



Lehigh Valley INTERNATIONAL AIRPORT

WHY TO FLY LOCAL WITH YOUR NEIGHBORHOOD AIRPORT

Lehigh Valley International Airport (ABE) is an essential strategic economic asset for the Greater Lehigh Valley. Air service is a critical element that must be integrated into regional economic development discussions.

Lehigh Valley International Airport's "Market Analysis & Catchment Study" highlighted significant potential to attract additional passengers to ABE in order to achieve and sustain reliable improvements in air service for the region. The study noted a "True Market" size of 2.2 million air passengers, yet only 13 % of these travel through ABE. Increasing the capture rate of our "True Market", enhances the potential for new nonstop markets, additional frequencies to current markets, and improved reliability of existing service.

National competition between communities for sustainable, reliable and convenient air service has never been more intense. The support of regional businesses and community leaders is imperative to making meaningful improvements to air service. This travel guideline is provided to regional employers, local units of government and business leaders for their consideration in implementing air service travel policies that promote the use of air service through ABE.

Success will only be achieved through focused regional efforts and willingness by area businesses, community leaders, and governmental units to invest in their local air service. This investment is best demonstrated by adopting a travel pledge that encourages and supports the use of air service at ABE.

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FLY LOCAL > ABE



Lehigh Valley
INTERNATIONAL AIRPORT

FLY LOCAL TRAVEL PLEDGE

To recognize the Lehigh Valley International Airport (ABE) as an essential strategic economic engine for the Lehigh Valley region, we the undersigned, pledge our support to Fly Local at ABE.

_____ located at _____,
(Company) (Address)

enthusiastically pledges our support for the Lehigh Valley International Airport (ABE) by adopting the ABE Fly Local Travel Pledge.

The elements of Fly Local Travel Pledge are:

When using air travel, the traveler will explore the option of using the Lehigh Valley International Airport (ABE). If a flight from ABE is available within **four (4) hours** of travel time each way from flights available at competing airports, and if the cost of the ABE flight is within **\$200** of the lowest priced tickets at a competing airport, the traveler will be required to use ABE.

The company is encouraged to also require vendors and/or suppliers utilizing air travel into the Lehigh Valley to follow these guidelines.

Signed: _____ Date: _____

Title: _____