



## **E NEWS – NOVEMBER 2011**

### **CUSTOMER SATISFACTION SURVEY – YOUR COMMENTS WELCOMED**

Fresh Air Aviation recently put out a customer satisfaction survey to our customer base and we really appreciate the information provided – wonderful feedback was gathered. We are taking careful consideration of all points mentioned – positive and negative. This information is being used to continually improve our service and look to the future for growth opportunities. Thank you for taking the time to let us hear about your experiences.

### **WINTER SCHEDULING – REQUEST FOR ASSISTANCE -**

The slower season is approaching quickly and with that comes a reduction in the amount of customers who need to fly back and forth to the island. It is our desire to have as many flights as possible available to accommodate our customer's needs while maximizing the number of passengers we have per flight. Maximizing flight capacities helps Fresh Air Aviation stay healthy through the lean months and be able to offer a great value all year long.

Please make your reservation requests as far in advance as possible. This will allow us to develop the best flight options for you based on demand. Fresh Air Aviation staff is very conscientious with reservations requests and if we can't initially offer you the exact flight time you requested we will do our best to look for opportunities to merge or add additional flights that would benefit the most customers possible. So please feel free to make your preferred flight time known and we will do our best to make it happen.

### **DISCOUNT PROGRAMS – GREAT VALUES ALL YEAR LONG**



It has come to our attention through feedback from our survey that not everyone is aware of the different discount programs that Fresh Air Aviation offers all year round. So in order to keep new and old customers alike up to date on the latest and greatest we will get this information out to you through our E-News letter at least on a quarterly basis.

## Voucher packs

Adult Standard - 10 Round Trips	\$840.00 (\$84 per round trip - 11% savings)
Adult Economy - 5 Round Trips	\$441.00 (\$88.20 per round trip - 6% savings)
Child Standard -5 Round Trips	\$287.50 (\$57.50 per round trip - 7% savings)
Pet - 5 Round Trips	\$184.00 (\$36.80 per round trip - 13% savings)

**Senior pricing** – The adult round trip airfare for 65 years and older is \$90. When checking in please let us know if you qualify.

**Silver linings program** – Sign up and receive an even greater value when you fly with Fresh Air Aviation. With every ticket purchase you can start earning points toward free tickets. For every adult, child, and even dog ticket you purchase points will accumulate towards a free adult round trip ticket. It is simple and easy to sign up and start earning your reward today. Just stop in or give us a call to become a member of Fresh Air Aviation's Silver Lining Rewards Program.

## CHARTERS – SHARING OPPORTUNITIES – GET ON THE LIST

**Advantage Flight Availability Notification Service** – Would you like to be notified about potential charter sharing opportunities to or from areas such as Chicago or Traverse City? If so please email us at [info@freshairaviation.net](mailto:info@freshairaviation.net) to be added to the Flight Notification list.



## POTENTIAL WEATHER DELAYS –



It is getting close to that time of year where weather impacts flying conditions more frequently. As an added convenience we have a page on our website that offers information regarding current weather conditions and potential delays. <http://www.freshairaviation.net/weatherupdates.html> please check out this link before traveling up north or feel free to give us a call. When possible we try to call customers in advance to advise them if there is significant weather forecasted that could effect their flights but it is best if you can give us a quick call for an update. We will do our best to advise you of current and forecasted conditions but as you can imagine northern Michigan weather can change at any moment and lake effect snows can be very hard to forecast. Please also remember that certain weather restrictions increase after sunset which means flights we could complete during the day may not be able to be done under the same conditions at night.

## **CHECK IN TIME – HELP US KEEP EVERYONE ON SCHEDULE**

In order to get flights out on time please check-in in at least 20 minutes prior to your flight. If you do run into a delay please give us a call as soon as possible so that we can work with you and others on the flight to make sure everyone gets where they need to go in a timely basis. Your cooperation and understanding is much appreciated by all. Thank you.

## **VETERAN'S DISCOUNT PROGRAM**



Fresh Air Aviation is participating in a very worthy program called the Northwest Michigan Veterans Discount Program. This program will enable veterans in Charlevoix and Emmet counties to receive a discount from area business owners. The program will work in conjunction with Charlevoix and Emmet County Veterans Affairs offices where veterans can register their DD214 form and receive a veteran picture identification. Registered veterans will then be provided with a list of participating merchants. The picture ID card can then be presented to participating merchants who will then honor the cardholders by providing a discount on purchases and services.

*Fly Right!*

**888-359-7448**

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