



NORTHWEST ARKANSAS NATIONAL AIRPORT

REQUEST FOR PROPOSALS AIR SERVICE DEVELOPMENT SERVICES/DATA SOLUTIONS

SEPTEMBER 15, 2026

SECTION 1:

NOTICE OF OPPORTUNITY AND GENERAL PROJECT INFORMATION

A. NOTICE AND DESCRIPTION.

The Northwest Arkansas Regional Airport Authority, the "Authority," gives notice of this request for proposals, together with any addenda and answers to questions, the "RFP," from qualified firms to provide air service development services, data, technology, and analytical solutions for Northwest Arkansas National Airport, the "Airport" or "XNA."

The Authority seeks one or more qualified proposers with demonstrated experience in commercial air service development, airline recruitment and retention, airline network planning, airport market analysis, passenger demand forecasting, load factor and route performance analysis, airline business case development, incentive program evaluation, stakeholder engagement, and the practical use of data-driven and technology-enabled tools to support air service strategy.

The selected proposer or proposers will provide services or solutions to assist the Authority in developing and implementing strategies to retain existing air service, attract new routes and frequencies, improve airline relationships, support route performance, strengthen regional connectivity, and position XNA for continued growth.

The Authority is also interested in the responsible use of artificial intelligence, machine learning, predictive analytics, automated dashboards, and related technology tools that may improve the quality, speed, and usefulness of air service development analysis. The use of any such tools must be transparent, secure, professionally reviewed, and consistent with the confidentiality requirements of the Authority.

It is the Authority's intent to select one or more proposers whose proposals meet or exceed the criteria set forth in this RFP and thereafter to negotiate one or more agreements, each an "Agreement," with the selected proposer or proposers. The Authority may enter into separate Agreements with different selected proposers and may award different portions of the requested services or solutions to different proposers.

B. TIMELINE AND SCHEDULE OF EVENTS.

The anticipated timeline and schedule of events for the proposal process is as follows, with all times in the Central time zone:

EVENT	TIMELINE
Issue RFP	September 15, 2026
Deadline for submitting questions	October 2, 2026 by 4:00 p.m.
XNA issues responses to questions	October 9, 2026
SUBMISSIONS DUE	November 13, 2026 at 4:00 p.m.
Initial staff evaluation	November 16-25, 2026
Interviews or demonstrations if needed	December 1-4, 2026
Present to Board of Directors	December 15, 2026
Award(s)	At the Authority's discretion following evaluation and required approvals

NOTE: The above timeline and schedule of events is subject to modification without notice at the Authority's sole discretion.

C. LOCATION OF PROCUREMENT DOCUMENTS.

This RFP and all other documents related to this procurement will be maintained online at www.flyxna.com/public-notices-procurements. Any amendments, addenda, questions and answers, and other documents pertaining to this procurement will be posted at this site as they are released.

It is the responsibility of each proposer to visit this site frequently to ensure the delivery of up-to-date information and documentation regarding this procurement.

D. MINIMUM QUALIFICATIONS.

Proposers must be incorporated or organized under the laws of one state in the United States and must be authorized to do business in the State of Arkansas at the time of agreement execution, if required by applicable law.

E. EVALUATION.

The Authority will evaluate proposals based on the criteria set forth herein. In general, the Authority will only evaluate proposals submitted by proposers who meet the minimum requirements and qualifications set forth in this RFP. Provided, however, the Authority reserves the right to reject any or all proposals, to waive irregularities and technicalities of any kind, to re-advertise, or otherwise to proceed in the best interests of the Authority.

The Authority reserves the right to select one or more proposers, make multiple awards, award all or any portion of the requested services or solutions, and issue awards at any time following the proposal submission deadline. Awards may be made separately and at different times, and the Authority is not obligated to make an award to any proposer.

F. QUESTIONS, INQUIRIES AND AIRPORT CONTACT.

The Authority is committed to providing all interested parties with accurate and consistent information. To this end, from the date of this RFP through the selection of the selected proposer or proposers, the Authority's contact is:

Olivia Tyler
Business Development & Public Affairs Manager
Olivia.tyler@flyxna.com

All submissions required by this RFP shall adhere to the Timeline and Schedule of Events set out in Section 1 of this RFP.

Oral communications and emails from the Authority, its staff, agents, employees, outside advisors, or any other person associated with this RFP shall not be binding on the Authority and shall in no way modify any provision of this RFP. Only formally issued addenda and the Authority's published responses to proposers' questions shall establish or modify the terms of this RFP.

