



# **Spirit Airlines Request for Proposals**

## **Say “Adios” to High Fares!**

Issued by Spirit Airlines, Inc.



## **Introduction and Instructions for Submission**

---

Thank you for your interest in Spirit Airlines, the Ultra-Low Cost Carrier liberating Latin America and the Caribbean from high fares.

If your city wants to say “Adios” to high fares to / from South Florida, please submit a proposal that addresses the following components via e-mail to [adioshighfares@spiritair.com](mailto:adioshighfares@spiritair.com).

## **RFP Questions to be Addressed**

---

### **A. Economy**

- 1) Describe the primary industries in your city/country and how they impact demand for travel to/from your city/country.
- 2) Please provide income/purchasing power statistics of the local population.
- 3) What is the GDP growth or equivalent measure in your geographic region?
- 4) Describe any recent events that will have a positive economic impact on your city/country.

### **B. Location**

- 1) What is the catchment area (surrounding cities that airport draws to/from) and the population of those areas?
- 2) How far in distance and drive time to:
  - a. The city
  - b. Tourist area
- 3) What kind of ground transportation is available from the airport and what is the cost? Are there times during the day or night that these services are not available?
  - a. Public bus
  - b. Taxi
  - c. Rental cars



### **C. Population Statistics**

- 1) How many citizens of your city/country/ethnic population reside in the South Florida Region?
  - a. Broward County
  - b. Miami-Dade County
  - c. Palm Beach County
- 2) What other areas in the United States that Spirit Airlines serves do citizens of your city/country/ethnic population reside or frequently travel to?

### **D. Seasons/Holidays**

- 1) When is peak travel season to/from South Florida?
- 2) Are there any holidays that typically have high travel (i.e. Carnival, Easter, etc.)?
  - a. When are they?

### **E. Airport Information**

- 1) What are the hours of operation?
- 2) What are the hours of operation of Customs and Immigration facilities at your airport?
- 3) Are there US Customs pre-clearance facilities?
  - a. If so, what are the hours of operation?
- 4) What is the current in to plane fuel cost?
  - a. If there is no fuel available, how much would it cost to truck fuel in?
- 5) What is the availability of space at the airport?
  - a. Ticket Counter
    - 1) How early prior to scheduled departure can the counter be used for passenger check-in?
  - b. Office
  - c. Gates
    - 1) Are there limitations to the times of day or week for securing a gate?
    - 2) Spirit prefers non-jet bridge operations. Are there any limitations to operations that do not utilize jet bridges?



- 6) Are there any current or upcoming terminal or runway construction projects at the airport that will limit the ability to operate flights at any time? If so, please provide expected dates and area of airport impacted by construction relevant to scheduled passenger operations.
- 7) How much does it cost to operate at the airport? Note that Spirit targets a total expense to Spirit of no more than 10USD per enplaned passenger which includes all expenses and fees listed below.
  - a. Landing Fee Rate (Is it based off gross takeoff weight or landing weight?)
  - b. Passenger Taxes
  - c. Aircraft Parking Charges
    - 1) Overnight
    - 2) Remote or Gate
  - d. Terminal Use Charges
  - e. Gate Charges
  - f. Lighting Charges
  - g. Air Navigation Charges
  - h. Overfly Charges
    - 1) Peak/off-peak/Late night (12am-5am) operations
  - i. Security Cost Rates
    - 1) Checkpoint
    - 2) Immigration
    - 3) Airport Authority Charges
  - j. Facility Rent (per sq. ft.)
  - k. CUTE Fees (Common Use Terminal Emulation)
  - l. Baggage System Fees
  - m. Any Other Facilities Costs not Identified Above
  - n. What licensed ground handlers are on the airport premises currently?
    - 1) Ramp
    - 2) Passenger service
    - 3) Please provide estimated handling costs for Airbus A319 equipment



## F. Incentive Opportunities

- 1) When Spirit enters a new market, the market typically experiences an increase in passengers (as much as doubling the size of the market) with a decrease in fares. In order to bring these benefits to your market, is your city/country willing to offer the following:
  - a. Cost Reduction Assistance
    - i. Landing fee waivers
    - ii. Terminal rent abatement fee waivers
    - iii. Ground handling waivers
    - iv. Can you assist with other start-up expense mitigation? (i.e. travel expenses for trainers and staff while setting up the station?)
    - v. Any other cost reduction incentives to ensure lowest possible cost.
  - b. Marketing Assistance
    - i. Co-op (Cooperative marketing typically in the form of “soft dollars”)
      1. Spirit tagged to your existing advertising plan.
      2. Advertising relevant markets at your discretion
    - ii. Hard Dollars - Cash used for Spirit's advertising directed at Spirit's discretion.
      1. Various destination-specific mediums (i.e. TV, Radio)
      2. Interest in advertising with Spirit – tray tables, napkins, pamphlets, magazine (contact us for rates)

## G. Tourism

- 1) Describe the tourism component of your market:
  - a. What do tourists come to see and do? Beach, city, eco-tourism, etc.?
  - b. How far are the tourist destinations from the airport? What sort of transportation from the airport is available?
- 2) What is the hotel capacity?
  - a. What is the classification breakdown? (i.e. large resort, all-inclusive, boutique)
  - b. What is the hotel occupancy rate by season? How many rooms are available by season?
  - c. Are there any plans for new construction?
  - d. What will be the projected number of rooms for 2007? 2008? Future?



## H. Traffic

Can you please provide any additional International/Foreign Flag Carrier Information to supplement the US Carrier information we have?

- 1) What are the top US O&Ds from your city/country?
  - a. How many PDEW (Passengers per Day Each Way)?
  - b. What is the Average Fare?
- 2) What is the percentage breakdown of leisure vs. non-leisure travel:
  - a. Originating in South Florida?
  - b. Originating in your city/country?

## I. Regulatory

- 1) Pricing
  - a. Does your government require notification when changing, adding, or dropping pricing points?
  - b. Does your government limit the price range of fares or can Spirit Airlines set fares at any level it desires?
- 2) Planning
  - a. Does your airport have slot time assignments for either arrivals, departures, or both?
  - b. Are there any permits or similar requirements needed other than the country's governmental approval through the bilateral or open skies treaty in place between your country and the United States?
  - c. Please provide a list of required documents to complete an application for service with your government.

## J. New Gateway Proposals

Spirit is also interested in any proposal for service from your city to gateways other than South Florida. If you have a specific proposal for a new gateway, please submit that information through the same e-mail address: [adioshighfares@spiritair.com](mailto:adioshighfares@spiritair.com).

Thank you for your interest!