



# DELTA AIR LINES

## ATLANTA'S HOMETOWN AIRLINE

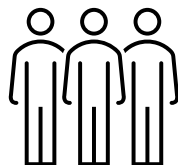
April 26, 2023

*Atlanta City Council Transportation Committee Meeting*

SO FAR IN 2023, 21% OF ALL DELTA PASSENGERS BOARDED THEIR FLIGHT IN ATLANTA

35,000+

DELTA EMPLOYEES BASED IN GEORGIA



DELTA WILL OFFER 16% MORE SEATS FROM ATL THIS SUMMER VS LAST YEAR, WITH SEATS 95% RESTORED COMPARED TO JULY 2019

114,000+

SEATS PER DAY



814

PEAK DAY FLIGHTS



DELTA'S ATL HUB = INDUSTRY'S LARGEST BY DEPARTURES AND SEATS

AHEAD OF: DFW (AA), CLT (AA), ORD (UA) & DEN (UA)

5+ MILLION

PASSENGERS IN FEBRUARY 2023



190+

NONSTOP DESTINATIONS



\*DATA BASED OFF Q1 2023





CONNECTING THE WORLD FROM

**ATLANTA**





# INVESTED IN NEW NONSTOP ATLANTA ROUTES

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Delta is committed to growing its Atlanta hub's already robust international network. Over the past 12 months, Delta has resumed pre-pandemic service and/or launched new nonstop service to the following destinations:

- Cape Town, South Africa
- Cozumel, Mexico
- Edinburgh, Scotland
- Nice, France
- Tel Aviv, Israel
- Dusseldorf, Germany
- Stuttgart, Germany



# DELTA FORTIFIES GLOBAL STRATEGY

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Delta has made investments in Virgin Atlantic, Aeromexico and LATAM as the partner airlines transform their businesses to emerge from the global pandemic stronger and more resilient. These investments bolster Delta's global platform that provides customers an enhanced network, seamless connectivity and an elevated experience, as well as fuel business growth for Delta, its employees and its partners.

Prior to the pandemic, Delta was achieving record international growth attributed to a combination of organic growth and its global partner network. Delta's own international network combined with its partnerships creates an extensive global network and positions the airline to successfully capitalize on the re-opening of international markets, as well as anticipated growth into the future.

Most recently in ATL, Delta expanded its service to Rio de Janeiro and Sao Paulo through its new Joint Venture with LATAM.





# MAKING HARTSFIELD-JACKSON THE BUSIEST AIRPORT IN THE WORLD

## 70+ MILLION DELTA PASSENGERS (2022)

REPRESENTING 75% OF ALL PASSENGER TRAFFIC

# KEYS TO ATLANTA'S CONTINUED SUCCESS

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The airport's success did not happen by chance. Several factors have come together to build ATL into the global leader it is today: the strength of hub carrier Delta, the successful pooling of local and connecting passengers, an efficient airport layout and a low-cost structure are among contributing factors:

- **Both the City of Atlanta and Delta benefit from its continued strong partnership.**
- **An efficient airport design helps optimize airfield and gate usage.**

ATL's success hinges on each of these critical components, and continued collaboration will ensure Atlanta and Delta's continued joint success for the city, the airport and Delta.





# VISION FOR ATLANTA: NOT JUST THE BUSIEST, THE BEST

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Delta and the City of Atlanta must continue our strategic partnership to meet the evolving expectations of travelers in the modern era and remain the airport of choice for our customers. At Delta, our motto is that no one better connects the world, and our strategy to deliver on that service promise in ATL focuses on four core areas:



INFRASTRUCTURE  
INVESTMENTS



CUSTOMER  
EXPERIENCE  
ENHANCEMENTS



TECHNOLOGY &  
INNOVATION



SUSTAINABILITY





# INFRASTRUCTURE INVESTMENTS

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## CONCOURSE D REDEVELOPMENT

Delta and the Department of Aviation will transform Concourse D through a multi-year redevelopment program.

After completion, the widened concourse will support larger aircraft, allow for efficient passenger flow.



