



# **TRAFFIC DEVELOPMENT POLICY**

**Starting from 21.12.2023**

# TRAFFIC DEVELOPMENT POLICY

## FOREWORD

Aeroporto G. Marconi di Bologna S.p.A. (also named AdB) is the company that manages Bologna Airport, ranking seventh in Italy for number of passengers. Defined a “strategic airport” in Italy’s National Airport Plan and located in the heart of Emilia Romagna’s “Food Valley”, automotive and packaging districts, Bologna Airport enjoys a catchment area of approximately 11 million residents and around 47,000 companies with a strong focus on export and commercial expansion policies.

Inspired by values such as customer-centricity, the value of individuals, environmental sustainability and forward thinking, the company AdB aims at making Bologna Airport stand among the most modern and efficient airports in Italy, capable of offering its passengers a comfortable, well-connected facility that improves their travelling experience while also creating value for Italy’s economy.


The commercial aviation market is experiencing new and important changes and challenges today: ever - changing traffic demand, strong competition not only in the airport industry but also among different means of transport (high - speed rail, intermodality, bus), new technologies, new and different players, focus on environmental issues, changing customers and society, varied tourism policies, etc..


AdB, in order to continue to play a primary role and to face this constantly evolving market, has to update its aviation business strategy and its traffic development policy. The incentive system hereafter exposed is conceived to be a guideline for traffic development, a guide for our daily commitment to sustainable development and environmental protection. The incentive scheme is in line with the corporate strategy and the strategic planning decisions, in order to meet the increasing demand for mobility resulting both from the catchment area population and the industrial context as well as from incoming passengers.

AdB bears in mind that each single case needs to be previously assessed as regards its economic sustainability and profitability in the interest of the company and of its shareholders.





## GENERAL PRINCIPLES


 The company's core business is developing, designing, building, adapting, managing, maintaining and operating installations and infrastructure for airport operations, together with associated and related activities. Bologna Airport has taken an ambitious view of this institutional role, seeking to modernize its infrastructure, constantly improve quality of service, develop its route network and traffic volumes, minimize the environmental impact and the use of natural resources, enhance the area's tourism potential to attract travelers and stimulate the growth of the airport business and the local economy.


 The Policy takes into consideration the EU legislation on the aid to the start – up of routes (Communication of Commission 2014 / C 99 / 03 4th April 2014, Guidelines on State aid to airports and airlines), moreover considering that Bologna Airport currently invests its own financial resources and has no specific public contributions to develop air traffic. The Policy aims at promoting the growth of business aviation, and extra – aviation business as a consequence, searching and meeting the economic requirement as a private investor.


 The incentives schemes are inspired to transparency, fairness, and equity criteria, based on non-discriminatory principles.

 The incentive plans aim at better using the airport infrastructures, making the best possible use of them, increasing the efficiency of its infrastructure resources.

 Sustainable development and environmental protection is a key element of our development policy. Safeguarding the environment and energy resources is an integral part of our sustainable development policy: continuing to pursue the challenge of reconciliation the goals of meeting transport demand, protecting the environment and energy resources. Bologna Airport has always been committed to ensuring that our development plans meet the demands of social and environmental protection policies regarding the surrounding area. Regarding the noise issue Bologna Airport promotes initiatives aimed at reducing annoyance for the surrounding community, in cooperation with local authorities (Regulatory Acts ENAC n. 11/2016 e 5/2017), Italian CCA and air navigation provider. Our environmental management system, compliant with UNI ISO14001 standards, includes continuous monitoring of the environmental impacts resulting from airport operations (including air, water and noise pollution) and support for new infrastructural development plans in order to minimize such impacts ( Energy Management System ISO50001, Airport Carbon Accreditation, Sustainable Energy Action Plan promoted by the Municipality of Bologna, Airport Carbon Decarbonisation Action Plan signed pursuant to LR 20/2000, European Greenlight Programme, promoted by the European Commission ). Moreover, at the 29th ACI EUROPE Annual Congress (the trade association for the European airport industry) Aeroporto G. Marconi di Bologna signed a landmark commitment to become NET ZERO for their carbon emissions by 2050.

 The Policy replaces any previous incentive program starting **21/12/2023**. Previously signed agreements remain valid until their expiring terms.

 The Policy is a guideline that grants a fair, equal and transparent approach to the market. AdB receives a development plan from airlines and after a comprehensive assessment, will send the airlines an ad – hoc proposal.

 AdB has the right to amend/update this Policy at any time and its own discretion, according to the market development, traffic trend changes, evolution and performance, infrastructural and operational reasons, as well as legislation changes.

