

PWM | Portland International Jetport
Air Service Incentive Program

April 2016

OVERVIEW

The Portland International Jetport has set the strategic goal of becoming the airport of choice for Maine. In order to meet that goal the airport understands the need to effectively compete with surrounding airports for air service. The following incentive program is the culmination of research of other domestic and international airports and their established air service incentive programs to attract new service. The program is designed to meet the needs of both signatory and non-signatory carriers as well as domestic and international service. With each carrier it is understood that there is both a business incentive and marketing incentive needed to make the service successful.

The objective of this program is to:

1. Stimulate domestic and international air service at PWM
2. Increase non-aeronautical revenues at PWM
3. Reduce the cost per enplaned passenger at PWM

All incentives programs are in line with suggested incentives outlined in the FAA's Air Carrier Incentive Guidebook.

Incentives will only be offered as follows:

1. Service to a new non-stop Destination Airport
2. New non-stop Destination Airport has not been served for at least 24 months from PWM.
3. Service must at a minimum be once weekly service
4. Service must at a minimum be for at least eight (8) consecutive weeks
5. Incentives will not cover exclusive use space
6. Incentive periods start on the date of the first operation and are calendar months from that date
7. A second carrier starting service on the same route is entitled to the same incentive up to the incentive expiration date of the first carrier to enter the market.
8. An annual maximum marketing incentive may be established by the Airport. This amount will be monitored and communicated to the respective airlines if it becomes necessary.

DOMESTIC AIR SERVICE INCENTIVES

Fee Waiver

Air carriers will qualify for the following incentives for new non-stop service to an un-served destination airport:

1. 100% Waiver of Landing Fees for 12 months
2. 100% Waiver of Terminal Use Fees for 12 months

Marketing Incentive

Each new route will qualify for a marketing incentive of \$3 per available outbound seat up to \$100,000.

INTERNATIONAL AIR SERVICE INCENTIVES

Fee Waiver

Air carriers meeting signatory requirements will qualify for the following incentives for new non-stop service to an un-served international destination airport:

1. 100% Waiver of Landing Fees for 12 months
2. 50% Waiver of Landing Fees for months 13-24
3. 100% Waiver of Terminal Use Fees for 12 months
4. 50% Waiver of Terminal Use Fees for months 13-24

Marketing Incentive

Each new route will qualify for a marketing incentive of \$5 per available outbound seat up to \$125,000.