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A D V A N C E D   A I R



# **Advanced Air, LLC**

*Presentation to:*

**City of Merced Regional Airport Authority**

**July 15, 2025**

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# Operational Performance

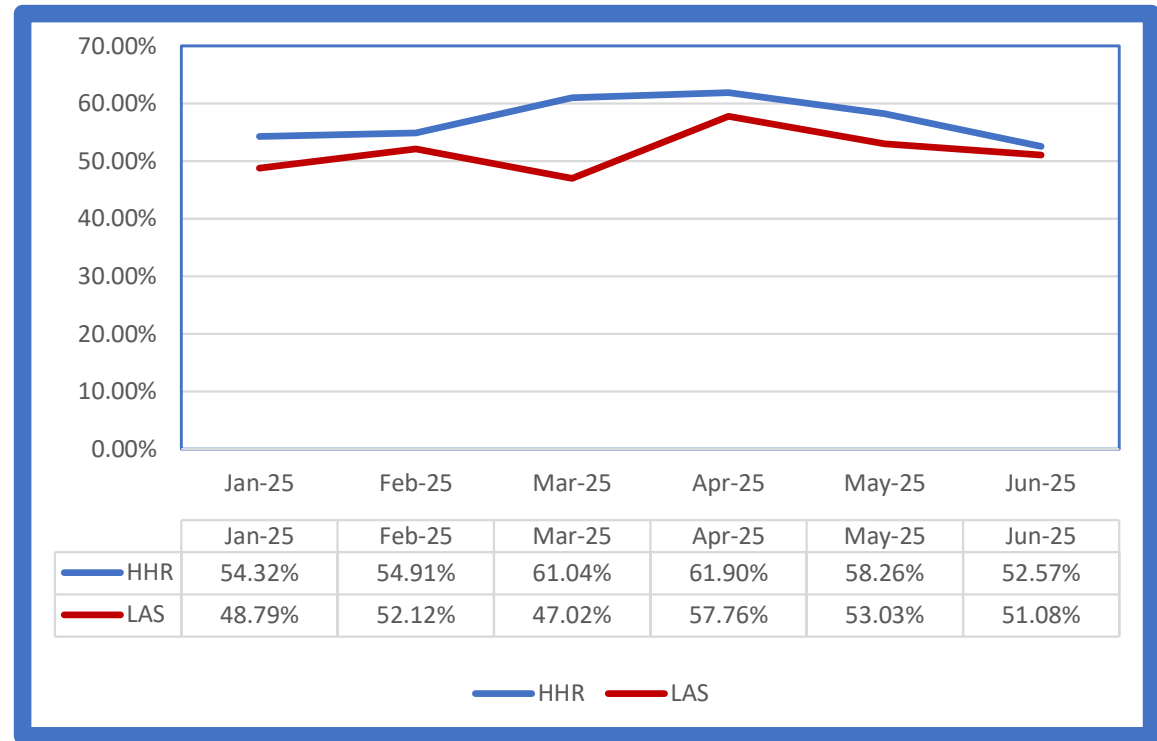
ADVANCED AIR



## Highly reliable service:

- **2025 YTD completion factor – 94.52%**
- **2025 YTD passengers flown – 4,497**
- Overall completion factor for 3.5-year contract period – **96.05%**
- Overall OTP for 3.5-year contract period – **88.91%**

## YTD 2025 Monthly Load Factors



**High Completion Factors and On-Time Performance**



# Recent Feedback

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A D V A N C E D   A I R



**James L.**

6/30/25

“I've been flying Advanced Air the past year, literally every week for work. (Almost 100 flights taken) and have found ALL the staff and pilots to be incredibly friendly and professional. Their flights between Merced and Hawthorne have been a God send. If it weren't for this route, that's offered daily, I would have to be away from my wife and kids an extra day due to the time it would take to drive. I fly out on the morning flight and come back on the evening flight, all in one day. Their fleet for this route includes Beechcraft king airs and Pilatus PC12s, all of which are comfortable and well maintained. The best part is NO security lines or crowds since they fly out of municipal airports...very low stress! The Hawthorne airport is going through an extensive renovation and the Merced airport has a brand new terminal building. They keep many different kinds of drinks and snacks available for free in the Hawthorne lounge and airplanes. I really encourage anyone to check Advanced airlines out!”

