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

Re: Docket DOT-OST-2007-0006

Support for JetBlue's Application to Offer Orlando-Bogotá Service

Dear Secretary Peters:

Congratulations on achieving an important milestone in furthering bilateral relations between Colombia and the United States. The agreement between both countries to expand commercial flight opportunities holds great promise for both business and leisure travelers alike.

As the President & CEO of Genico Inc. d.b.a. GENICON in Winter Park, Florida and as a frequent flyer, I wholeheartedly support the establishment of a non-stop air route between Orlando, Florida and Bogotá, Colombia. I endorse and commend JetBlue on taking the initiative to undertake a project such as this. Entering a new market can be challenging, but in light of past performance I have no doubt that JetBlue will rise to the challenge and exceed expectations.

There are a few personal reasons I encourage you to consider adding a direct route from Orlando to Bogotá and vice versa and why JetBlue should be the carrier of choice.

- GENICON continues to grow and expand. One of our most lucrative markets is the Latin American region and in particular, Colombia. Over the last year, regional sales have increased 177%.
- Currently, Colombia accounts for 11.76% of all Latin American sales. With stronger ties between GENICON and the Colombian market – facilitated by additional routes between Orlando, FL and Bogotá – we can grow in this market.
- A direct link between Orlando, FL and Bogotá enables a rapid response to changes in the market, provides flexibility, and increases efficiency.

And,



- JetBlue has a proved track record of superior performance particularly along the dimensions of service and quality and as such makes a distinguished U. S. ambassador abroad.

On the whole, swift approval of this application would be in the best interest of both businesses and leisure passengers in Metro Orlando and in Bogotá.

Thank you for considering my views on this important matter. If I can provide any additional information or be of further assistance, please contact me at (407) 657-4851 or by e-mail at gwh@geniconendo.com

Kind regards,

Gary W. Haberland
President / CEO
GENICON

cc: Michael Reynolds, Deputy Assistant Secretary
Susan McDermott, Deputy Assistant Secretary
Carmenza Gonzalez, Vice President – Metro Orlando EDC