## OBJECTIVES

- ✓ Increasing the intercontinental / long haul connectivity, both through direct flights and intercontinental hubs.
- ✓ Improving the network namely new routes and increasing frequencies and capacity on existing routes, reducing traffic seasonality by promoting flights operating during IATA Winter seasons.
- ✓ Promoting environmental sustainability activities, reducing aircraft environmental impacts, proactively supporting initiatives in cooperation with local stakeholders and authorities.

## ACCESS TO THE INCENTIVE PROGRAM

Any subject interested in the present incentive program can contact our Aviation Business Department (Mr. Antonello Bonolis; e-mail: [aviationbusiness@bologna-airport.it](mailto:aviationbusiness@bologna-airport.it)).

## PARAMETERS

The typical structure of our incentive programs and agreements is based on a pre-fixed amount of Euro per departing passenger or incremental departing passenger and responding to the standards required in that case.

The incentive amount is calculated, communicated and granted to carriers:

- ☐ “ex post”, i.e. at the end of each IATA season referred to as in the contract
- ☐ after it has been verified that all the requirements and contractual targets and obligations have been fulfilled by the carrier



## GENERAL TERMS OF APPLICATION

- ✓ The potential beneficiary of the incentive program is an air carrier (with a regular certification issued by Aviation Authorities, not included in any black list) or, in very limited cases, a tour operator.
- ✓ The incentive program is applied to scheduled flights; the slot requests have to be made with “J” code.
- ✓ The incentive program cannot concern the domestic air routes for which public service obligations are laid (PSO routes), pursuant to Article 4 of Council Regulation (EEC) No 2408/92 of 23 July 1992 on access for Community air carriers to intra-Community air routes.
- ✓ The incentive program will be applied on the basis of a written contract signed by both parties.
- ✓ The incentive program is not conceived for groups/alliances of airlines, but only with reference to single carriers (ICAO code).
- ✓ Incentives per each departing child passenger will be 50% of the departing adult passenger incentive.
- ✓ Regular payments of invoices, including those issued by AdB group companies, are essential condition for the airlines to be eligible for incentives .
- ✓ A carrier which has incurred into relevant irregularities in the operation of scheduled and planned flights, or into contractual breaches regarding the payment of the official airport charges and fees, besides any charge and fee which – under the Law or regulation – are due to Bologna Airport or which has committed contractual violations or, in any case, a carrier which has caused damage to Bologna Airport, may not be admitted to the incentive program.
- ✓ A carrier trying to apply the incentive program in a way contrary to the good faith or trying to misuse the incentive program or to make an illegal use of it, will not be accorded the incentive program.
- ✓ The incentive program considers “turnaround” one movement on arrival plus one movement on departure.
- ✓ The incentive program will not be applied if the new route or the frequencies increase is the result of a restructuring of the airline's schedule of the airport and /or of an operative exchange between partners through codeshare or alliances with other airlines.
- ✓ The incentive program will not be applied for departing flights scheduled from 11:00 P.M. to 6:00 A.M.

