

MIAMI INTERNATIONAL AIRPORT



# ASIP4

## AIR SERVICE INCENTIVE PROGRAM



# MIA



MIAMI-DADE AVIATION DEPARTMENT

# ASIP4



# THE MIA AIR SERVICE INCENTIVE PROGRAM

## INTRODUCTION:

The Miami-Dade Aviation Department (MDAD), operator of Miami International Airport (MIA), is pleased to offer **ASIP4**, the latest and most dynamic of its air service incentive programs. The MIA **ASIP4** complements the strategies and objectives of the airport's air service development efforts while encouraging incumbent carriers at MIA to consider expansion and new market development.

## MIA OBJECTIVES:

- Stimulate domestic and international passenger air service at MIA
- Stimulate international freighter service to MIA
- Increase non-aeronautical revenues at MIA
- Reduce costs per enplaned passenger at MIA

## ASIP4 PROGRAM COMPONENTS:

The MIA **ASIP4** offers features that include:

- An incentive for domestic passenger routes and added frequencies from any US and Canadian city/market.
- An incentive for new international routes presently not served from MIA and for international routes from secondary airports from an international destination that is presently served from MIA.
- An incentive for new seasonal scheduled international routes during first season at MIA with an opportunity for additional benefit during second year if transitioning to year-round service.
- A cooperative advertising program for routes targeted as Premium Markets, which provides for matched funding to promote new international routes.
- Incentives for new scheduled freighter services from markets in Europe and Africa.
- A separate incentive package for passenger and freighter service initiated from BRICS and Asia/Pacific markets.
- **ASIP4** is a three-year program effective: November 15, 2012.

## A. QUALIFYING PASSENGER FLIGHTS

### 1. New Domestic Passenger Air Service:

Any air carrier establishing **scheduled, year-round passenger service to any U.S. or Canadian destination (city) from MIA** qualifies for 100% abatement of landing fees on the new service, for a 12-month Promotional Period. **The service must be operated for 12 consecutive months. The incentive is available for any domestic city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route.**

### 2. New International Passenger Air Service:

- a. Any air carrier establishing **scheduled, year-round** passenger service to an international destination (city and / or airport) **not** currently served from MIA **by any carrier**, qualifies for 100% abatement of landing fees on the qualifying service, for a 12-month Promotional Period. **Any secondary airports within the same destination will be deemed a new international route and will qualify for the incentive. For example, a carrier commencing London-Gatwick service will qualify for the incentive even though MIA is already served from London-Heathrow. The service must be operated for 12 consecutive months.**
- b. Following service commencement, and continuing for a 24 month period thereafter, **any additional frequencies added to the new passenger route** will qualify for the incentive for a full 12-month term effective upon the date the additional frequencies commence. **If an air carrier begins a service with a frequency of three times per week, and subsequently adds a fourth or any additional frequencies, the latter would qualify for a full 12 month incentive from the date(s) of commencement.**

### 3. New International Seasonal Passenger Air Service

Any air carrier establishing new **international, scheduled, seasonal passenger service to international destinations not currently served from MIA by any carrier**, will receive a 50% landing fee abatement for a maximum of a 6-month consecutive period in the first year of operation. **During the second year, the returning carrier may apply for an additional incentive of 50% landing fee abatements for a 12-month Promotional Period,**

**if the new service is scheduled and year-round, and if no other carrier is serving the same market. The service must be operated for 12 consecutive months during this final Promotional Period. Carriers opting for the benefit in Year 1 do not have to commit to a return in Year 2. Carriers that receive the benefit in Year 1 may not return in Year 2 for a full 100% benefit as in Incentive 2A above.**