**High Level of Customer Satisfaction**



ADVANCED AIR



# *Merced, California*

Marketing + Community Engagement



Scan for  
Digital Version

Q2 | 2025

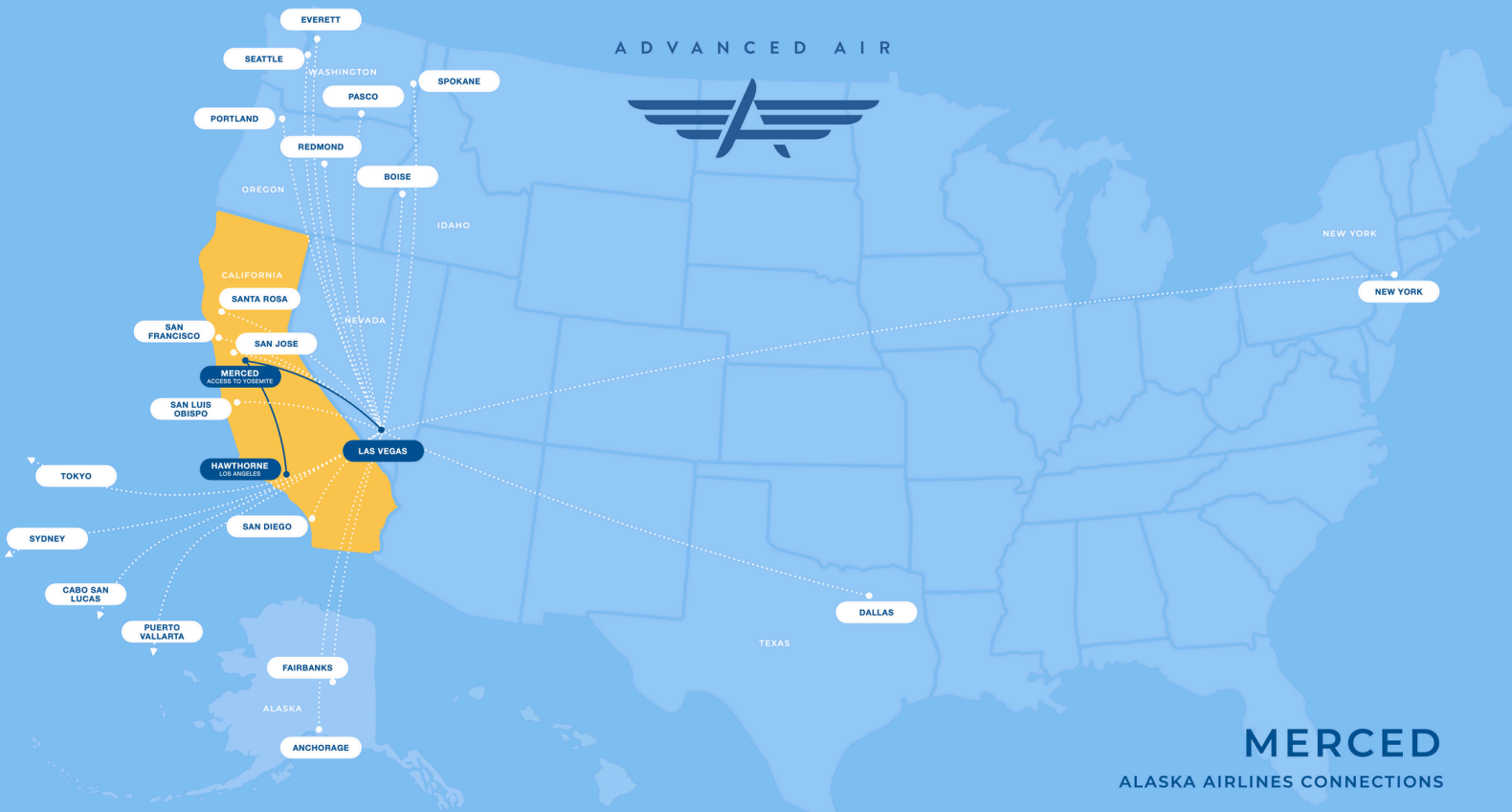




## News & Updates

**Advanced Air now has an interline agreement with Alaska Airlines, enabling our flights to be booked directly on Alaska's website.**

