
FOR IMMEDIATE RELEASE

Icelandair Launches Service from Denver International Airport

DENVER, CO — May 11, 2012— Today Icelandair began year-round, nonstop service from Denver International Airport (DIA) to Reykjavik. The new service will connect the Mile High City to more than 20 destinations in Scandinavia, the United Kingdom and Europe and is expected to bring more than \$28 million in annual economic impact to the state. Icelandair is the first new carrier to initiate transatlantic service at DIA in more than 10 years.

Colorado Governor John Hickenlooper, Denver Mayor Michael B. Hancock, Denver International Airport Manager Kim Day and Icelandair officials attended a reception at the gate to celebrate Icelandair's official launch from Denver. In addition to the celebration at gate A37, passengers on Icelandair's inaugural outbound flight were treated to a celebratory water arch created by the Denver Fire Department as the plane taxied to the runway for takeoff.

"Today's official launch of service from Denver to Iceland is a momentous occasion to celebrate with our international partners, tourism representatives and the public," said Denver Mayor Michael B. Hancock. "We expect this nonstop flight to play a vital role in boosting our regional economy by generating nearly 300 jobs, approximately \$9 million in wages and more than \$19 million in tourism spending. Icelandair's air service will also further open Denver's doors to international economic opportunities."

Icelandair will operate four nonstop flights per week from DIA. The airline's fleet of Boeing 757 aircraft will provide convenient access to Europe through its Reykjavik hub at Keflavik International Airport. The route will give travelers direct access to Iceland as well as connection points to London, Paris, Munich, Amsterdam, Copenhagen, Manchester and Glasgow, among other cities. Denver is the ninth North American city to be served by Icelandair.

"With 160 nonstop destinations to offer from Denver, we are looking forward to being the gateway for international travelers to visit the Mile High City and beyond," said DIA Aviation Manager Kim Day. "The welcome addition of Icelandair to DIA's growing family of carriers will help us better serve the demand for travel to and from Europe, which is our largest overseas market and accounts for one-third of our international travel."

It was a team effort to make this new air service happen. Visit Denver, the Metro Denver Economic Development Corporation, the State of Colorado, the Colorado Tourism Office and Colorado Ski Country USA have all committed to supporting the new initiative through marketing dollars and other means.

"Thank you for the Mile High City warm welcome," said Birkir Holm Gudnason, CEO of Icelandair. "We are looking forward to meeting more Coloradoans and sharing the nature, lifestyle and culture of Iceland."

Additional information about Icelandair routes, fares and travel packages are available on the airline's website, www.icelandair.us. The Icelandair ticket counter is located on the west side of Jeppesen Terminal.

Denver International Airport is the 11th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 50 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine of the state of Colorado, generating more than \$22 billion for the region annually.

For more information, visit www.flydenver.com. Check out the Airport's YouTube channel by visiting <http://www.youtube.com/user/DenversAirport> and become our fan on www.facebook.com/denverinternationalairport.

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