

## Welcome to NewsFLLash Issue #32

In this edition: Civil rights icon visits FLL, new London-Gatwick nonstop route starts in May, seasonal Israel flights coming in September, JetBlue eyes more growth at FLL, BCAD co-hosts aviation industry finance and administration conference, and more.



**Mark E. Gale**  
CEO/Director of Aviation  
Fort Lauderdale-Hollywood  
International Airport (FLL)

## A Message From the CEO

February was a busy month with exciting news for FLL from existing airlines and others planning to debut in 2023. We're sharing a recap of these important announcements in this newsletter. Read more about JetBlue Airways' growth plans for our airport, including new service to Florida's capital in 2024, a new international route coming from Israeli airline EL AL, and our new renewed transatlantic service to London, England, courtesy of Norse Atlantic Airways.

Besides this trio of breaking destination news, FLL welcomed two new nonstop routes from Avelo Airlines in February: Wilmington, DE, and Raleigh-Durham, NC. Delaware's Wilmington Airport is a welcomed addition to our airport's nonstop travel options to cities along the Northeastern U.S. corridor and is a first-time nonstop destination for FLL. The Raleigh-Durham region of North Carolina is known for its research, technology, and

educational institutions. This new four-times weekly route should help to increase business synergies and leisure travel demand between our two regions.

As is customary in February, FLL showed some extra love to its guests on St. Valentine's Day with a small token of appreciation for their support in the form of roses made of chocolate to sweeten their journey.

Looking back at January, FLL served 3.03 million passengers, a 34% increase from the same month in 2022. Domestic passenger traffic grew 27% to 2.32 million travelers from a year ago, and international visitation rose 65% to 709,133. Compared to pre-pandemic activity, January's passenger volume was only 6.2% less than the same month in 2019.

Looking forward, we are optimistic about what March has in store for FLL as the end of the first quarter of 2023 nears.

## *Mark*

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## The Sky's the Limit

### January passenger traffic recap

Airport Statistics	Current Month	2022 Month	Year-Over-Year Difference	2019 Month
Total Passengers	3,028,797	2,255,460	34%	3,227,766
Domestic Passengers	2,319,664	1,825,207	27%	2,408,152
International Passengers	709,133	430,253	65%	819,614

[View FLL Statistics](#)





## Civil Rights Icon Visits

### Special welcome for Little Rock Nine Member

During Black History Month, FLL was honored to welcome Little Rock Nine member Elizabeth Eckford (seated), a civil rights icon and U.S. Army veteran to Broward County on Presidents' Day, February 20, for a special Honor Flight of South Florida speaking engagement the following evening.

Eckford's role in desegregating the Little Rock Central High School in Arkansas in 1957 made her an inspiring human rights activist.

Read more about her [story](#).



Photo credit: JetBlue Airways

## JetBlue Talks FLL Growth

### Readying for a major take-off by 2027

On February 15, JetBlue Airways outlined its plans to grow its operations at Broward County's FLL as part of its proposed merger with Spirit Airlines, pending regulatory approval.

The airline's FLL growth prospectus includes increasing its focus city operations to more than 250 daily flights by 2027, starting with a new nonstop service to Florida's capital city Tallahassee in January 2024. Additionally, the carrier pledged to build a new maintenance hangar facility at FLL and support key Master Plan and improvement projects.

Read more about JetBlue's planned Spirit combination in its [news release](#).



## Nonstop Flights to Israel

### FLL welcomes first-ever Tel Aviv service

Also, on February 15, EL AL Israel Airlines announced plans to expand operations in South Florida with new nonstop seasonal service between FLL and Tel Aviv's Ben Gurion Airport (TLV) starting September 13.

The Israeli national airline would begin flying year-round between Fort Lauderdale and Tel Aviv in the Spring of 2024. The initial seasonal service will operate on select days of the week to accommodate passenger demand through October during the Jewish High Holidays season.