This seamless connection expands our reach, providing travelers with more convenient booking options and enhanced connectivity across our network.



### DISCLAIMER FOR ROUTE MAP:

The routes displayed are for illustrative purposes only and represent potential connectivity based on Alaska Airlines' existing network. Final schedules and availability will be determined by operational feasibility and are subject to change.





## Email Marketing

ADVANCED AIR

*Vegas Fun for the Whole Family*  
**FLY DIRECT FROM MERCED**

**BOOK A FLIGHT**

Think Vegas is just for grown-ups?  
Think again! Fly direct from  
**Merced to Las Vegas** with  
Advanced Air and treat the family  
to unforgettable fun. Explore the  
**Shark Reef Aquarium** at Mandalay  
Bay, ride the **High Roller**  
**observation wheel**, or enjoy the  
thrills of the **Adventuredome**  
**theme park**—all just minutes from  
the Strip.

See you  
in *Vegas*

AS LOW AS  
**\$84**



Open rate

**53.6%**



Click rate

**7.6%**





## Email Marketing

ADVANCED AIR

*Weekend Plans?*  
**THINK SAND, SUN, & MANHATTAN BEACH**

**FLY FROM MERCED TO HAWTHORNE FOR \$81**

**SAVE YOUR SEAT**

Sunshine, beaches, and big city fun are just a short flight away. With direct service from **Merced to Hawthorne**, Advanced Air makes it easy to enjoy a weekend in LA without the long drive or crowded airports.

From coastal strolls in **Manhattan Beach** to rooftop dinners downtown, your **Southern California** getaway starts with a smooth, private-terminal experience—and ends with unforgettable memories.

**AS LOW AS \$81**

**See you in the Sky**

**Ditch the Drive**

**Book Your Flight!**



Open rate

**6.1%**



Click rate


**0.48%**





## Email Marketing

ADVANCED AIR



EXPERIENCE A  
*Well-Deserved Vacation*  
**IN MERCED**

**FLY FROM LAS VEGAS TO  
MERCED FOR JUST \$84**

**RESERVE YOUR SEAT**

With Advanced Air, flight travel isn't just about getting there—it's about enjoying the journey. **Fly Las Vegas to Merced hassle-free** and make time for golf, scenic hiking trails, and craft breweries after your meetings. Arrive in comfort, and experience all that Merced has to offer!

See you in  
the Sky

AS LOW AS  
**\$ 84**



Open rate

**14.7%**



Click rate

**3.2%**





## Email Marketing

ADVANCED AIR

**YOUR SHORTCUT TO  
LA'S BEST  
ADVENTURES**

**SKIP THE DRIVE  
FLY FROM MERCED TO LA  
IN JUST OVER AN HOUR!**

**BOOK A FLIGHT**

Forget cramped flights and endless airport lines. With Advanced Air, you'll enjoy a **semi-private flight experience from Merced to Hawthorne**. Trade long hours on the road for more time in the city and arrive feeling refreshed and ready for what's next.

