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Surveys start to fly in at Phoenix-Mesa Gateway

By Tony Natale
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The survey, called "We Need You," began nearly two years ago. Until recently, only about 4,000 questionnaires out of a goal of 10,000 had been collected.

But that figure doubled in the less than six weeks since Allegiant began flying, said Brian Sexton, Phoenix-Mesa Gateway spokesman.

"We now have about 8,000 completed surveys and we expect to reach our goal of 10,000 by February or March," Sexton said.

"It shows that the community cares about passenger service."

The survey is primarily offered on the airport's Web site at www.phxmesagateway.org or handed out during tours.

Its main goal is to determine which cities are major destinations for both individuals and companies.

Sexton said the airport is seeking volunteers to distribute questionnaires to passengers sitting and waiting for flights to arrive or depart.

"Our goal is to get 50 volunteers," Sexton said.

John Barry, marketing manager at the airport, said the information will be analyzed to help develop passenger service programs.

"Feedback from our passengers is an extremely valuable tool when trying to determine which additional flights and services we need to bring to the community," he said.

"We will rely on our surveys to help make Phoenix-Mesa Gateway one of the best airports in the country."

"In general, the most popular cities for passengers leaving Phoenix-Mesa Gateway are in the Midwest and the Bellingham, Washington, and Vancouver, Canada, markets," said Tyri Squyres, spokeswoman for Allegiant Air.

Allegiant Air currently offers 26 flights each week from Mesa to 13 cities, including Cedar Rapids, Iowa, Chicago, Rockford and Peoria, Ill., Bellingham, Wash., Missoula and Billings, Mont., Stockton and Santa Maria, Calif., Fargo, N.D., Fort Wayne, Ind., and Sioux Falls and Rapid City, S.D.

The Las Vegas-based Allegiant Air serves 54 cities from Las Vegas, Orlando and Tampa Bay-St. Petersburg, Fla., and Phoenix-Mesa Gateway.



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