



FOR IMMEDIATE RELEASE

Africa Air Service Committee Conducts Target Market Assessment *Community invited to participate in survey to identify travel trends*

DENVER – June 28, 2022 – Earlier this year, Denver International Airport (DEN), under the leadership of Denver Mayor Michael B. Hancock, formed the Africa Air Service Committee (AASC) to support efforts to establish flights between Denver and Africa. The AASC, which includes 18 business and community leaders with unique knowledge and expertise in the region, held its second meeting on June 15.

During this second meeting, the AASC discussed a target market assessment and analysis of the potential for service between Denver and 15 cities across the continent of Africa. As the AASC works to finalize the top opportunities for service, travelers across Colorado are invited to participate in a survey to gain additional data about Africa travel demand and preferences.

“Members of the AASC are working hard to finalize strategic recommendations that we believe will lead to eventual air service between Denver and Africa in the next five years or so,” said DEN CEO Phil Washington. “As part of our Vision 100 plan to expand our global connections, we invite Colorado residents to take part in a survey that will provide us additional insight in current and future travel between Colorado and Africa.”

A link to the survey is available at <https://www.flydenver.com/vision100>. The survey will remain open through the end of July. Results of the survey will be reviewed by the AASC during their September meeting.

Denver International Airport is the third-busiest airport in the world. DEN is the primary economic engine for the state of Colorado, generating more than \$33 billion for the region annually. For more information visit www.FlyDenver.com, check us out on [YouTube](#) and [Instagram](#), like us on [Facebook](#) and follow us on [Twitter](#).

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