



Since airlines are for-profit private sector enterprises, their first duty is to produce money. Producing money means having a dedicated customer base. Simply put, if a community patronizes an airport well enough, the airport's current carriers have a greater ability to expand their service or lower their prices. This is also what a new carrier would look for when considering coming to the Des Moines International Airport (DSM). **Only by investing your ticket buying power at DSM can you hope to maintain current service levels or obtain expanded or new service.** If you buy your ticket (power) at another airport, you are giving **that** airport the power to retain or expand service. Commercial air service is a simple process of supply and demand.

**If you choose to drive to another airport to get on a plane, you will always be driving to another airport. No airline is going to come to you if you are content with going to them. The airline does not care how much hassle you encounter, as long as you continue to do it. The airline sees you as a customer of that airport. It doesn't know, or care, that you drove there from somewhere else.**

IRS Commissioner Mark Everson stated, "**People are entitled to deduct the real cost of operating a vehicle**" on September 9, 2005. Since then, every year the IRS updates the costs of operating your vehicle every time you use it according to mileage depreciation, maintenance costs, wear and tear on parts, etc. In 2009 they have raised the allowable business deduction to **.55 cents** per mile. **This is the true cost of surface transportation.**

#### **DO THE MATH FOR KC**

350 ROUNDTRIP MILES x \$.55 = **\$192.50**

Parking (5 days in economy): **\$25**

Food/motel: **\$??**

If your ticket price difference was **\$400**, your net savings is now only one-half of that.

**Is it worth that little to always have to make this trip?**

#### **DO THE MATH FOR OMAHA**

240 ROUNDTRIP MILES x \$.55 = **\$132.00**

Plus motel, parking, food: **\$ ??**