

# Undeniable Attraction

**Magnet for Corporate Headquarters Locations**




Rick Weddle  
President and CEO

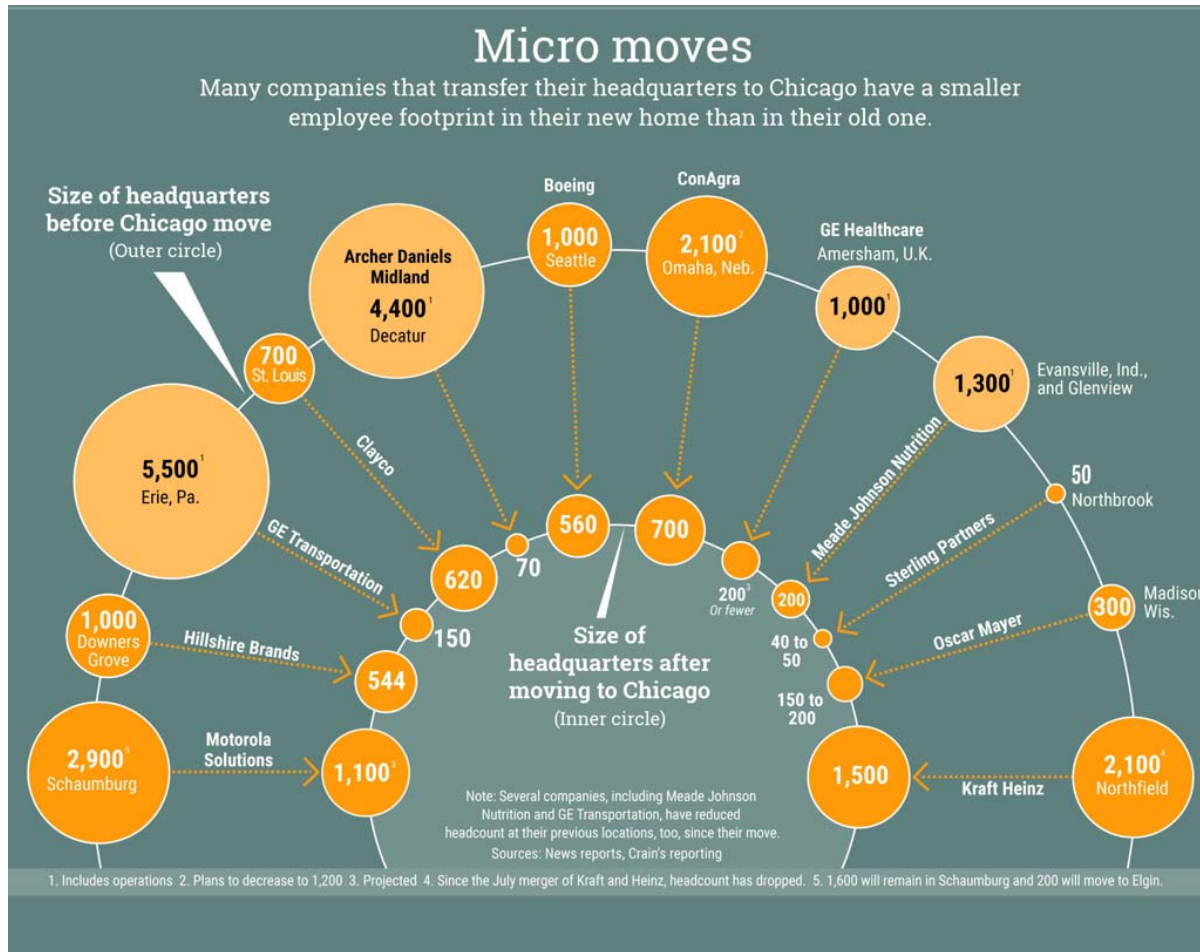
# Historical Demand Drivers

- Availability of land and labor
- Access to markets
- Image and brand
- Business climate
- Taxes
- Operating costs
- Quality of life

