**Delta Update with Jimmy Romo**

**Customer Comes First**

**Delta CEO Goals:**

1. **Win BTN**
2. **Build Brand and Presence in W. Coast Gateways**
3. **Win in NYC complete JFK terminal**

**Costs Have Increased by 113%**

2000 → 2012

**It's Important to Have a Healthy Airline Industry**

- Domestic airfare has changed 15%
- Delta 2013 increased seats
- Delta meeting program
  - 15 flights on 1 carrier in U.S.
- Delta refinery
  - Supplies 50% of Delta fuel
- Average price of gas
- Longest price on jet fuel
- Airlines, US airlines cutting capacity in non-NA markets
- Consolidation of airlines led to financial stability

**Travel to US by non-citizens**

- US airlines - Import CAP growing share