### 4. Premium Market Incentives

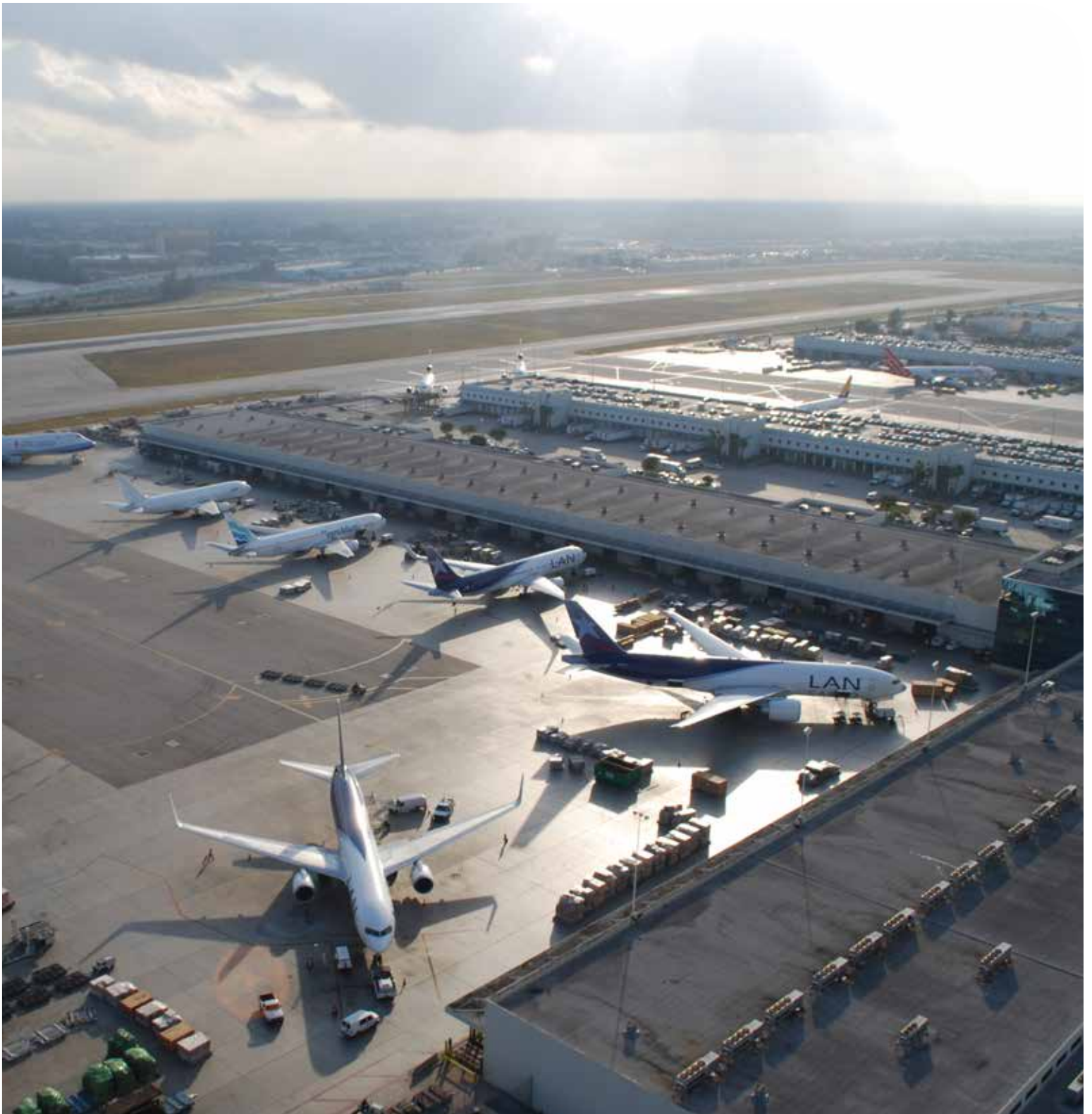
Any carrier establishing **scheduled, international, year-round passenger service** from the **MIA Premium Market** list will also be offered the opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. The Miami-Dade Aviation Department (MDAD) will offer the carrier **up to \$50,000**, to be matched with an equal amount from the carrier to establish a mutually agreed upon advertising campaign.

