



FOR IMMEDIATE RELEASE

Rapid City Regional Airport Announces Daily Service to Denver on Frontier

RAPID CITY, SD (7/19/07) – In the wake of years of effort to position the Black Hills as an attractive market for new air travel routes by the Black Hills Air Service Task Force and Rapid City Regional Airport, Frontier Airlines announced today that it will begin daily direct service between Rapid City and Denver International Airport beginning on Oct. 5.

Black Hills tourism and business leaders lauded the announcement and said the expanded airline service would not only add a fifth carrier to the region's primary air passenger hub, but that fares for both incoming and outgoing passengers would likely drop.

"This is a real victory for the Black Hills," said Mason Short, executive director of Rapid City Regional Airport. "Competition is good for the marketplace. It's my understanding that consultants in Sioux Falls projected a Frontier route to Denver would drop fares there by 30 percent. We're not sure what will happen here, but we do know that more choices will be good for our air travelers."

Short noted that thanks to the efforts of the Black Hills Air Service Task Force, Rapid City Regional Airport continues to expand its flight offerings despite a decrease in passenger traffic last year, which he attributes to lower airline capacities. At present, Rapid City Regional Airport provides nonstop daily service to Chicago, Denver, Minneapolis and Salt Lake City, with weekly service to Las Vegas.

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In the joint announcement, Frontier Airlines and Rapid City Regional Airport said daily service to and from Denver International Airport will begin October 5 via 74-seat Bombardier Q400 aircraft. The planes are billed as the most advanced turboprop aircraft in flight today, with low fuel consumption, a high top speed and a noise and vibration reduction system, which uses microphones, computers and vibration absorbers to reduce sounds in the cabin.

The new route currently has two departures and arrivals scheduled each day. Departures from Denver are planned for 8:20 a.m. and 9:40 p.m. Departures from Rapid City will be at 6:20 a.m. and 10 a.m.

Black Hills Air Service Task Force Co-Chairman Kitty Kinsman said she was thrilled by the announcement.

“We’re glad to see Frontier take advantage of this opportunity for both them and us, and look forward to developing a great relationship with a great low fare carrier,” she said. “This is definitely going to be a win-win.”

ASTF Co-Chairman Pete Cappa echoed Kinsman, and said Frontier’s commitment to the Black Hills will bring exciting potential for the region.

“Frontier Airlines will provide Rapid City and the Black Hills with flights that we need to satisfy the demand of not only our tourists, but also our business community,” he said. “We’re excited to have some great competition and a familiar airline serving Rapid City.”

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