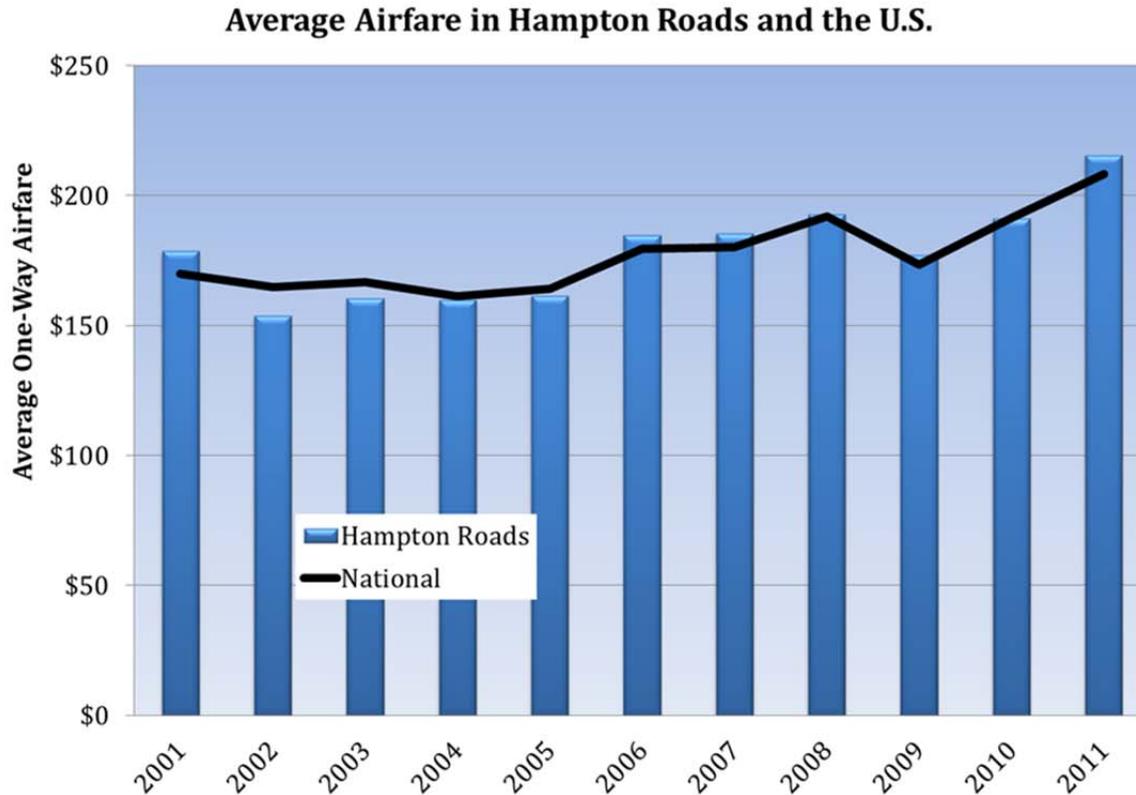


Figure 5.13 Average One-way Airfare in Hampton Roads & the U.S.



Source: Federal Aviation Administration, HRPDC

Why is it important?

Price is one of the most significant factors determining air travel demand. Several factors determine prices, including airline competition and oil prices.

How are we doing?

Recently Hampton Roads average airfares have tracked the national average airfares, signaling that this market has sufficient competition among airlines. As with all air travel, the price of oil will continue to have major impacts on this region's transportation network.