G. PUBLICATION OF NOTICE.

This RFP, or a summary thereof, may be separately published, posted, or delivered to any of the entities listed below. Updates will not be provided to these entities, and the official repository of all RFP documents will be as set forth in Paragraph C of this Section 1.

1. Airport industry publications;
2. Aviation professional service providers;
3. Air service development firms;

4. Aviation data and analytics firms;
5. Any entity that has previously expressed interest in providing air service development services to the Authority; and
6. Any entity the Authority has identified as a potential proposer.

SECTION 2:

AIRPORT AND REGIONAL INFORMATION

A. AIRPORT INFORMATION.

The Airport, which opened for commercial service on November 1, 1998, is the busiest commercial service airport in the State of Arkansas. In 2024, XNA reported 1,144,820 total enplanements. In 2025, XNA reported 1,263,634 total enplanements, setting an annual record. Through May 2026, XNA reported 501,230 total enplanements and 998,926 total passengers.

Historically, XNA's customer base has been predominately made up of business travelers in support of Walmart, Tyson, J.B. Hunt, the University of Arkansas, and other companies in the Northwest Arkansas area. The COVID-19 pandemic ushered in a surge of leisure travelers, and the airlines have responded by adding new service and routes.

Currently, XNA is served by six airlines — Allegiant Air, American Airlines, Breeze Airways, Delta Air Lines, Frontier Airlines, and United Airlines — and averages approximately 50 flights per day to 28 destinations across the country. Those destinations include Atlanta (ATL), Charlotte (CLT), Chicago O'Hare (ORD), Dallas-Fort Worth (DFW), Denver (DEN), Destin-Ft. Walton Beach (VPS), Detroit (DTW), Fort Lauderdale (FLL), Gulf Shores/Orange Beach (GUF), Houston/Bush Intercontinental (IAH), Las Vegas (LAS), Los Angeles (LAX), Miami (MIA), Minneapolis (MSP), Nashville (BNA), New Orleans (MSY), New York City (LGA), Orlando International (MCO), Orlando/Sanford (SFB), Pensacola (PNS), Philadelphia (PHL), Phoenix/Mesa Gateway (AZA), Phoenix/Sky Harbor (PHX), Salt Lake City (SLC), Tampa International (TPA), Tampa/St. Pete-Clearwater (PIE), and Washington, D.C. (DCA).

B. REGIONAL INFORMATION.

Northwest Arkansas is a fast-growing metropolitan area that is home to more than 605,000 people. In addition to being home to the University of Arkansas, Northwest Arkansas is the corporate headquarters of three Fortune 500 companies: Walmart, Tyson Foods, and J.B. Hunt Transport Services. Hundreds of Walmart supplier offices have been established in the region, meaning thousands of employees for companies such as Procter & Gamble, Colgate-Palmolive, General Mills, Kraft Heinz, Coca-Cola, Mondelez International, Johnson & Johnson, Nestle USA, and other companies rely on XNA to conduct business worldwide.

Leisure travelers use XNA to access the region's increasing number of quality-of-life amenities. Crystal Bridges Museum of American Art, The Momentary, the Walmart AMP outdoor concert venue, and the region's recognition as the mountain bike capital of the world are among dozens of reasons Northwest Arkansas is an attractive place to visit.

SECTION 3:

PROJECT INFORMATION

A. PROJECT DESCRIPTION.

The Authority seeks to obtain air service development services, data solutions, technology tools, or any combination thereof to support commercial air service at XNA. The Authority may select one or more proposers to provide all or any portion of the services and solutions described in this RFP and may obtain different services or solutions from different proposers.

The requested services and solutions may include strategic and analytical support; evaluation of market conditions; identification of route development and airline recruitment opportunities; airline meeting support; development of business cases, presentations, and reports; monitoring of passenger demand, load factors, capacity, schedules, fares, and route performance; access to aviation data, dashboards, predictive analytics, or other technology-enabled tools; and guidance related to air service strategy.

The Authority seeks practical, data-driven, and airline-informed services and solutions that account for XNA's market profile, regional growth, passenger demand, airline industry trends, airport facilities, route performance, airline profitability considerations, and the competitive airport environment. The selected services and solutions should support the Authority's efforts to retain existing air service, attract new routes and frequencies, strengthen airline relationships, improve route performance, enhance regional connectivity, and position XNA for continued growth

B. SCOPE OF SERVICES AND SOLUTIONS.

The Authority may select one or more proposers to provide some or all of the following services or solutions. Proposers should identify the areas included in their proposals. The final scope of each Agreement will be negotiated with the applicable selected proposer.

