



December 12, 2024

Mr. Nate Troyer
Manager, Airport Affairs/Corporate Real Estate
Allegiant Travel Company
1201 N. Town Center Drive
Las Vegas, NV 89144

Re: Air Service Incentives for AVL- IAD Service

Dear Mr. Troyer:

The Greater Asheville Regional Airport Authority (Authority) is thrilled that Allegiant Air (Allegiant) is implementing non-stop service between AVL and Washington Dulles International Airport (IAD).

The Authority believes that this service will be extremely successful for Allegiant and beneficial for the communities of Western North Carolina. We have seen nothing but positive results from existing Allegiant service and the establishment of a base city. The continued successes will positively affect both of us.

As outlined in our Air Service Incentive Policy, IAD falls within the category of "Unserved Target Market." Details about the route, as well as the air service incentives being provided to Allegiant for the provision of year-round non-stop air service between AVL and IAD are as follows:

1. Year-round service to begin June 20, 2025 with a minimum of two trips per week.
2. Up to \$150,000.00 for marketing and advertising of the new service during the initial one-year period. The Authority will work for and with Allegiant's marketing department or ad agency for the placement of such advertising in the Asheville and Washington, D.C. markets. All advertising under this incentive must include the use of the AVL logo.
3. AVL Marketing Department will also provide value-added marketing for a three-month introductory period. Such includes, but is not limited to, digital sign at the airport entrance, LCD signage within the terminal building, social media posts, and website homepage banner & link.

4. Airport related fee waivers for 24 months from the beginning date of service (i.e. landing fees, holdroom fees, baggage claim fees, apron fees, PLB fees, security fees, etc., excluding PFCs) for fees specifically associated with the new IAD service. Office and ticket counter rent will not be waived.
5. If Allegiant terminates the new service for any reason prior to the end of the first year, all incentives would cease.

There is no specific requirement for a written agreement. This letter will serve as Authority's commitment to provide the incentives outlined above. If you concur that the for the air service to be provided the incentives outlined above are acceptable, please acknowledge such by signing this letter below.

Thanks again and we look forward to continued growth with Allegiant.

Sincerely,



Lew Bleiweis, A.A.E.
President & CEO

Accepted by: Nate Troyer 12/13/24
Allegiant Representative Signature Date

Nate Troyer, Airport Affairs Manager
Allegiant Representative Printed Name & Title

Cc: File