**See you  
in LA**

AS LOW AS  
**\$ 81**



Open rate

**12.5%**



Click rate

**1.9%**





## Email Marketing



Open rate

9.2%



Click rate

0.73%

You live for adventure, so why waste time getting there? With **Advanced Air**, skip the long drive and fly from Hawthorne to Merced in under an hour—**no road trip fatigue, just pure adventure, sooner.** Travel smarter and make every moment count. **Book Your Yosemite Flight Now!**

See you in  
the *Park*

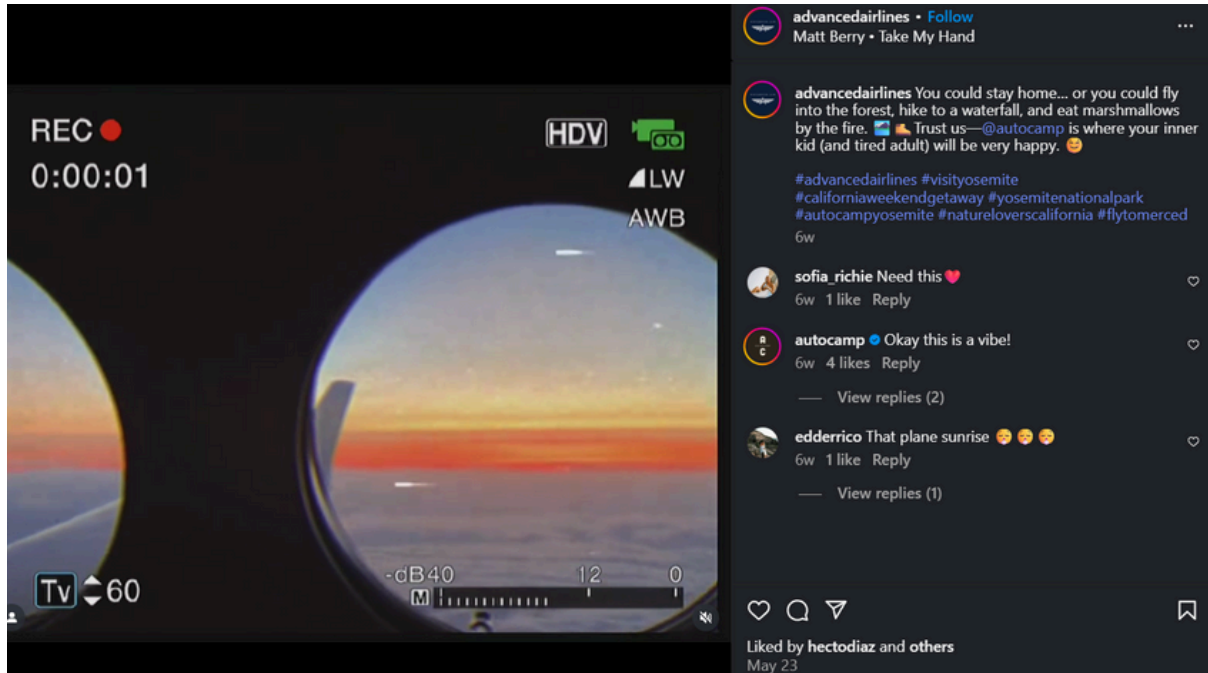






# Merced, California

## Instagram/Facebook Posts







## Instagram/Facebook Story Ads





ADVANCED AIR



*Merced, California*

## Print Advertising

ADVANCED AIR



**FLY FROM MERCED**  
**AS LOW AS \$81**



**LAS  
VEGAS**



**LOS  
ANGELES**

**ADVANCEDAIRLINES.COM**





## Mobile Conquering Ads

ADVANCED AIR



**FLY FROM MERCED  
TO LOS ANGELES  
OR LAS VEGAS**

AS LOW AS  
**\$162**  
ONE-WAY

**BOOK NOW**

ADVANCEDAIRLINES.COM

ADVANCED AIR



**FLY FROM  
MERCED  
TO  
LOS  
ANGELES**

**BOOK NOW**

ADVANCEDAIRLINES.COM

**FLY FROM MERCED  
TO LA OR LAS VEGAS**







## Promotions & Giveaways

- **Merced County Hispanic Chamber of Commerce** – 20% Off Promo Code
- **Merced County Farm Bureau** – 20% Off Promo Code
- **UC Merced (Student & Faculty)** – 15% Off Promo Code
- **El Capitan Hotel - Customer & Corporate Discount Codes**
- **Merced Fireman's Ball** – Auction Items
- **St. Paul Lutheran Church and School Fundraiser Dinner** – Auction Item