Recently, EL AL relocated its regional North American headquarters to Margate from the New York area. Click [here](#) for more details about EL AL and its new FLL flight schedules.





Photo credit: Norse Atlantic Airways

## Norse Adds London Route

### Big Ben, here we come

On February 14, our Norwegian airline partner Norse Atlantic Airways launched ticket sales for its latest transatlantic destination from FLL to London, England. Starting May 26, Norse plans to operate three weekly flights between Fort Lauderdale and London Gatwick Airport (LGW) with its eco-friendly Boeing 787 Dreamliner aircraft that offers economy and premium-class cabin in-flight experiences.

Norse added nonstop service between FLL and Berlin, Germany, in early December, just a few months after commencing its inaugural route to Oslo, Norway, in June 2022.

For more information about Norse's latest FLL to London route and ticket sales, visit [flynorse.com](https://flynorse.com).



## St. Valentine's Appreciation

### A lovefest of roses and smiling faces

On Valentine's Day, Broward County Aviation Department (BCAD) employees greeted airport passengers with chocolate roses as a small gesture of appreciation to spread the love on February 14 and thank them for choosing the FLL.





## FLL Co-hosts AAE Conference

The American Association of Airport Executives (AAAE) held its 34<sup>th</sup> Annual Southeast Chapter Airport Finance and Administration Conference in Fort Lauderdale from February 6-8. The conference aims to provide airport professionals with new methodologies to address workplace challenges while retaining fiscal effectiveness and efficiency. Nina MacPherson, Airport Manager, North Perry Airport (HWO) and Conference Committee Chair, gave opening remarks welcoming 205 attendees and thanked sponsors and others for their contributions. MacPherson also serves on the board of AAAE's Southeast Chapter.

Celina Saucedo, FLL's Chief Administrative Officer, served as moderator for the conference's first session as speakers discussed changes in the economy and their impact on the aviation industry. In addition, Cara Roberts, FLL's Talent Development Coach, spoke at the conference shedding light on ways to increase employee engagement by incorporating well-being strategies. Another FLL representative, Enterprise Director of Finance Kirsten Ruus, was a table host and moderator for an accounting discussion. Meanwhile, Information Systems Director Angela Scott participated as an expert on IT issues.



Photo credit: Florida Panthers

## NHL All-Star Weekend Visitors

### FLL welcomes National Hockey League players

The Florida Panthers hosted this year's NHL All-Star Weekend at FLA Live Arena in Sunrise from February 3-4. Multiple NHL All-Stars from around the league traveled through FLL for the event. This was just the second time in franchise history that All-Star Weekend was held in South Florida, the last time being in 2003.

As for the festivities, the Atlantic Division won the All-Star Game and Florida Panthers forward Matthew Tkachuk took home the MVP title. The weekend consisted of seven All-Star Skills challenges including Upper Deck NHL Fastest Skater, Enterprise NHL Splash Shot, and Chipotle NHL Pitch 'n Puck.

The Panthers were also represented by team captain, Aleksander Barkov. Other notable All-Stars competing in the events were Sidney Crosby of the Pittsburgh Penguins, Alex Ovechkin of the Washington Capitals, and Cale Makar of the Colorado Avalanche.





Photo/story credit: JetBlue

## Career Bound With JetBlue

### High schoolers' insiders tour, employee shadowing

JetBlue, the second busiest airline for passenger traffic at FLL, partnered with Junior Achievement of South Florida to host Career Bound Day in FLL for a job shadowing experience. The airline hosted 30 students from Northeast High School in Oakland Park, which allowed them to learn about different careers in aviation during a behind-the-scenes tour of JetBlue's operations.

Broward County Mayor Lamar Fisher gave opening remarks and welcomed the students to kick off the event. The career day event ended with a Q&A session with various JetBlue workgroups in attendance.





