AIR SERVICE INCENTIVE PROGRAM

The Roanoke Regional Airport Commission ("RRAC") has adopted an Air Service Incentive Program (ASIP). The goal of this program is to attract New Service at Roanoke-Blacksburg Airport ("ROA").

New Service - Fee Waiver & Marketing Support

New Entrant or Incumbent Carrier to New Airport Destination *(Waivers applicable only to new service flights)*					
	Landing Fee	Fuel Flowage Fee	Gate Per Turn Fee	Baggage Claim and Makeup	Marketing Support**
Year Round	Waived – 24 months	Waived – 24 months	Waived – 24 months	Waived – 24 months	$100K Year 1 $50K Year 2
Seasonal	Waived - 3 seasons	Waived – 3 seasons	Waived – 3 seasons	Waived – 3 seasons	$50K Year 1 $25K Year 2 $25K Year 3

New Entrant Carrier to Preexisting Airport Destination					
	Landing Fee	Fuel Flowage Fee	Gate Per Turn Fee	Baggage Claim and Makeup	Marketing Support
Year Round	Waived – 12 months	Waived – 12 months	Waived – 12 months	Waived – 12 months	$50K Year 1
Seasonal	1st Season	1st Season	1st Season	1st Season	$25K Year 1
Other new service support: Community engagement, local press releases, inaugural flight support/celebration, ROA website, and social media support, etc.					

Note – New Entrant Carriers fixed Terminal rent for ticket counters, offices, etc., if applicable, may also be waived for during first 12 months.

**RRAC reserves the right to reduce the marketing incentive for flight frequency less than daily; and the total annual marketing incentive per airline may not exceed the equivalent of two new airport destinations.

New Cargo Air Service
100% Landing and Fuel Flowage Fee Waiver for first 12 months

Definitions

- ***New Entrant Carrier*** is defined as any Part 121 passenger air carrier that is not currently and has not provided any service at ROA in the last 24 months.
- ***New Service*** is defined as 1) Any nonstop service to an airport destination not currently served with nonstop service from ROA; or, 2) Any service from ROA by a new entrant carrier.
  (Each airport destination within a defined metropolitan area is defined as a separate airport destination and eligible for incentives under this ASIP)
- ***Preexisting service***: Service to any airport destination that is currently served nonstop from ROA.
  (An airport destination served nonstop seasonally is considered not currently served during the offseason)
- ***Seasonal Service*** is defined as operating on at least two weekly flights for a minimum of two consecutive months and less than seven months of a calendar year.
- ***Year-Round Service*** must be operated with at least two weekly flights for more than 10 consecutive months per calendar year.

Qualifications

- Fee Waivers and Marketing Support are not applicable for less than twice weekly scheduled service, including any calendar month(s) when scheduled new service falls below two flights per week for more than two weeks.
  (Ex: a carrier provided two weekly flights to a new destination for 15 months and for the following 9 months only provided one weekly flight, the remaining 9 months would not be eligible for incentives)
- Fee Waivers and Marketing Support will only be offered to air carriers in good standing with the RRAC. Good standing includes but is not limited to the timely reporting and payment of all invoices.
- If more than one air carrier announces New Service to the same Airport Destination, only the first carrier to initiate the qualifying service will be eligible for “New Airport Destination” incentives. Other carriers would be eligible for “Preexisting Airport Destination” incentives.

ASIP Term

The RRAC 2026 Air Service Incentive Program is in effect beginning July 01, 2026, and shall remain in effect for three years (unless terminated earlier by RRAC).

Carriers interested in the incentives offered under this program should contact RRAC’s President & CEO at (540) 362-1999 ext. 231 or via e-mail ASIP@flyroa.com, prior to announcing and at least 60 days before commencing new service.

Compliance with Federal Obligations

This ASIP, or ACIP (Air Carrier Incentive Program), was adopted in compliance with Federal Register Docket Number FAA-2022-1204. Waivers of fees and terminal rents provided under this ASIP shall not result in increased fees or charges to other aeronautical users of the airport, in accordance with FAA Grant Assurance 22.

The terms and implementation of this Incentive Program shall be subordinate to applicable state and federal laws and regulations, and the provisions of any existing or future agreement between the RRAC and the United States Government or governmental authority, relating to the operation or maintenance of the Airport.

The Incentive Program may be terminated, in whole or in part, if it is determined to violate applicable laws, regulations, or any assurance by the RRAC to the United States Government in connection with the receipt of federal grants-in-aid or the approval of Passenger Facility Charges.