1. Air Service Development Strategy
2. Market and Passenger Demand Analysis
3. Load Factor, Capacity, and Route Performance Analysis
4. Airline Business Case Development
5. Airline Outreach and Meeting Support
6. Air Service Retention and Expansion
7. Incentive Program and Funding Support
8. Stakeholder and Community Engagement
9. Data, Analytics, and Technology Solutions
10. Reporting and Advisory Services
11. Other Related Services or Solutions

C. TERM OF AGREEMENT.

The initial term of the Agreement is expected to be one year, with options for renewal by mutual agreement of the Authority and the applicable selected proposer. The final term, scope, fee structure, and renewal options will be negotiated with each selected proposer.

The Authority may elect to award a contract for a fixed scope of work, an annual retainer, hourly services on an as-needed basis, task-order services, or a combination thereof.

D. MISCELLANEOUS REQUIREMENTS.

In addition to other requirements and terms described elsewhere in this RFP, and in addition to other negotiated terms in the Agreement, the following will apply:

1. Confidentiality.

Each selected proposer may have access to confidential airport, airline, financial, market, strategic, proprietary, or other non-public information. The selected proposer(s) shall maintain the confidentiality of all non-public information and shall not disclose such information without written authorization from the Authority.

2. Data Security.

The selected proposer(s) shall implement reasonable safeguards to protect all Authority data, airline data, passenger data, market data, and other confidential information. Any AI-enabled tool, third-party technology platform, dashboard, data warehouse, or analytics system used by the proposer(s) must comply with applicable confidentiality, data security, and ownership requirements established by the Authority.

3. Artificial Intelligence Restrictions.

Each selected proposer shall not use confidential information provided by the Authority to train artificial intelligence models, large language models, predictive systems, or other automated systems unless expressly authorized in writing by the Authority.

Each selected proposer shall not input confidential Authority information, airline-sensitive information, or non-public market information into public artificial intelligence systems unless expressly authorized in writing by the Authority.

4. Conflicts of Interest.

Proposers must disclose all current and recent engagements with airlines, competing airports, government entities, or other organizations that may present an actual or potential conflict of interest. The Authority reserves the right to determine whether any disclosed relationship creates a conflict that may affect the proposer's eligibility.

5. Insurance and Indemnification.

The successful proposer will be required to meet or exceed the Authority's minimum insurance requirements, which may include, without limitation:

- a. Commercial general liability insurance;
- b. Professional liability/errors and omissions insurance;
- c. Business automobile liability insurance, if applicable;
- d. Workers compensation and employer's liability insurance; and
- e. Cyber liability insurance, if applicable.

Proposers should be aware that the Authority is a public corporation and enjoys statutory immunity under Arkansas law. Thus, while the proposer will be required to indemnify and hold the Authority harmless as to damages or claims arising out of the proposer's services, the Authority cannot and will not agree to indemnify the successful proposer.

6. Ownership of Work Product.

Unless otherwise negotiated in the Agreement, all reports, presentations, data summaries, memoranda, business cases, analyses, dashboards, graphics, and other work product prepared specifically for the Authority shall become the property of the Authority, subject to any restrictions applicable to third-party data subscriptions, proprietary data sources, or licensed software tools.

7. Data Sources.

Proposers should identify any data sources they anticipate using to perform the services described in this RFP. Proposers should clearly state whether the cost of such data sources is included in the proposed fee or will be separately billed to the Authority.

G. EVALUATION AND CRITERIA.

Proposals received in response to this RFP will be evaluated by Authority staff based on the extent to which each proposal meets the needs and objectives of the Authority's air service development efforts. The Authority may consider the information submitted by proposers, references, interviews, presentations, demonstrations, and any other relevant information or criteria it deems appropriate. The Authority reserves the right to select one or more proposers, make multiple awards, award all or any portion of the requested services or solutions, and issue awards at any time following the proposal submission deadline. Awards may be made separately and at different times, and the Authority is not obligated to make an award to any proposer.

SECTION 4:

PROPOSAL CONTENT AND INSTRUCTIONS

Proposals shall be divided into the following five sections:

1. Technical Approach and Work Plan;
2. Air Service Development Experience;
3. Project Team and Staffing Plan if applicable;
4. Artificial Intelligence, Technology, and Data Security Plan; and
5. Business and Fee Proposal.

Proposals shall be no more than 15 pages in length.