American Assn. of Port Authorities
Michael Conway, Director Public Affairs
Detroit Metropolitan Wayne County Airport
June 24, 2009

Detroit Metropolitan Airport
Department of Airports—External Relations Division

29 full-time positions; 19 part-time positions
3/28/01

Customer Service  Public Information/Communications
Environmental  Noise  Projects Coord.
DTW increases in CPE are comparable to Peer Airports

Cost Per Enplanement Comparison

Airport

ATL*  SLC  CVG**  MEM  MSP  DTW  DFW  CLE  ORD  IAH  DEN  SEA  IAD  SFO  MIA

$0.00  $2.00  $4.00  $6.00  $8.00  $10.00  $12.00  $14.00  $16.00  $18.00  $20.00

CPE

FY 2007

FY 2008

FY 2009
Lots of colorful tails at DTW…
Meeting with Senior Executives
**MISSION**

To operate safe, secure and dynamic air transportation facilities for our customers, creating economic vitality by providing global travel, cargo and business opportunities.

**VISION**

Making the world available.

**VALUES**

**TEAMWORK.** We work across functional areas to achieve our common goals through trust, sharing information, and open discussion of ideas.

**ACCOUNTABILITY.** We follow through on commitments, take ownership, and accept responsibility for all outcomes.

**CUSTOMER SATISFACTION.** We commit ourselves to understand our customers’ needs and deliver services and facilities that exceed expectations.

**EMPLOYEE RESPECT.** We treat others fairly, listen to all opinions, and recognize a job well done.

**INTEGRITY.** We adhere to a high ethical standard while doing our job with honesty and professionalism.

**DIVERSITY.** We foster a welcoming environment for all airport users.
McNamara Terminal

What is most important to customer v. How we do relative to peer airports

- REVIEW LEVEL OF COMMITMENT
- KEY SELLING POINTS
- LOWER PRIORITY
- PRIMARY CONCERNS
Travelers Aid
Commercial Filming at DTW

Up in the Air – Movie, filmed Feb 2009
George Clooney plays an unapologetic corporate downsizer whose untethered life is consumed by collecting air miles.

The Prince of the Motor City – TV drama, pilot filmed July 2008
Inspired by Shakespeare’s “Hamlet,” this soap opera revolves around a family dynasty and Detroit’s automobile industry.
Pavel Datsyuk
Thank you