Spokane International Airport

Air Service Incentive Program

FINAL – Approved December 2025

GEG Air Service Incentive Program - Guidelines

Spokane International Airport (GEG) Air Service Incentive Program – 2026			
	Minimum Qualifications	**Landing Fee Waivers**	**Marketing Support**
New Airline	Annual	Year 1: 100%	Year 1: Up to $75,000
New Target Nonstop Market	Annual Unserved Less than Daily	Year 1*: 100%	Year 1: Up to $150,000
	Seasonal Unserved Less than Daily	Year 1*: 50%	Year 1: Up to 50,000
New Annual Nonstop Market	Annual Unserved Less than Daily	---	Year 1: Up to $40,000
New Seasonal Nonstop Market	3 months Unserved Less than Daily	---	Year 1: Up to 35,000
Significant Capacity Increase in Existing Nonstop Market	Varies	---	Year 1: Up to $35,000
TARGET NONSTOP MARKETS: ANC, AUS, BNA, BUR, HAWAII*, HOU*, NYC* ONT, PSP, WAS* YVR, YYC (* denotes multi-airport locations)			

- Landing fee waivers for New Target Nonstop Market requires carrier to report monthly performance data by origin and aircraft type to receive waiver.
- Airline can only receive incentives from one category (e.g., not 'New Airline' and 'New Target Nonstop Market').

GEG Air Service Incentive Program

Spokane International Airport (GEG) or 'Airport' offers the following Air Service Incentive Program (ACIP) for new airlines, new nonstop and target nonstop destinations, and for a significant increase in capacity in existing nonstop markets.

Purpose:
The purpose of the Air Service Incentive Program (ACIP) is to encourage new nonstop service and promote overall competition at Spokane International Airport (GEG) by providing temporary economic incentives to commercial airlines that bring qualified new service to the Airport.

Program Period:
The ACIP shall be effective January 19, 2026

Qualified Service:
- **New Airline:** Eligible airline not having operated scheduled services at GEG for at least four years.
- **New Target Nonstop Market:** Markets defined by Airport to receive enhanced incentives during the program period. Target nonstop markets include, and are subject to change: ANC, AUS, BNA, BUR, Hawaii*, HOU*, NYC*, ONT, PSP, WAS*, YVR, YYC (* denotes multiple airports).
- **New Annual Nonstop Market:** Not previously served by any airline in the past 12 months, which is scheduled to operate for at least 12 months.
- **New Seasonal Nonstop Market:** Not previously served by any airline in the past 12 months, which is scheduled to operate for at least 3 months, and up to 3 seasons, as defined by FAA ASIP Guidelines.
- **Significant Capacity Increase in Existing Nonstop Market:** Existing nonstop market where an airline significantly increases seat capacity. Significant increase in capacity qualification determined by Airport. FAA ASIP Guidelines do not define significant capacity increase. Incentives in this category are limited by FAA Guidelines to one year.

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Program Requirements:

- Prior to initiating new Qualified Service, airline must notify Airport of acceptance of qualified incentives by email or letter to receive incentives.
- Spokane International Airport (GEG) shall have the ability to amend and/or terminate this incentive program at any time without reason at its discretion and can determine qualification and amount of spend per qualifying incentive.
- The incentive amount within the ASIP will be determined by the Airport and is subject to change without prior notice.
- Maximum incentive per airline per year at Airport is limited to $250,000.
- Airline can only receive incentives from one category per route (e.g., not 'New Airline' and 'New Target Nonstop Market').'
- All activities, promotions and amount of spend subject to approval by the Airport Chief Executive Officer or Director of Marketing & Public Affairs.
- All marketing activities must promote Spokane International Airport (GEG), in addition to the Eligible Airline's brand and the new market(s).
- The Airport will use allocated marketing expenditures to promote the carrier's qualified new markets or increased capacity or will focus efforts on improving performance in markets identified as underperforming by the Eligible Airline.
- If the Eligible Airline suspends or terminates its new or expanded service prior to the minimum duration of service for the incentives, with exception for Acts of God or reasons beyond its control, any incurred marketing spend by The Airport for the routes in question may be requested to be reimbursed to the Airport.

Target Nonstop Markets:

Markets identified by Spokane International Airport (GEG) to receive enhanced incentives during the program period.
Target markets: Anchorage (ANC), Austin (AUS), Nashville (BNA), Burbank (BUR), Hawaii*, Houston (HOU)*, New York City (NYC)*, Ontario (ONT), Palm Springs (PSP), Washington, D.C. (WAS)*, Vancouver (YVR), Calgary (YYC)
* Denotes multiple airport locations

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Incentives Details

Landing Fee Waivers:

- Landing fee waivers will be administered as shown in the Chart.
- The Airport (GEG) will waive 100% of landing fees for one year for any new airline adding scheduled service at the Airport.
  - 'New Airline' is defined as Eligible Airline not having operated regular scheduled services at GEG for at least four years.
- The Airport (GEG) will waive 100% of landing fees for one year for any New Target Nonstop Market served annually, and 50% for New Target Nonstop Market served seasonally (minimum two months).
  - Landing fee waivers for New Target Nonstop Market requires carrier to report monthly performance data by origin and aircraft type to receive waiver.

Marketing:

- Marketing incentives will be administered as shown in the Chart.
- The Airport (GEG) will spend or reimburse incentive amount per market, depending on level of service (frequencies, duration of service, etc.), where final incentive amount will be determined by the Airport and is subject to change without notice. Marketing incentives beyond Year One are to be determined.
- Eligible marketing activities may include, but are not limited to, creative development, digital and fixed advertising exposure in the terminal based on availability, inbound and/or outbound media placed in promotion of the market, social media, new service launch events, billboards under contract, promotions with regional business partners, and any other promotional and advertisement activity that is seen fit.
- The Airline may receive additional marketing support through community engagement, regional partners marketing efforts, local press releases, inaugural launch support, including the Airport's internal and local media plan, and the Airport's social media channels.