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## **IT PAYS TO FLY DFW INTERNATIONAL AIRPORT**

### **DFW BOARD BOOSTS CARRIER SUPPORT PROGRAM; NEW INTERNATIONAL WIDE BODY FLIGHT CAN NET \$250,000**

DFW INTERNATIONAL AIRPORT, Texas (June 10, 2004) - Packing powerful financial incentives for airlines to bring more international, domestic and cargo service to DFW, the Airport's Carrier Support Program was boosted to \$800,000 from \$125,000 for the next 16 months. The DFW International Airport Board took the aggressive action today to give airlines even more business reasons to fly in and out of DFW while bringing millions of dollars in economic impact to North Texas. DFW already has the attractive draw of a cost-competitive, well-managed airport, with the new two-million square foot International Terminal D scheduled to open in 2005.

"New international routes to and from DFW are a great benefit to the North Texas economy," says Joe Lopano, Executive Vice President of Marketing and Revenue Management at DFW. "We want to further enhance our strong domestic route structure, cargo service, and growing international network, and the board's action will certainly help us in our efforts to attract more air service to DFW."

DFW's Carrier Support Program allows the Airport to reimburse airlines for cooperative marketing and advertising costs associated by beginning new service at the Airport. Under the enhanced program, an airline adding a new international wide body flight to DFW can be reimbursed up to \$250,000, up from the previous amount of \$100,000. The flight must operate at least three times weekly. Carriers adding new service to DFW's 25 top domestic markets will now be eligible for \$50,000.

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"The start-up phase of a new route is critical for both the airline and the Airport and these funds can certainly boost an airline's awareness in the market and help increase revenues," says Lopano. "It also demonstrates DFW's business strategy to work with our new and existing airline partners to assure their new flights are a solid success."

The program is open to all DFW existing carriers and prospective airlines, and its past success continues to pay international dividends and economic benefits for the region. A DFW economic impact study showed that new international daily service can generate up to \$250 million in annual economic benefits for the region.

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, serving 57 million passengers a year. Offering nearly 2,000 flights daily, DFW Airport provides nonstop service to 136 domestic and 32 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport log on to [www.dfwairport.com](http://www.dfwairport.com).

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