

Research Triangle Area Air Service Advancement Project

Objectives

- Maximize regional competitiveness and economic impact
- Decrease air travel time, lessen required connections, and increase productivity
- Support the ability to attract business growth and top talent to the Triangle region

Tactics

- Enhance marketing strategies and materials to highlight opportunities to air carriers
- Promote the Research Triangle region and RDU at key industry conferences
- Support the use of RDU as an international gateway

The **Air Service Advancement Project** (ASAP) is a three-year initiative to mobilize, highlight, and focus business support to strengthen nonstop international air service from Raleigh-Durham International Airport to Europe, Asia, the Middle East, and the Americas.

RDU International Airport has an \$8 billion annual economic impact on the Research Triangle region and continues to grow its air services. RDU competes with every airport in the world for limited air carrier expansion opportunities and a broad-based commitment by the business community can be a determining factor.

The project will create a \$500,000 regional investment fund that will supplement the RDU Airport Authority's \$500,000 commitment to recruiting and marketing international air service.

Each new transatlantic flight will generate \$25 million in annual net regional economic spending and increase gross domestic product by \$1.4 billion over 25 years.

All businesses in the region are eligible to participate.

ASAP Co-Chairs



Bruce Sargent
IBM Corporation
RTA Air Service Chair



Michael Schoenfeld
Duke University
RTA Air Service Vice Chair

Initiative coordinated by:



BUSINESS LEADERSHIP
FOR REGIONAL MOBILITY





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“ The RTA and its ASAP initiative will play a critical role in strengthening international air service from RDU. ASAP funds will supplement the Authority's \$500,000 commitment toward marketing international air service. ”

– **Michael Landguth, A.A.E.**
President and CEO
Raleigh-Durham
International Airport

Project Investors

Cary Chamber of Commerce

Cisco Systems, Inc.

Duke Energy

Duke University

Forge Communications

Greater Raleigh Chamber of Commerce

Greater Raleigh Convention and Visitors Bureau

IBM Corporation

Quintiles

Red Hat, Inc.

Research Triangle Foundation of North Carolina

Annual investment—\$500 to \$2,500 with three-year commitment

*Investors of \$1,000 or more per year receive enhanced recognition on ASAP website; investors of \$2,500 or more annually shown in **bold** above*

In-Kind Partners

Cary Chamber of Commerce

Chapel Hill-Carrboro Chamber of Commerce

Chapel Hill-Orange County Convention and Visitors Bureau

Greater Durham Chamber of Commerce

Durham Convention and Visitors Bureau

Morrisville Chamber of Commerce

Greater Raleigh Chamber of Commerce

Greater Raleigh Convention and Visitors Bureau

Downtown Raleigh Alliance

Wake Forest Area Chamber of Commerce

Research Triangle Regional Partnership

Regional Transportation Alliance

Visit letsgetmoving.org/ASAP for more information

Questions? Contact Joe Milazzo II, PE, Executive Director, RTA at 919.664.7065 or joe@letsgetmoving.org