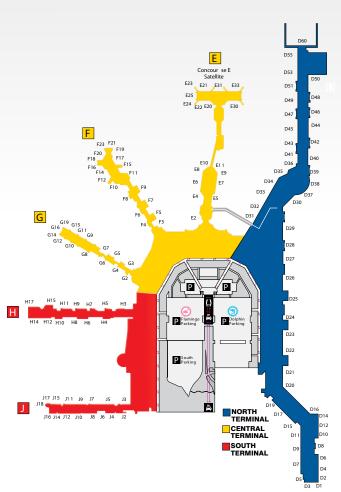
- An additional 1.7 million square feet to MIA.
- 28 gates and three checkpoints.
- A new Federal Inspection Facility able to process 2,000 passengers per hour and offers both **Global Entry** kiosks and automated passport control (APC) kiosks.
- 60,000 square feet of concession space, including 61 food and beverage, retail and duty-free shops.

#### **NORTH TERMINAL**

The North Terminal encompasses more than 3.8 million square feet. This project provides extensive new facilities and conveniences, including:

- A new 48-gate facility, linear Terminal over 1.3 miles in length, capable of accommodating fully independent domestic and international arrivals at each gate.
- An attached Regional Commuter facility, complete with 2 contact gates and 12 regional boarding gates, plus 9 hardstands.
- A new 400,000 square foot Federal Inspection Facility with 72 check lanes capable of processing more than 2,000 passengers per hour and offers both *Global Entry* kiosks and automated passport control (APC) kiosks.

- An automated people mover moving 9,000 passengers per hour with four stations conveniently located from east (gate D-1) to west (gate D-60).
- A gate delivery automatic Baggage Handling System (BHS) with over 12 miles of conveyors with a capacity to process 6,400 bags per hour.
- 166,922 square feet of concession space, including 118 food and beverage, retail and duty-free shops.
- American Airlines, American Eagle and oneworld Alliance airlines are located in the North Terminal.

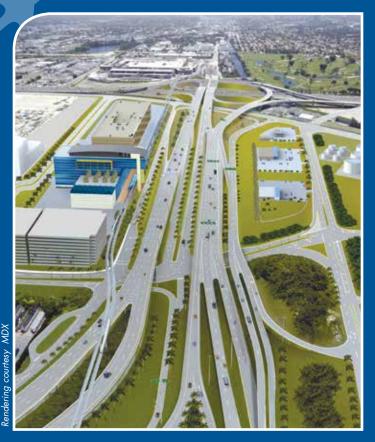




# **MIA-NEW ACCESS, EFFICIENCIES & INTERMODAL TRANSPORT**

## **CENTRAL BOULEVARD**

The Central Boulevard Widening Project, which the Miami-Dade Expressway Authority began in April 2010, will separate commercial and passenger traffic at MIA's main roadway entrance with the introduction of new service roads for commercial vehicles. The project also features new digital way-finding signage and is scheduled for completion towards the end of 2014.



## **INTERMODAL CONNECTIONS**

The MIA Mover, a 1.25-mile people mover system opened in September 2011 to connect MIA to the Miami Rental Car Center, and was the first milestone of the Florida Department of Transportation's Miami Intermodal Center (MIC) project. AirportLink, a 2.4-mile extension from the MIC to Miami-Dade Transit's Metrorail system, opened in summer 2012. The MIC's 16.5-acre Miami Central Station, which broke ground in September 2011, is scheduled to be completed towards the end of 2014 as Miami-Dade County's first ground transportation hub, providing passengers connections to services such as: the County's Metrobus system; Tri-Rail; Amtrak; Greyhound; taxi; and other private transportation.



The MIA Mover connects the MIA terminals to the Rental Car Center (RCC) facility.

The RCC features 16 car rental agencies, and inventory of 6,500 rental cars and serves 28.000 customers daily.



MetroRail connects MIA with points north, south and the Downtown areas of Miami.









## **NEW AIR ROUTE INITIATIVES**

The Miami-Dade Aviation Department, operator of MIA, continually seeks expansion and diversification of its air route network both abroad and in the United States for both passenger and air cargo service.

International route development is presently focused on new and expanded air service to destinations in Europe, Asia, Africa and the Middle East/Gulf Region. Several destinations in each world region are targeted as premium markets in MIA's expansion efforts and will receive additional benefits as part of the MIA air service incentive program.

Domestic route development is focused on expansion of frequencies in MIA's top city pairs, new route considerations to secondary markets, and diversification of the domestic product for greater traveler choices, including recruitment of low cost carrier service. Inquiries regarding new air route air service development may be made to:

marketing@miami-airport.com

## **AIR SERVICE INCENTIVES TO AIRLINES**

The MIA incentive program, ASIP4, offers landing fee and other benefits to passenger and cargo carriers in various broad and narrower arrangements according to the desired services being sought by MIA. A brochure containing all details, benefits and qualifications is offered on-line at: www.miami-airport.com

MIAMI-DADE AVIATION DEPARTMENT - MARKETING DIVISION



