

# ATL Air Service Incentive Program (ASIP)

Type of Service	Definition	Baseline <sup>1</sup>	Emerging Markets <sup>2</sup>	Premium Markets <sup>3</sup>
<b>NEW</b> International Passenger Service	<b>International destinations not currently served from ATL</b> Must not have been served from ATL by airline within the last 12 months  Secondary airports within same city are eligible  Only scheduled non-stops  Year-round scheduled service  12-month minimum (at least three flights per week)	100% waiver of landing fees for <b>12 months</b>  50% matching promotional funds up to <b>\$25,000<sup>4</sup></b>	100% waiver of landing fees for <b>18 months</b>  50% matching promotional funds up to <b>\$35,000<sup>4</sup></b>	100% waiver of landing fees for <b>24 months</b>  50% matching promotional funds up to <b>\$50,000<sup>4</sup></b>
<b>INCREASED FREQUENCY</b> International Passenger Service	Increasing the number of flights per week during original ASIP-benefit period  <b>Does not apply to service that predates ASIP</b>	100% waiver of landing fees for <b>12 months</b> from commencement of additional frequency	100% waiver of landing fees for <b>18 months</b> from commencement of additional frequency	100% waiver of landing fees for <b>24 months</b> from commencement of additional frequency
<b>NEW</b> International Cargo Service	<b>International destinations not currently served from ATL</b> Must not have been served from ATL by airline within the last 12 months  Secondary airports within same city are eligible  Only schedule non-stops  Intermediate stops may change but origin/destination cannot  12-month minimum (at least one flight per week)	100% waiver of landing and common-use parking fees for <b>12 months</b>	100% waiver of landing and common-use parking fees for <b>18 months</b>	100% waiver of landing and common-use parking fees for <b>24 months</b>
<b>INCREASED FREQUENCY</b> International Cargo Service	Increasing the number of flights per week during the original ASIP-benefit period  <b>Does not apply to service that predates ASIP</b>	100% waiver of landing and common-use parking fees for <b>12 months</b> from commencement of additional frequency	100% waiver of landing and common-use parking fees for <b>18 months</b> from commencement of additional frequency	100% waiver of landing and common-use parking fees for <b>24 months</b> from commencement of additional frequency

<sup>1</sup> Baseline markets eligibility: **Any international destination (city and/or airport) not currently served from ATL** by any carrier or included in any Emerging or Premium Markets.

<sup>2</sup> Emerging markets eligibility:

a) Any city in Africa **not currently served by ATL**.

b) **Cities within certain Eastern European countries not currently served by ATL:** Albania, Belarus, Bosnia/Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kosovo, Lithuania, Macedonia, Moldova, Montenegro, Romania, Serbia, Slovakia and Slovenia.

c) **Cities within certain Southeast Asian countries not currently served by ATL:** Malaysia, Philippines, Singapore, Thailand and Vietnam.

<sup>3</sup> Premium markets eligibility:

a) **Any city in:** Brazil, Caribbean, China, India, Indonesia, Latin America, Russia and South Africa.

b) **Any city from the following countries:** Finland, Greece, Iceland, Latvia, Norway, Poland, Portugal, Qatar, Sweden, Switzerland, Turkey, Ukraine and United Arab Emirates.

<sup>4</sup> Note: Carrier must submit a marketing plan which will include: I) new service promoted; II) promotional schedule; III) media delivery channels; IV) budget and evidence showing inclusion of ATL in promotional strategy; and V) promotional samples. This plan is required in order to receive 50% of marketing expenditure up to \$50,000. **Promotional materials must be approved in writing by ATL's General Manager or designee.**

The total landing and parking fee waivers, as well as promotional funds, will be capped at \$2 million each year based on first come, first served basis. Contact [asd@atlanta-airport.com](mailto:asd@atlanta-airport.com) for more information.