

# LSE Air Services Work Group

## SUMMARY 2024

### MISSION:

“To grow and enhance the La Crosse economy through expanded air service by providing a vibrant and successful regional airport as a critical component of a growing and diverse economy, quality of life amenity, and talent retention and attraction.”

Key to this mission will be the group’s effort to raise awareness of air services and airport economic development and to raise local funding commitments toward supporting air services.

### KEY ACTIONS TO DATE:

Work group formed, includes local government, non-profit economic development, and local businesses--established goals and actions. Top three goals:

1. Expand air service with the incumbent air carrier adding additional flight frequencies and new hub service.
2. Regain lost air service to Minneapolis-St. Paul International Airport.
3. Attract a low-cost carrier for leisure travel to vacation destinations.

### Raise awareness of air services issues

- February 29th meeting with businesses
- [Media coverage](#)
- Collaborating with various non-profit partners to share information via social media and events, Chamber Forum, etc.

### Gather data and information for destinations, routes

- [Leisure traveler survey](#)
- [Business traveler survey](#)

### Marketing LSE to business and leisure travelers, especially for spring/summer 2024

- Additional flight to Chicago via America
- Larger planes, more available seats
- Highlight convenience of LSE and fill the planes in 2024!

### Gather information for local revenue guarantee program

- Reviewed similar airports and incentives
- Raised issue with State legislators, need for state program and resources
- Seeking commitments from local governments, local businesses to attract new air service