



# AIR FRANCE: NEW SERVICE TO PARIS, FRANCE

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LAURA JACKSON  
VICE PRESIDENT, AIR SERVICE DEVELOPMENT



# BUSINESS CASE SUMMARY



- Air France will become the 24<sup>th</sup> airline to serve DEN, and the 11<sup>th</sup> non-U.S. flag carrier
- Air France's new nonstop service to Paris-Charles De Gaulle (CDG) will mark the first time a SkyTeam Alliance carrier will connect Denver nonstop to Europe
- Prior to the COVID-19 pandemic, Denver ranked as one of the top 10 U.S. markets for travel to Paris
- This new international service is estimated to generate an annual economic impact of \$12 – \$20 million to Colorado's economy and create 150 new jobs

# CONTRACT DESCRIPTION



- DEN's Air Service Incentive Program is open to all carriers, existing and new
- Program goals:
  - To increase nonstop air service and passenger traffic at DEN
  - To sustain air service over the long term
- Airlines make a tremendous commitment when entering a new market
  - Investing a mobile asset – an aircraft – in our market
  - Incentives are a way to demonstrate risk sharing
- DEN's Air Service Incentive Program complies with FAA's guidance as outlined in *Air Carrier Incentive Program Guidebook*

# CONTRACT TERMS AND AMOUNT



- Operational and Marketing Incentive Agreement with Air France for new nonstop international service to Paris (CDG)
- Contract term: July 2, 2021 – July 1, 2023
- Flights expected to operate 3x/week (July – October 2021; April – October 2022)
- Amount not to exceed \$2 million
- Key Elements:
  - Air France will receive operational credits to offset the cost of operating at DEN
    - Operational offsets do not exceed cost to operate – not a subsidy
  - Air France will use funds to market travel to/from/through DEN
    - Marketing campaigns to run in Denver and Paris

# DENVER INTERNATIONAL AIRPORT