### **MEMBERSHIP:**

- 2025-2026 Merced County Hispanic Chamber of Commerce
- 2025-2026 Merced County Farm Bureau

### **SPONSORSHIPS/EVENTS:**

- Merced County Hispanic Chamber of Commerce – Brass Sponsorship
  - o Advanced Air Business Mixer at the Mainzer: August 14<sup>th</sup>
  - o Annual Latina Women's Luncheon Sponsor
  - o Mercado Night Market Sponsor (July 10<sup>th</sup>, September 4<sup>th</sup> or November 6<sup>th</sup>)
  - o Annual Installation Dinner Sponsor
  - o Travis Credit Union Mixer at El Capitan Hotel – Giveaway Items
- Merced County Farm Bureau's 107<sup>th</sup> Annual Meeting Dinner – Event Tickets
- Merced County Farm Bureau's MCFB Coffee Talks – Sponsor

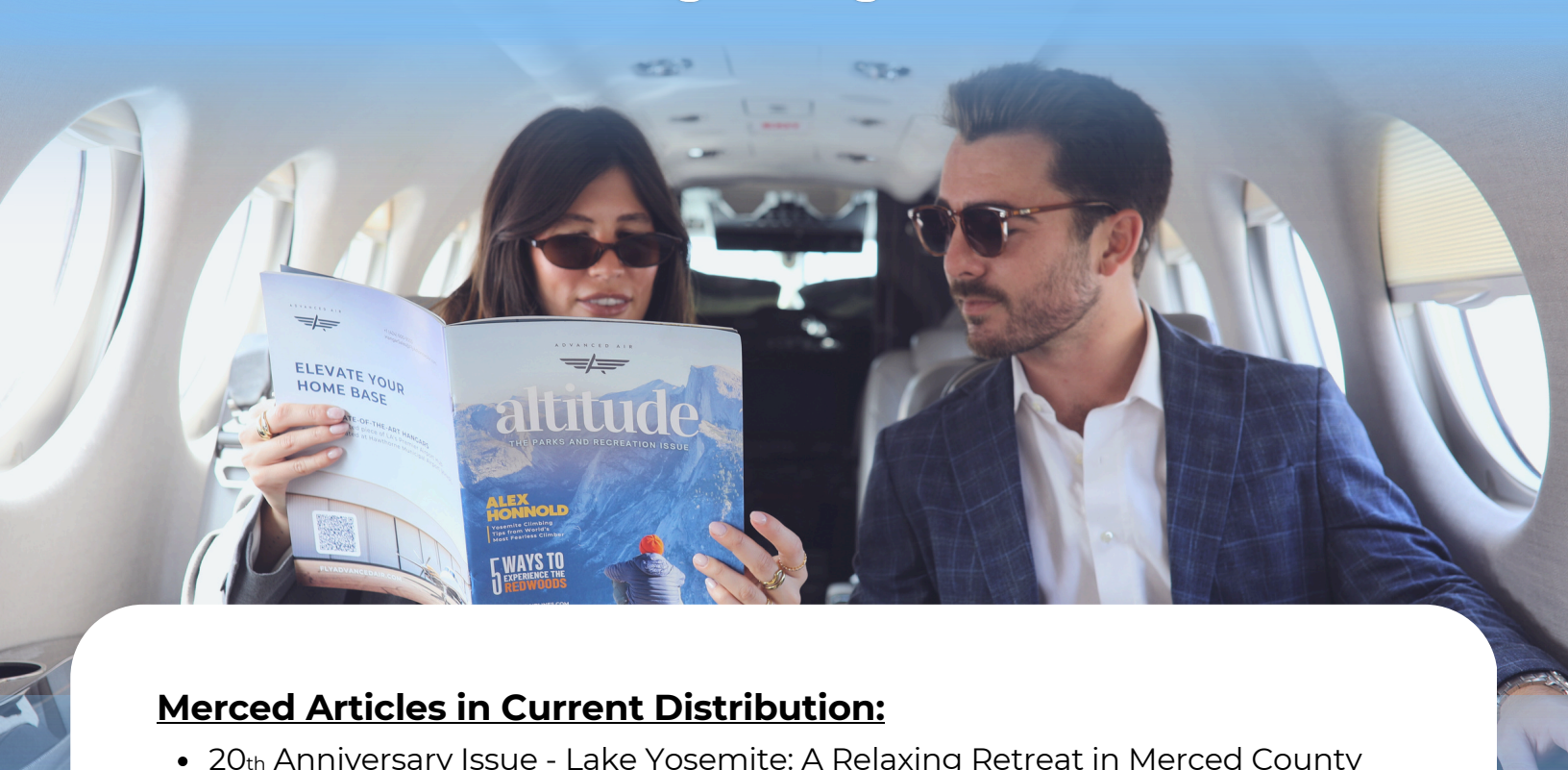




## Advertisements

- **Merced County Farm Bureau's 107<sup>th</sup> Annual Meeting Dinner** – Half-Page Ad
- **Merced County Hispanic Chamber of Commerce's Annual Latina Women's Luncheon** – Half-Page Ad

## In-Flight Magazine



### Merced Articles in Current Distribution:

- 20<sup>th</sup> Anniversary Issue - Lake Yosemite: A Relaxing Retreat in Merced County
  - Local advertisers confirmed: YARTS and Autocamp
- 2025-2026 Winter Issue
  - Local advertisers pending
  - Final Ads Due: October 1, 2025
  - On the Planes: November 2025 – April 2026

### Merced Advertisers in Current Distribution:

#### **YARTS**

Promo Code for 25% Off Your Trip to Yosemite

#### **AutoCamp**

Boutique Hotel outside of Yosemite





## Radio Ads

Click Below To Listen To Ads



### Notion

The all-in-one workspace.  
Notes, tasks, wikis, & databases.



#### **The AI workspace that works for you.**

A tool that connects everyday work into one space. It gives you and your teams AI tools—search, writing, note-taking—inside an all-in-one, flexible workspace.

