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**NEWS
RELEASE**

02/ 01/ 2022

City Approves Air Service Development Incentive Program to Boost Non-Stop Service at El Paso International Airport

EL PASO, Texas — The City Council approved the City of El Paso’s Air Service Development Incentive Program to encourage non-stop service to new destinations from El Paso International Airport.

“Incentives are an important tool for expanding the core business of air transportation, a goal in the City of El Paso’s Strategic Plan. Reducing costs minimizes the initial risk for airlines and allows for the market to grow and ultimately support the new service resulting in greater connectivity for the community” said Sam Rodriguez, Director of Aviation.

Incentives are offered for a new non-stop route and a new airline and include waived landing fees for two years, 100-square-feet of operating space for two years, and funds for marketing based on seats (marketing funds are doubled for international service).

This incentive program was developed through a comparative analysis of what similar-sized airports offer to ensure El Paso International Airport remains competitive.

Funding for the incentive program is allocated from airport enterprise funds, no city tax dollars are used for the funding of air service incentives.

For more information, please visit www.flyelp.com.

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