



One Air Terminal Parkway
Suite 220
Melbourne, FL 32901 USA
MLBair.com

December 12, 2016

Mr. Phillip N. Brown
Executive Director
Orlando International Airport (MCO)
One Jeff Fuqua Boulevard
Orlando, FL 32827-4399

Dear Mr. Brown:

Thank you for your December 8, 2016 letter communicating your feelings that Orlando Melbourne International Airport (MLB) should cease use of the Orlando name as it is allegedly misleading and confusing to the traveling public as you believe that our airports serve separate markets.

While I appreciate your sensitivities, assumptions in your letter are inaccurate, since repeated air service development studies have clearly established that MCO and MLB compete for the same market share and have overlapping catchment areas. This has been a fact for decades, along with the fact that both domestic and international passengers utilize both of our facilities for access to Central Florida and the greater Orlando area. We believe that consumers should have options when making traveling decisions to best suit their needs and MLB offers a lower cost, less congested alternative to quickly enjoy the beaches, cruises, and area attractions.

Phil, I am somewhat surprised that MCO is taking a negative position towards any collective efforts to bring more tourism and economic development to Central Florida. Use of the name Orlando has been in effect at MLB since 2008. Equally, airports around the nation in identical circumstances enjoy the benefits of referencing the larger metropolitan area. Our colleagues at Manchester Boston Regional Airport (MHT), Chicago Rockford International Airport (RFD), even nearby Orlando Sanford International Airport (SFB) operate successful facilities that serve all-encompassing communities. As you know firsthand, the benefits of successful airport operations do not necessarily stop at a city's limits.

Even your own marketing endeavors, such as the example attached, depict commonality and is contrary to the position stated in your letter. If you believe that we are separate markets, why are companies located on our campus (Embraer, Northrop Grumman, Harris, Rockwell Collins, etc.) included in MCO advertising? You even go as far as to state that these MLB tenants "are in the Orlando area".

Further, your letter referenced "more than 60 miles" and included subjective terms such as "very near" as misrepresenting distances. Attached is one example from the software company that provides fare search information for most of our domestic airlines that references a much shorter distance between our operations. This is common and more accurately demonstrates how customers measure proximity when making decisions.

Lastly, I couldn't help but notice that your legal counsel was included in dissemination of your letter, inferring that you believe that your airport somehow has exclusive rights to the geographical name Orlando. If you intend on pursuing legal action, please forward all future communications on this subject to our airport attorney, Mr. Adam Bird, of GrayRobinson.

On a more positive note, I hope you and your staff have a wonderful holiday season, and I hope that we can overcome your displeasure of this particular issue so that we can work together more collaboratively in the future. Please feel free to call me anytime at (321) 723-6227.

Sincerely,



Greg Donovan, A.A.E.

Executive Director

xc: MAA Board
 Adam Bird, Gray Robinson
 Frank Kruppenbacher, GOAA Chairman
 Marcos Marchena, GOAA General Counsel

ATTACHMENTS:

- MCO "Orlando Here" full page ad
- Search engine screen shot



**GREATER ORLANDO
AVIATION AUTHORITY**

December 8, 2016

Mr. Greg Donovan, A.A.E.
Executive Director
Melbourne Aviation Authority
One Air Terminal Pkwy Suite 220
Melbourne, Florida 32901-1888

Re: MLB – The Orlando Area Airport for Relaxation

Dear Mr. Donovan,

This correspondence is written to advise you of the Greater Orlando Aviation Authority's concerns about the Melbourne Aviation Authority's use of Orlando in the name and advertising statements.

The Greater Orlando Aviation Authority objects to Melbourne Aviation Authority's use of the name Orlando Melbourne International Airport because it is misleading and confusing to the public. The Greater Orlando Aviation Authority also objects to statements by Melbourne International Airport (MLB) misrepresenting that MLB is located in the Orlando area. The Melbourne Aviation Authority's two websites also contain statements that Melbourne's airport is "10 minutes from beachside Orlando" and "very near" to Orlando attractions that likewise mislead the public. The websites contain no information that truthfully discloses the mileage from Melbourne's airport to Orlando. Identifying Melbourne's airport as "theorlandoairport" in a website is also inaccurate.

The Greater Orlando Aviation Authority requests that the Melbourne Aviation Authority immediately cease the use of Orlando in the name, website and advertising of MLB. Likewise any reference to Orlando should accurately disclose that MLB is located more than 60 miles from Orlando and further accurately disclose the distances to any Orlando area attractions.

Sincerely,

A handwritten signature in black ink that reads "Phillip N. Brown".

Phillip N. Brown
Executive Director

cc: Frank Kruppenbacher, Chairman
Marcos Marchena, General Counsel



ORLANDO



#1

Simulation Sciences
Market and
Global Model



Newest Hub for
Biotechnology
Research



- Aerospace
- Life Sciences & Healthcare
- World's Newest Medical City
- Digital Media Epicenter

World's Premier
Gateway to Space

- Among the Nation's **Fastest-Growing** Population and Employment Markets
- Region at the Forefront of Innovation with **Over 2600 High-Tech Companies**
- **Major Companies** in Orlando Area:



HARRIS

LOCKHEED MARTIN



NORTHROP GRUMMAN

Rockwell
Collins



SAAB

Sanford Burnham
Medical Research Institute

SIEMENS

Tupperware



And Many More!

Join the many prominent companies that call Orlando and Central Florida home. Your time is now to **Land Here.**



ORLANDO INTERNATIONAL AIRPORT | MCO

orlandoairports.net /flymco @fly2mco flymco@goaa.org

Round trip

One-way

Multi-city

Departing from

Melbourne International, FL (MLB)

Destination

Los Angeles International, CA (LAX)

Reverse route [Advanced routing codes](#)

Dates

☐ Search exact dates

☒ See calendar of lowest fares

Departing

01/18/2017

and a month later

Length of stay

3

nights (Ex. 5, 7-9)

Adults

1 [Children, seniors](#)

Cabin

Cheapest available

Stops

No limit

Extra stops

Up to 1 extra stop

Other

☒ Allow airport changes
☒ Only show flights and prices with available seats

Currency

Default (currency of sales city)

Sales city

Default (departure city)

Search

Welcome to Matrix 3.0

Matrix showcases some of the freshest travel search ideas from ITA rebuilt to run on Google

✕

Airports near Melbourne International, FL (MLB)

Within

75 miles

☒ Melbourne International, FL (MLB)
0 miles from Melbourne
☐ Orlando International, FL (MCO)
46 miles from Melbourne
☐ Orlando Sanford International, FL (SFB)
58 miles from Melbourne
☐ Select all

get fast results?

Note: Tickets cannot be purchased directly from ITA Software.

If you find a fare you like, you can give the information from this site to your travel agent or airline when making a booking.

Note for users of OnTheFly:

ITA Software's mobile flight-search app OnTheFly is no longer available and existing installations will no longer work after December 2017. You can still search for flights using ITA's technology here on Matrix. Or try [Google Flights](#) on mobile to find the best fares wherever you are.