

## **Cargo programs produce results.**

Filling Frontier bellybins with everything from oysters to auto parts, carnations to canines and lab mice to frozen meat are many Frontier personnel whose main concern is to move cargo —air freight and mail — with speed, care and efficiency. Their efforts, combined with new programs in cargo sales and service, a department of marketing headed up by director Jack Zembeck, are producing dramatic results.

In 1975 Frontier was the only regional carrier showing growth in cargo; in the first six months of this year, revenues reached \$5.1 million, up 27 per cent over the same period a year ago. At mid-year air freight revenue dollars were up 36.5 per cent and pounds up 13.3 per cent. In six months Frontier carried 7.6 million ton-miles of cargo, up 8.3 percent over 1975; mail, responsible for 19 per cent of total cargo revenue, showed significant growth.

“Although growth was good in 1975,” comments Zembeck, “we’ve made some changes in the thrust of our marketing programs this year which seem to be paying off.”

Everybody knows about Frontier’s partnership with travel agents, but did you know we have a similar relationship with air freight forwarders? In trade ads running in May, Jun and July, Frontier became the first airline to tell customers “Pros Ship it Best,” a reference to the professionalism of air freight forwarders, those companies such as Emery and Airborne who consolidate shipments and provide pickup and delivery service.

“As a result of those ads,” adds Zembeck, “our billings with air freight forwarders are up substantially over those same months a year ago, making the forwarder our single largest source of air freight business. Continuance of this type of ad is currently under evaluation.”

Forwarders are also contributing to the success of Frontier’s new “container break” program. Frontier will break or build wide-body containers at no charge when shipments are routed to connect in Frontier cities with airlines using wide-body equipment. Customers are often surprised to note that cargo can be shipped faster and at less expense from Chicago to Phoenix, for example, by using a wide-body container from Chicago to Denver, where Frontier cargo personnel disassemble the container and move the shipment on Frontier to Phoenix. In July Airborne started using this program for shipments between New York and major Frontier cities via St. Louis.

“Growth in cargo revenue is also an outcome of changes in online and offline cargo sales,” says Zembeck. On the system, Frontier managers of transportation services are now responsible for cargo sales in their cities.

Off the system, a new test program handled by Zembeck and Jerry Nichols, manager system cargo sales & service, is showing good progress. Sales calls begun last year in Atlanta, Chicago, Los Angeles and San Francisco resulted in a 32 per cent growth in dollar revenue in traffic originating in those cities. After five months, Houston, Minneapolis, Seattle and New York were added to the list, and in June the program was extended to include Portland and Detroit.

Will it be a record breaking year for air cargo? It looks good. Based on the first eight months of 1976, record breaking results of 1975 will be far surpassed.

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