## Challenge Air at FXE

FLL's Americans with Disabilities Act (ADA) Coordinator, Linda Merrill (seated top right), attended the Challenge Air for Kids and Friends Fly Day at Fort Lauderdale Executive Airport (FXE) on January 28. Joining Merrill at the event were some of our airport's ADA Access Committee members. It was an opportunity to interact with families with special needs children and share information about FLL's accessibility offerings, including the Hidden Disabilities Sunflower Program. The annual event, which has tremendous community support in Fort Lauderdale, offers participating families the opportunity to fly in an airplane free of charge.



## Tailgating BCAD-style

Broward County Administrator Monica Cepero (front row, fifth left) is flanked by FLL CEO/Director of Aviation Mark Gale and other Aviation Department team members for a group photo at the Super BCAD Thank You V event on February 3.

After pandemic-related hiatuses in 2021 and 2022, the annual Employee Appreciation event hosted by BCAD senior management, returned this year. The sports-themed gathering, sponsored by the senior management team, is an opportunity to interact with employees in a fun and relaxing way, while enjoying food, games, and music together. But, most importantly, it's meant as a special thank you to employees for all they've done to keep our airports – FLL and HWO – operational during the pandemic and as we fully recover from its impacts.



## FLL BY THE NUMBERS: JANUARY 2023

TOTAL TRAFFIC WAS  
**3,028,797**

**UP 34%**  
FROM JANUARY 2022

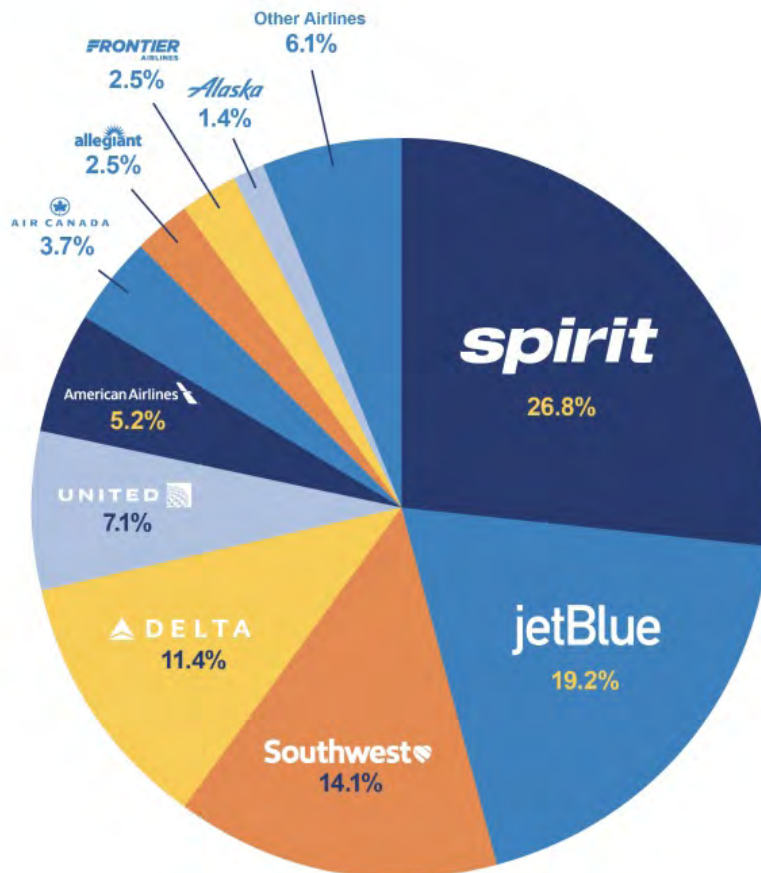
DOMESTIC  
TRAFFIC  
**2,319,664**

**UP 27%**  
OVER LAST YEAR

INTERNATIONAL  
TRAFFIC  
**709,133**

**UP 65%**  
OVER  
LAST  
YEAR

### Top 10 Airline Market Share Year-to-date: January 2023







## Stay Connected

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