



## Western Pacific Airlines/Mountain Air Express

Western Pacific Airlines existed between 1995 and 1998 operating Boeing 737-300 aircraft from a hub and base at Colorado Springs, Colorado. Mountain Air Express (MAX) was a subsidiary of Western Pacific designated to fly feeder routes for the parent company using a fleet of Dornier 328 turboprops. Western Pacific's initial business plan was developed in an attempt to lure passenger traffic from Denver to use the Colorado Springs airport as Denver had just opened a new airport in 1995 many miles further from the city than the former Stapleton International Airport. Western Pacific briefly served New Mexico through its MAX subsidiary, first with two daily flights between Colorado Springs and Santa Fe that began on April 6, 1997. As the hub concept for Colorado Springs was not developing as planned, Western Pacific then shifted its hub to Denver and began MAX service from Denver to Albuquerque on June 29, 1997. The carrier had planned to operate three daily flights by wrapping in new service from Santa Fe to Denver with the Albuquerque-Denver service. Instead, the Santa Fe service was cancelled on that date. The service from Denver to Albuquerque lasted less than five months, ending on November 15, 1997. Parent company Western Pacific was unable to become profitable and attempted a merger with the new Frontier Airlines which also had its hub at Denver however the merger was unsuccessful. Western Pacific and MAX shut down in early 1998.

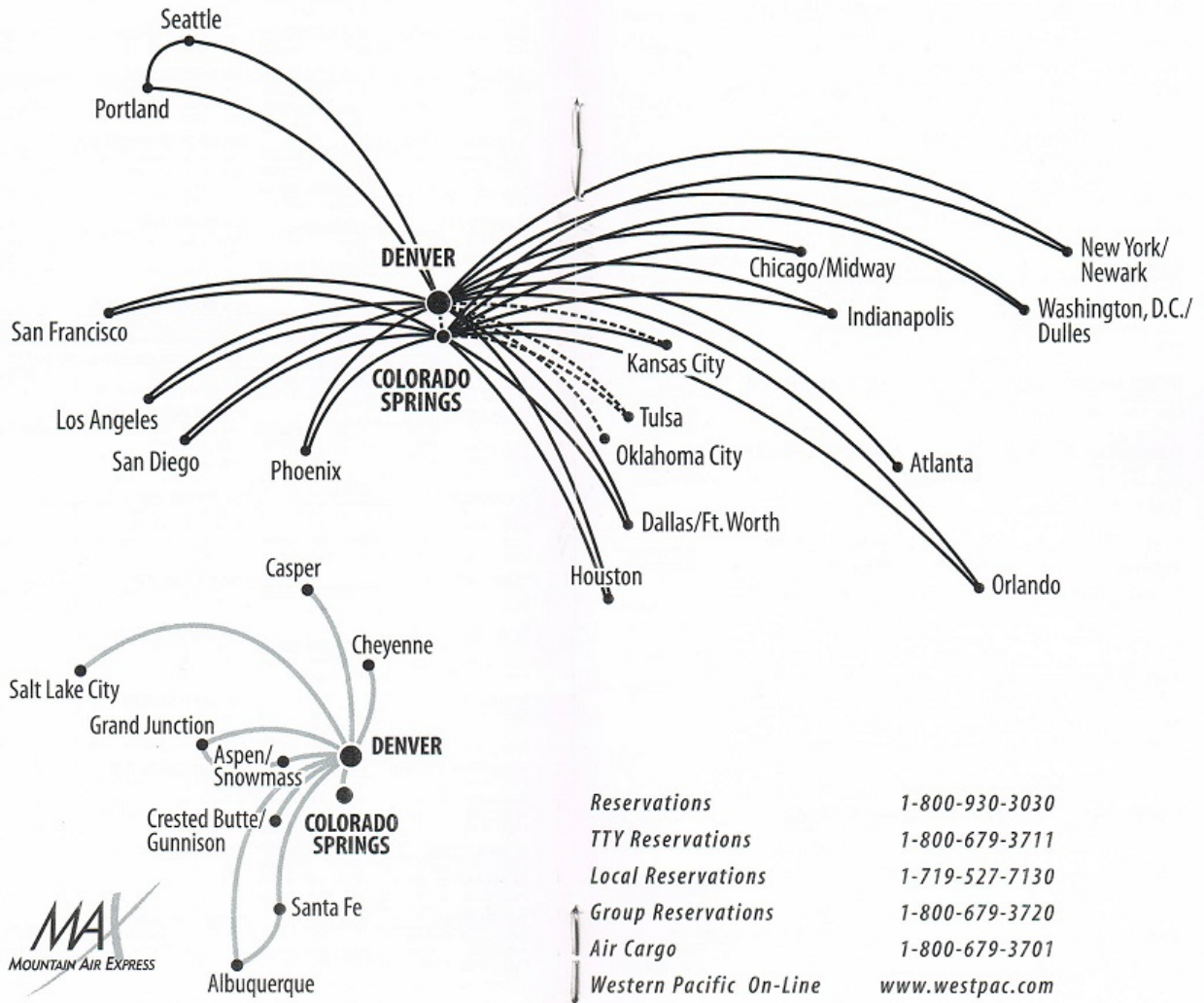
Western Pacific was known for its "logo-jets" in which most of its Boeing 737-300's and the MAX Dornier 328's were painted to advertise various cities, businesses, and even "The Simpsons" TV show. Although Western Pacific did not schedule its mainline Boeing 737's to Albuquerque, there was at least one occasion when several of its aircraft diverted to Albuquerque during severe weather at Denver.



Mountain Air Express Dornier 328 prop at the Albuquerque Sunport.



Western Pacific Boeing 737-300 that diverted to Albuquerque from Denver during the winter of 1997/1998. For additional revenue, "WestPac" advertised for many entities on its aircraft.



— Service by Western Pacific Airlines. - - - Service by Western Pacific Airlines and Mountain Air Express. ..... Service by Mountain Air Express. Routes effective June 29th, 1997.

Western Pacific route map for June 29, 1997 as the carrier was switching their hub from Colorado Springs to Denver and service to both Albuquerque and Santa Fe was planned.