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Ed Fouche
Senior Vice President
Travel Industry Sales and Marketing

December 12, 2007

The Honorable Mary E. Peters
Secretary
Department of Transportation
400 Seventh Street, S.W.
Washington, DC 20590

Re: Docket OST 2007-0006
Support for JetBlue's Application to Offer Orlando-Bogota Service

Dear Secretary Peters:

Congratulations on the recent bilateral air service agreement with Colombia expanding commercial flight opportunities. After years of no-growth status quo, this agreement was a great accomplishment for consumers and the United States economy. This development holds great promise for the economy of Central Florida and passengers and shippers that rely on Orlando International Airport.

Walt Disney World Resort fully supports JetBlue's application to offer the first non-stop air service link between Orlando and Bogota. Colombia is one of Walt Disney World's key Latin American markets. We have many contracted clients both in Colombia and Central Florida who would strongly support a direct flight into Orlando for their clients planning a Walt Disney World vacation.

The case for Central Florida-Bogota non-stop service is compelling. If not for the restrictive bilateral, we are convinced market forces would have supported Orlando-Bogota service and it would be commercially successful.

Central Florida is a very popular and steadily growing destination for Colombians visiting the United States. According to the US Department of Commerce, more than 20 percent of the Colombians who traveled to the United States in 2006 – nearly 80,000 – visited Orlando. Moreover, Orlando is the second most popular United States destination for Colombian visitors behind Miami. Miami benefits from 13 daily non-stop Colombian flights yet Orlando, the second most popular destination for Colombian visitors has no non-stop Colombia air service.



There is significant and growing commercial trade between Central Florida and Colombia. Colombia is the fifth largest Florida-origin export destination and the seventh largest Florida merchandise trading partner.

Madame Secretary, in the case of JetBlue's Orlando-Bogota application, we believe the facts speak for themselves. We firmly believe the public's interest would be served by awarding JetBlue the Orlando-Bogota route authority it seeks. By doing so, you would open the door to the first non-stop scheduled air service link between Central Florida and Colombia.

Thank you for considering our views in this very important matter. Should you or your staff have any questions or if we can provide any additional information to support new non-stop Orlando-Bogota service, please do not hesitate to contact me at 407/566-6232.

Sincerely,

Ed Fouche
Senior Vice President
Travel Industry Sales and Marketing
Disney Destinations, LLC

cc: Michael Reynolds, Deputy Assistant Secretary
Susan McDermott, Deputy Assistant Secretary