

TUL Air Service Incentive Program

2025

2025	Market Type	Marketing Incentives		Fee Waivers	
		1-3x/week	4-7x/week	1-3x/week	4-7x/week
Domestic	Target Market**	Year 1: \$60,000 Year 2: \$30,000	Year 1: \$150,000 Year 2: \$75,000	Landing Fee: 100% for 18 months	Landing Fee: 100% for 24 months
	Unserved	Year 1: \$40,000 Year 2: \$20,000	Year 1: \$70,000 Year 2: \$35,000	Landing Fee: 100% for 12 months	Landing Fee: 100% for 18 months
	Currently Served	Year 1: \$15,000	Year 1: \$30,000	Landing Fee: 50% for 6 months	Landing Fee: 50% for 12 months
International	Unserved	Year 1: \$100,000 Year 2: \$50,000	Year 1: \$200,000 Year 2: \$100,000	Landing Fee and FIS Fee: 100% for 18 months	Landing Fee and FIS Fee: 100% for 24 months
	Currently Served	Year 1: \$30,000	Year 1: \$75,000	Landing Fee and FIS Fee: 50% for 12 months	Landing Fee and FIS Fee: 50% for 18 months
New Entrant*	Marketing incentives apply based on market type as described above.			Incentives as applies above by market type + Terminal Rent Credit: 100% for 12 months	Incentives as applies above by market type + Terminal Rent Credit: 100% for 24 months
Increase in Frequency	Currently Served	<i>If a carrier increases frequency on an existing route, additional marketing funds are available at the airport's discretion.</i>		N/A	

*New Entrant: A carrier is considered a “new entrant” if the carrier starts year-round or seasonal service at TUL but has not served TUL on a scheduled basis for the previous 24 months.

**Target Market: Current 2025 target markets for TUL include San Francisco (SFO), Seattle (SEA), San Diego (SAN), Boston (BOS), and Cancun, Mexico (CUN).