





U.S. point selected by a Colombian carrier since the November agreement, prompt approval of the service will demonstrate to Colombia, and other aviation partners in the region, the value of aviation liberalization. The need for expedition is especially acute in this case, given the proposed launch of the new service in less than three months, and the concomitant need for the carrier to begin marketing the new service as soon as possible.

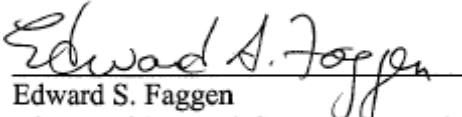
The Department's own timely action in proposing and allocation among U.S. carriers Continental, Delta, JetBlue, and Spirit the new Colombia market opportunities reflects recognition of the importance of this market. (In fact, the Department began the process within two months of the new bilateral agreement, and recently issued its Show Cause order in the case. See Orders 2007-11-23 (Nov. 26, 2007) and 2008-3-4 (March 5, 2008), respectively.) Similarly expeditious U.S. action in approving Colombia's first selection of a new U.S. destination, Washington, can only enhance prospects for speedy, reciprocal Colombian acceptance of the new U.S. services.

Most important, the proposed new route will fill an important gap in needed air service between South America and the nation's capital. Today, no U.S. or foreign air carrier serves Colombia – or any other Andean Pact country – from Washington, even though Washington is the fifth largest U.S. market to all of South America, and the single largest U.S. passenger market to Bogota lacking nonstop service. The Department' approval of Avianca's application will enable this important capital-to-capital linkage.

For some 34,000 Dulles passengers to Bogota every year, Avianca's proposed flight offers the first nonstop service. For other U.S. travelers, the opportunity to connect to Colombia over the Dulles hub will mean a significant new competitive routing option for this key destination.

For these reasons, the Authority respectfully urges the Department to approve the Application of Avianca so that the carrier may inaugurate the proposed capital-to-capital Bogota service by June 12, 2008, and begin marketing it as soon as possible. This exemption is authorized by 49 U.S.C § 40109 (c).

Respectfully Submitted,

  
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March 24, 2008

## CERTIFICATE OF SERVICE

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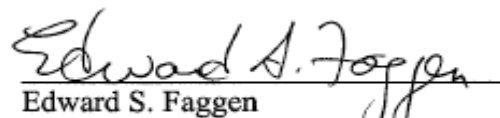
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