# Trends

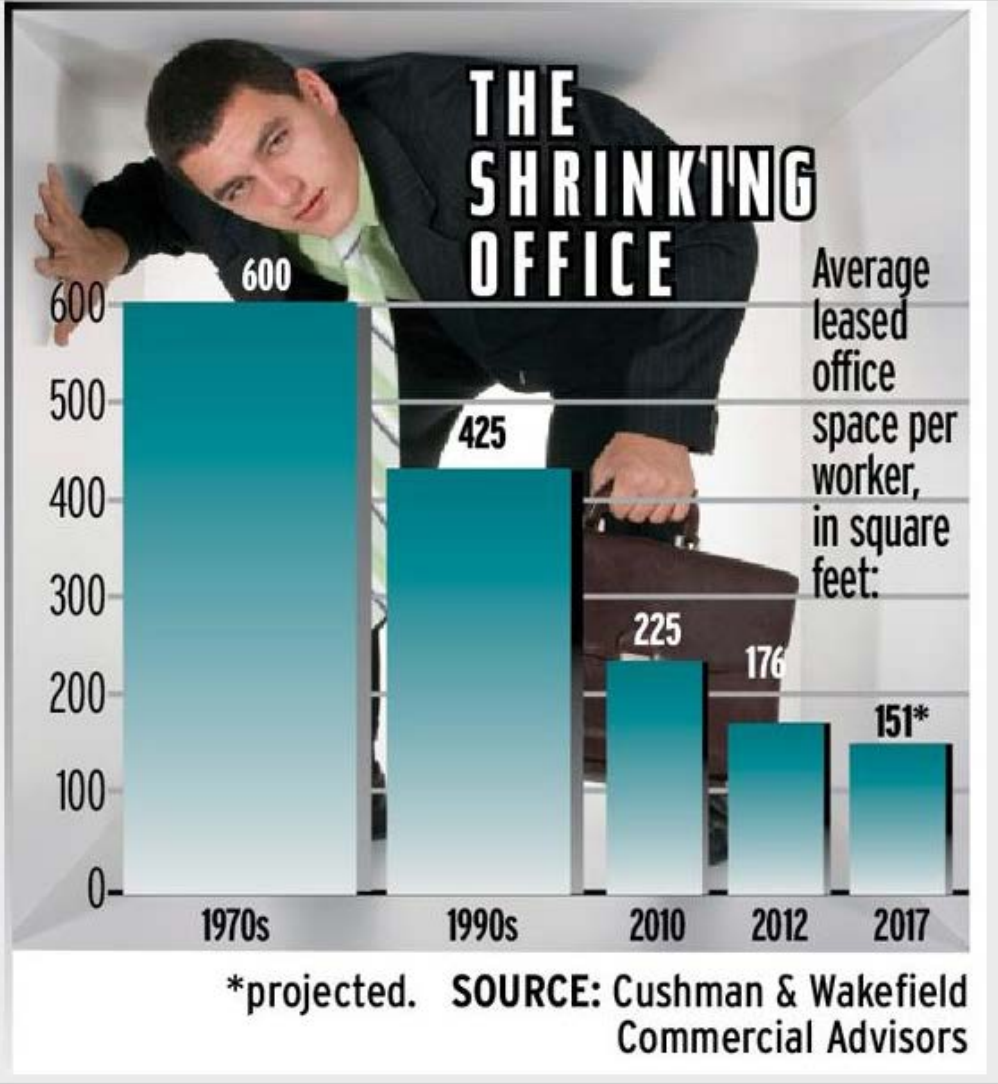
- Breaking up HQ and separating functions
  - Less space per worker to save cost
  - Different factors for different operations
  - Hub airport access
- 

