



CHARLES M. SCHULZ - SONOMA COUNTY AIRPORT

Jon G. Stout, Airport Facilities Manager

www.sonomacountyairport.org

2290 Airport Boulevard, Santa Rosa, CA 95403 • (707) 565-7243 • (707) 542-5303 Fax

NEWS RELEASE

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Contact: Jon Stout, Airport Manager (707) 565-7243

Sonoma County Airport and Horizon Air – Two Year Anniversary on March 20!

SANTA ROSA – Charles M. Schulz – Sonoma County Airport (STS) and Horizon Air will soon mark the second anniversary of scheduled air service from Santa Rosa. The service was launched on March 20, 2007, with two daily nonstop flights to **Los Angeles** and one daily nonstop flight to **Seattle**. In October 2007, Horizon began a daily nonstop flight to **Portland**, and on April 24, 2008, a daily nonstop flight to **Las Vegas** was added to the schedule. The four destinations offer many opportunities for connecting flights elsewhere.

Supervisor Paul Kelley, instrumental in bringing Horizon Air to Santa Rosa with his work with the Airline Attraction Advisory Committee, had this to say, "I am thrilled that the partnership with Horizon continues to be a success. Air service is a critical component of our transportation infrastructure and provides jobs, business growth and retention, tourism growth, and an economic safe way to travel for all in Sonoma County."

Dan Russo, Director of Marketing and Communications for Horizon Air remarked, "We're gratified by Sonoma County's enthusiastic support for our air service and look forward to being a part of the community for many more years to come."

The Airport continues to make air service development and improvement of Airport facilities a top priority. Discussions with Horizon and other airlines are ongoing with the goal of securing additional destinations that would take passengers east to a major hub like Denver or Salt Lake City and south to destinations like Orange County and San Diego. To improve passenger comfort, a plan is underway that will add about 5,000 feet to the terminal, increasing the size to over 14,000 square feet.

Local air service has proved to be very popular. Since the return of service in March 2007, over 315,000 passengers have flown in and out of Sonoma County Airport. Last year, 204,230 passengers flew in and out of the Airport, up 87% over 2007 when 109,080 passengers used the service. Through February of this year, 24,665 passengers have flown in and out of the Airport as compared to a total of 22,205 in 2008.

Prior to Horizon's arrival, the Airport had been without scheduled air service since October 2001. County and Airport officials, along with the Airport Attraction Advisory Committee, reached out to airlines in an effort to bring air service back to the County. Their hard work was rewarded in 2006 when, ten months prior to the start of service, the award-winning* Horizon Air signed an agreement to serve the region.

Passenger Extras

Horizon Air passengers over the age of 21 can expect the offer of a complimentary glass of northwest wine, microbrew, or Starbucks coffee on the Seattle-based carrier's flights. This month, in celebration of the two year anniversary of service to Sonoma County, Horizon is offering wines and microbrews from Sonoma County.

The wines served are 2007 Redtree Cabernet Sauvignon and 2007 Redtree Chardonnay from Cecchetti Wine Company in Vineburg and Racer India Pale Ale from Bear Republic Brewing Company in Healdsburg. In addition, passengers departing from Sonoma County Airport can check a case of wine any time at no cost.

Airline Attraction Advisory Committee (AAC)

The AAC is made up of community leaders, including Chairman Mike Merrill, Supervisor Paul Kelley, and representatives from the Sonoma County Tourism Bureau, area lodging associations, and major businesses. The late Mike Hauser of the Santa Rosa Chamber of Commerce played an important role in bringing Horizon to the area and supporting the launch effort.

Recent Horizon Air Awards and Recognition:

Top 10 Domestic Airlines (2004-2008) – Travel+Leisure Magazine - In every year since 2004, Travel+Leisure readers have voted Horizon Air among the top 10 domestic airlines as part of the publication's annual "World's Best Awards." Travel+Leisure scores airlines in five areas: cabin comfort, food, inflight service, customer service and value.

Top Domestic Single Class Airline (2002-2008) Condé Nast Business Travel Awards - In every year since 2002, the prestigious Condé Nast Traveler magazine has ranked Horizon Air among the top 5 domestic single-class airlines.

FAA Diamond Certificate of Excellence (2000-2008) - The FAA's Aviation Maintenance Technician program honors aviation maintenance personnel and employers who participate in training opportunities that exceed FAA regulatory requirements.

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For more information please visit:

Sonoma County Airport: <http://www.sonomacountyairport.org/>

Horizon Air: <http://www.alaskaair.com/>