**There will be no direct reimbursements to the carrier; only to agreed-upon media or advertising sources and only via MIA's standard invoice and payment processes for such services. The collaborative advertising campaign provided under this incentive will begin at commencement of the qualifying new route and will conclude at the end of the 12-month benefit period.**

## THE MIA PREMIUM MARKETS ARE:

**AFRICA:** Any African Market

**EUROPE:** Copenhagen, Denmark  
Dublin / Shannon, Ireland  
Helsinki, Finland  
Istanbul, Turkey  
Oslo, Norway  
Prague, Czech Republic  
Stockholm, Sweden  
Warsaw, Poland



## B. QUALIFYING CARGO FLIGHTS

1. Any carrier establishing **scheduled, year-round cargo freighter service from Africa, Europe, or the Middle East / Gulf Region on a cargo route not currently served by an all-cargo freighter to MIA**, qualifies for a 50% abatement of landing fees for a 12-month Promotional Period. The qualifying service must be operated for 12 consecutive months.

*Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.*

2. Following service commencement, and continuing for a 24 month period thereafter, any additional frequencies added to the new cargo route will qualify for the 50% incentive for a full 12-month term effective from the date the additional frequencies commence.



### C. QUALIFYING BRICS & ASIA/PACIFIC FLIGHTS

**BRICS** markets are identified as any destination(s) in **Brazil, Russia, India, China and South Africa.**

**Asia/Pacific** markets are identified as any destination(s) **within the Asian continent and within the Asia/Pacific rim region.**

#### 1. Passenger Service Incentives:

- A. Any air carrier establishing **scheduled, year-round passenger service to any BRICS or Asia/Pacific destination (city) from MIA** qualifies for 100% abatement of landing fees on the new service, for a 24-month Promotional Period. ***The service must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route.***
- B. Any new frequencies added to **BRICS** and **ASIA/PACIFIC** passenger routes by any new or incumbent MIA carrier, **after commencement of ASIP4**, will qualify for the 100% abatement of landing fees incentive for a full 24-month term.

***Example: An air carrier currently serving a destination in Brazil that adds additional frequencies to that same destination qualifies for the 24-month benefit. The additional frequencies must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program.***

#### 2. Marketing Support Incentives:

Any carrier establishing **new, scheduled, year-round passenger service to a BRICS or ASIA/PACIFIC** market presently not served by any other carrier at MIA will also be offered the opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. The Miami-Dade Aviation Department (MDAD) will offer **up to \$50,000, per year, for two separate years**, to be matched with an equal amount from the carrier to establish a mutually agreed upon advertising campaign. ***The new service associated with the Marketing Support Incentive must operate for 12 consecutive months, and will then qualify for the second-year advertising funds allocation with MDAD. There will be no direct reimbursements to the carrier; only to agreed-upon media or advertising sources and only via MIA's standard invoice and payment processes for such services. The collaborative advertising campaign provided under this incentive will begin***



*upon commencement of the qualifying new route and will conclude at the end of a 12-month period. The second-year campaign will commence at the on-set of that service period and may continue through the full second year of service commitment.*

### 3. Freighter Service Incentives:

1. Any carrier establishing **scheduled, year-round cargo freighter service from any BRICS or ASIA/PACIFIC destination to MIA** qualifies for a 50% abatement of landing fees for a 24-month Promotional Period. **The service must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route. Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.**
2. Any new freighter frequencies added to **BRICS and ASIA/PACIFIC cargo routes** established **after commencement of ASIP4** will qualify for the 50% abatement of landing fees incentive for a full 24-month term. **Example: A freighter carrier currently serving a destination in**

*Asia that adds additional frequencies to that same destination qualifies for the 24-month benefit. The additional frequencies must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route. Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.*



## FUNDING THE PROGRAM:

To mitigate any adverse effects to landing fees paid by other MIA air carriers, MDAD will fund the **ASIP4** through the airport's Retainage Sub-account Improvement Fund to offset the landing fees waived. Total landing fee waivers will be capped at \$3 million within each year, based on a first-come, first-served basis, until each annual cap is exhausted.