# The Incredible Shrinking Headquarters

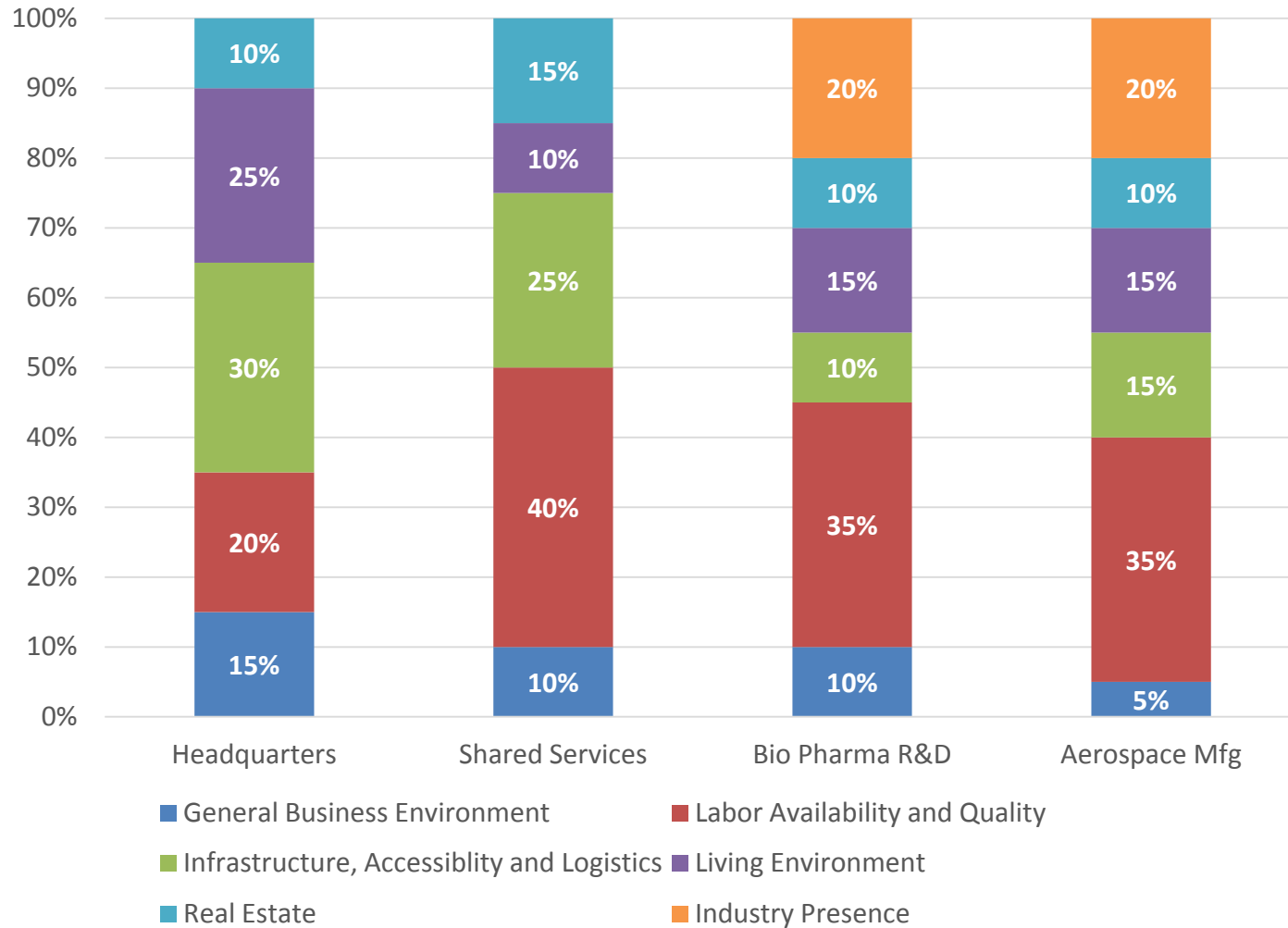


Crain's Business Chicago, February 1, 2016

# The Incredible Shrinking Office



# Location Factors: Relative Weight by Type of Operation



# Over ½ of Fortune 500 HQs are within 10 Minutes of a