



Where journeys begin.

Comox Valley Airport Airline Incentive Program

Introduction

The Comox Valley Airport (YQQ) recognizes the value of new air service to the airport and the community as a whole. YQQ has dedicated staff and resources to create public and industry awareness of our terminal, routes and facilities. The program includes business development, marketing and public relations activities, all designed to increase awareness of YQQ and expand business here.

We understand that an incentive program is an important tool to strengthen our air service development business cases for airlines. Incentive programs are growing in popularity and in order to stay competitive, YQQ has developed its own incentive program for new air service. We believe our program will help to bridge the gap between an airline's perceived risk and our confidence in the market at YQQ.

The following incentive program has been developed in support of the Comox Valley Airport's five-year strategic plan, released in 2010. This plan focuses on achieving an overall vision of developing and expanding YQQ's scheduled air services network.

Intent

This incentive policy is intended to encourage the establishment of new commercial air service at YQQ. Our incentives strive to accomplish this goal in a manner that is fair, non discriminatory and transparent for all. This document shall be posted to the Comox Valley Airport website at all times.

Incentive Policy

YQQ's incentive program offers a balance of marketing support and terminal fee reductions that allow the appropriate amount of time for a new route to become established. Our ongoing dedicated marketing and public relations program picks up where our incentive program leaves off, ensuring the continued success of all routes at YQQ.



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Year One

Marketing and Public Relations Support (Value \$28,000)

- Press release to announce new route
- Special event for inaugural flight
- Radio advertising for launch of new service
- One additional radio campaign during first year of service
- Two full page print advertisements in local newspapers
- Free backlit advertisement in YQQ departures area for a period of five years
- Electronic Advertisement on 3 screens in YQQ terminal building for a period of one year

Fees

- 50 per cent reduction in terminal fees for a period of one year
- 50 per cent reduction in Canada Customs fees for a period of one year
- 25 per cent discount on terminal space leased by tenant airline

Year Two and Beyond

YQQ is committed to working with airlines on a daily basis to ensure our routes thrive. We offer a dedicated marketing campaign to promote all of our airlines and routes. In addition, a targeted public relations program continues to strengthen relationships with our stakeholders and key decision makers in the community.

Ongoing support services include:

- Targeted advertising campaigns- print, radio and outdoor
- Media relations and earned media promotion
- External stakeholder newsletter
- Community relations
- Special events
- Passenger surveys and benchmarking
- Volunteer program to assist with passenger processing and inquiries.



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Our staff are committed to ensuring successful working relationships with our airline partners. We have excellent relationships with our local governments, Economic Development and the Chamber of Commerce, and we commit to working with these partners to find additional ways to support any new air service at YQQ.

Terms and Conditions

- 1) This program applies to all new scheduled air service for unserved destinations with proven market potential, as of October 1, 2011.
- 2) The airline must maintain an agreed upon level of service for an appropriate duration for the market, for at least 365 days, in order for this program to apply.
- 3) This program is open to existing and new air carriers at YQQ.
- 4) This program does not apply to non-scheduled charters.
- 5) Airlines must sign a lease agreement for counter and/or office space in the terminal building. Those failing to meet the terms of the lease agreement will immediately incur a charge for the full price of the terminal space lease fee.

Signed:

Shirley de Silva, CEO
Comox Valley Airport