## AIRLINE COMMITMENTS:

The airline must commit to the following:

- **Operate the qualifying passenger or cargo flight(s) throughout the Promotional Period.** An air carrier that voluntarily suspends or terminates such service before the end of the Promotional Period will be required to pay any discounts received under **ASIP4**. To meet this **ASIP4** term requirement, an air carrier will not be permitted to substitute one qualifying flight for another.
- **Provide MDAD with a letter of credit, company check or bank wire transfer** for the total estimated amount of landing fees to be abated for each qualifying flight during the Promotional Period and, **file the financial guarantee** with MDAD at least 30 days prior to the commencement of service.
- **Financial guarantees not submitted and approved by the MDAD Finance Division on time** will defer benefit commencement to the day of approval of the financial instrument, not the day of service initiation.
- **Offer service resulting in a net increase in the air carrier's total number of flights from MIA to the city pair**, as compared to the same month of the previous year. The air carrier must maintain such a net increase during the Promotional Period and may not discontinue a non-qualifying service (flight) to initiate a qualifying service (flight) to the same city pair. **For example, an air carrier that discontinues a non-qualifying flight to LaGuardia Airport in New York does not qualify for ASIP4 with a new flight to JFK or Newark International Airports. The air carrier may however, change the number of frequencies, and the type and series of an aircraft operating a qualifying service.**

- **Report any changes to the number of frequencies, aircraft type and/or series at least thirty (30) days in advance of any changes during the entire Promotional Period.**

## AIRLINE COMPLIANCE:

MDAD will conduct an **ASIP4** Review Committee audit of the air carrier's compliance with the terms of the program on a monthly basis during the entire promotional period.

## DURATION OF AIR SERVICE INCENTIVE PROGRAM:

Except as stated below, the **ASIP4** duration is three (3) years from the effective date. After this three-year period, MDAD will reevaluate the program and may announce any future incentive programs. Airlines considering participation may commence at any time during the program's three-year duration. Once an air service qualifies under the **ASIP4**, it is assured the benefit during the entire Promotional Period, even if the time span extends beyond the program's duration. MDAD reserves the right to discontinue the **ASIP4** entirely, or substitute a new program during the three year period of offer.

## APPLICATION PROCESS:

Air carriers seeking to participate in **ASIP4** should complete the Air Service Incentive Program application. Applications should be submitted forty-five (45) days prior to commencement of the qualifying air service. The carrier will be advised in writing if it has been approved for the incentives.

**Submissions can be made electronically to:**

**marketing@miami-airport.com**

**Or**

**may be faxed to: 305-876-7398**

**Or delivered in person to:**

**Miami-Dade Aviation Department  
Marketing Division  
Miami International Airport  
5600 NW 36th Street, Suite 515  
Miami, Florida**

**For courier service delivery, use 33122 as the zip code, appended to the above address.**

**All submittals are subject to audit  
by Miami-Dade County**



**AIRLINE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY / STATE / ZIP CODE:** \_\_\_\_\_

**CONTACT PERSON  
NAME / TITLE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ORIGIN OF  
ASIP FLIGHT:** \_\_\_\_\_

**CHECK ALL APPLICABLE:**  YEAR ROUND  SEASONAL  PASSENGER  FREIGHTER

Effective Date	Aircraft Type & Series	Arrival Flight #	MIA Arrival Time	Days of Operation (1 thru 7)

AIRLINES ARE REQUIRED TO REPORT ANY CHANGES OF AIRCRAFT TYPE AND/OR SERIES AT LEAST 30 DAYS IN ADVANCE DURING THE INCENTIVE PERIOD.  
CONTACT THE MDAD MARKETING DIVISION AT 305-876-7862 FOR NOTIFICATION.

**FOR MDAD USE ONLY**

**EVALUATED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**COMMENTS:** \_\_\_\_\_

**APPROVE**       **REJECT**

**SIGNED BY :** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Aviation Director / Deputy Aviation Director

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# ASIP4

AIR SERVICE INCENTIVE PROGRAM

MIAMI-DADE AVIATION DEPARTMENT  





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Aviation Director

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of disability. "It is the policy of Miami-Dade County to comply with all of the requirements of the Americans with Disabilities Act."



MIAMI-DADE AVIATION DEPARTMENT – MARKETING DIVISION  
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**Our vision:** MIA will grow from a recognized hemispheric hub to a global airport of choice that offers customers a world-class experience and an expanded route network with direct passenger and cargo access to all world regions.