## FACILITY INVESTMENTS

Projects are taking place across the complex to renew and replace aging infrastructure while delivering strategic capacity enhancements to anticipated future pinch points



## AIRFIELD UPGRADES

Efficiency and resiliency investments on the airfield such as the South De-icing complex and the 9L End-around taxiway help to optimize throughput year-round



# CUSTOMER EXPERIENCE ENHANCEMENTS

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## CONCESSIONS PROGRAM REVITALIZATION

The City of Atlanta and Department of Aviation have a generational opportunity to transform the airport concessions program.

Best-in-class practices deliver on what our shared customers are demanding in a top-notch airport experience including:

- Focus on food and beverage outlets over retail
- Increased mix of healthy, ethnic, and local offerings
- Full day offerings aligned with our customers' schedules
- Use of mobile ordering, ghost kitchens, effective vending units, and other successful trends
- Participation by and the right support for small and/or minority businesses
- Ongoing reinvestments in physical assets and service offerings to ensure the concessions program evolves with the customer



## SECURITY UPGRADES

In partnership with the TSA, all main checkpoint security screening is being upgraded to state-of-the-art CT equipment to deliver the most seamless customer experience available today.



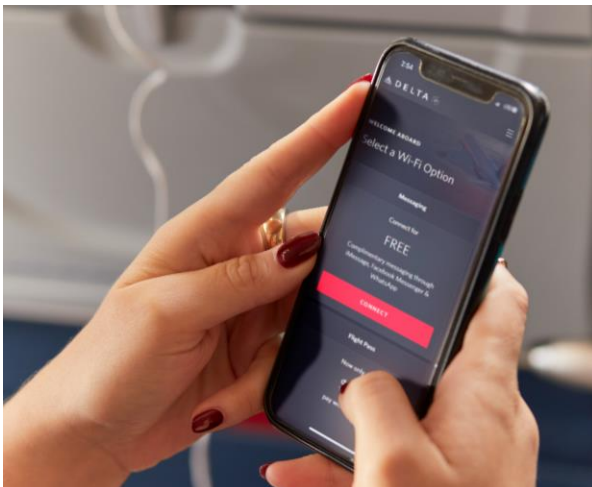
# TECHNOLOGY & INNOVATION

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## DIGITAL ID IN ATLANTA

At our Atlanta and Detroit hubs, eligible customers can move through the airport without having to show a physical ID with the help of digital ID technology. This builds on Delta's existing facial recognition option for international travel, which Delta began trialing more than five years ago and culminated with the launch of the first fully biometric terminal in Atlanta in 2018.



## FLY DELTA APP

Delta has also been investing in digital tools to help customers conveniently manage travel if plans change. We are making Fly Delta app and delta.com work harder for customers, making it easier than ever for them to adjust their reservation without waiting in line at the airport or calling Delta directly.





# SUSTAINABILITY

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## ELECTRIFYING OUR GROUND FLEET

Delta is transitioning all ground equipment vehicles to electric - approaching 100% at BOS and SLC hubs.



## TRANSITIONING TO SUSTAINABLE AVIATION FUEL

Delta is partnering to accelerate clean fuel availability like SAF and inspiring the next generation of revolutionary aircraft.





QUESTIONS



DELTA  
PROUD TO CALL  
ATLANTA HOME.

APPENDIX





# KEY CITY OF ATLANTA NONPROFIT PARTNERS

Delta's mission to connect the world starts with our commitment to being a strong partner to the communities where our employees live, work and serve—especially our **hometown of Atlanta**. Giving back has been core to our culture for nearly 100 years, demonstrated by our partnership with nonprofit organizations in our focus areas of Environment, Equity, Education and Entire Wellness.

Delta is proud to partner with and support more than 100 organizations in Atlanta. This is a snapshot of our many partners Delta people give back to each year through volunteering and board leadership.

## CITY GREENSPACE & INFRASTRUCTURE:



## YOUTH & EDUCATION:



## HEALTHCARE:



## ADDITIONAL CITY PARTNERS:



# METRO ATLANTA K-12 & POSTSECONDARY EDUCATION PARTNERS