US Airport Hub

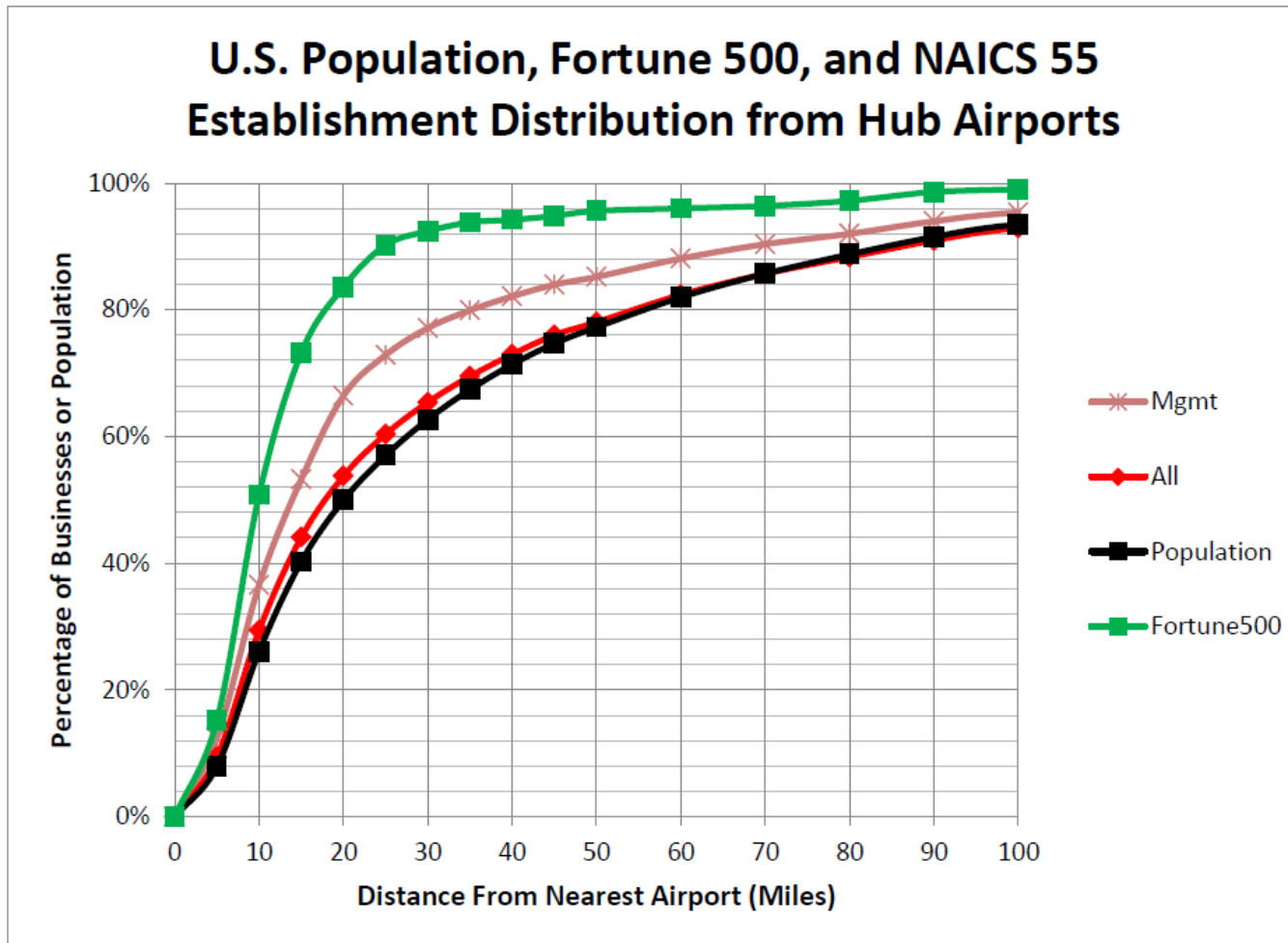


Figure 4-14: Fortune 500 headquarters distribution from hub airports

MIT Report, May 2013.

“The Importance of Air Transportation to the US Economy: Analysis of Industry Use and Proximity to Airports” Stilwell and Hansman