 Notion



**OR Scan this QR Code  
if viewing from PDF.**



# Upcoming Events

ADVANCED AIR



BOARDING PASS



## SAVE THE DATE

Merced County Hispanic Chamber of Commerce Mixer

When  
Thursday, August 14th, 2025 | 6:00 PM - 8:00 PM

Where  
Mainzer | 655 W Main St, Merced, CA 95340



[advancedairlines.com](http://advancedairlines.com) | [mercedhcc.com](http://mercedhcc.com) | [themainzer.com](http://themainzer.com)

MERCED COUNTY HISPANIC CHAMBER OF COMMERCE MIXER

**08 - 14 - 2025**

THE MAINZER

**RSVP**  
BEFORE  
AUGUST 1

## Community Engagement



# Essential Air Service RFP

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A D V A N C E D   A I R



## **Background**

By Order 2021-9-24, issued on September 23, 2021, the Department of Transportation selected Advanced Air to provide EAS at Merced, California for the four-year period from January 1, 2022, through December 31, 2025. Under the terms of that Order, Advanced Air currently provides a total of 24 nonstop round trip flights per week consisting of 12 weekly nonstop round trips per week to Harry Reid International Airport in Las Vegas (LAS) and 12 weekly nonstop round trips to Los Angeles-Hawthorne Airport (HHR) using 8-seat Pilatus PC-12 aircraft.

## **Update**

By Order dated May 10, 2025, the U.S. Department of Transportation requested proposal from air carriers interested in providing Essential Air Service (EAS) at Merced, California for a new contract term beginning January 1, 2026. Proposals must be filed with DoT by July 10, 2025.

## **Analysis**

Advanced Air will provide details on our proposal along with an analysis of any additional proposals submitted to DoT by other carriers. Comments and questions from the RAA will be welcomed.

**EAS Background and Update**