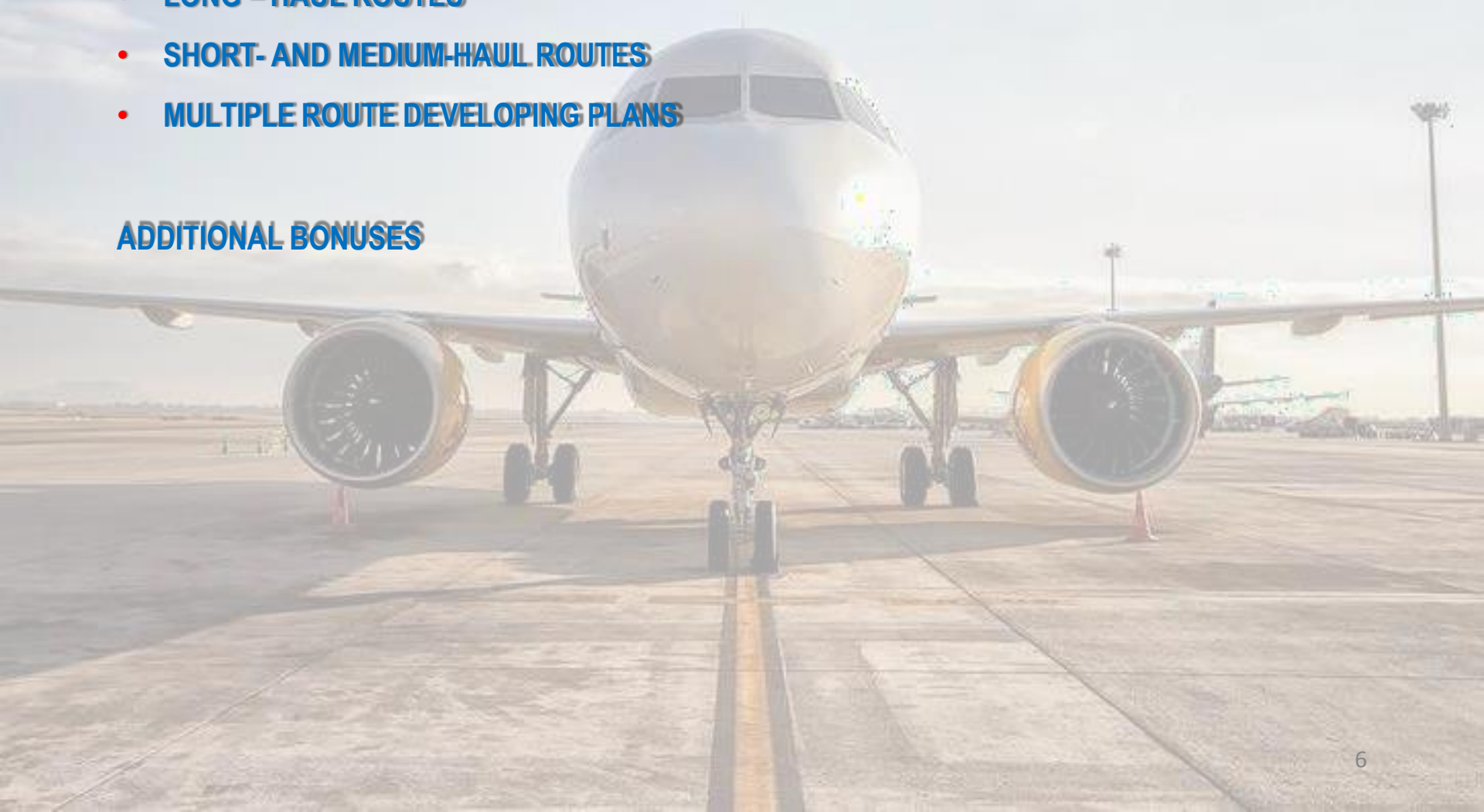
(1) See Annex 1

## **APPLICATION CASES**

(SEPARATE – DIFFERENT PROGRAMS AND NOT TO BE COMBINED)

- **LONG – HAUL ROUTES**
- **SHORT- AND MEDIUM-HAUL ROUTES**
- **MULTIPLE ROUTE DEVELOPING PLANS**

## **ADDITIONAL BONUSES**



# 1. LONG – HAUL ROUTES

**LONG-HAUL ROUTES** incentive program aims to grant an incentive opportunity in order to develop destinations/connections operated by scheduled or charter flights reaching destinations in no less than approximately 4 hours (see Annex 1 map).

For its peculiar commercial and operative features, a comprehensive assessment has to be done in order to verify the compliance with the principles reported below

- ✓ the incentive program is intended to be sustainable;
- ✓ the Airport should reach the break-even point by the end of the incentive program.

**DURATION:** Up to 6 IATA seasons

| MINIMUM OF TURNAROUNDS (SUM VS SUM & WIN VS WIN) |   | FIRST 2 IATA SEASONS              | THIRD AND FOURTH SEASON          | FIFTH AND SIXTH SEASON |
|--|---|-----------------------------------|----------------------------------|------------------------|
| NEW ROUTES                                       | COMPARED TO THE INITIAL SEASON                            | 8                                 |                                  |                        |
| INCREASED CAPACITY ON EXISTING SCHEDULED ROUTES  | COMPARED TO THE CORRESPONDING SEASON OF THE PREVIOUS YEAR | NEW ENTRANT: 15 Summer / 8 Winter | NEW ENTRANT: + 20% seats offered |                        |
|  |   | OPERATING: + 20% seats offered    | OPERATING: + 20% seats offered   |                        |



## SHORT- AND - MEDIUM-HAUL ROUTES

This incentive program aims to grant an incentive opportunity in order to develop destinations/connections operated by scheduled flights operating SHORT- AND - MEDIUM-HAUL ROUTES (see Annex 1 map).

Different incentive schemes and conditions are granted for NEW ROUTES and for increased capacity on EXISTING SCHEDULED ROUTES. The EXISTING SCHEDULED ROUTES are included in the list reported in the Annex 2.

NEW ENTRANT: airline not operating the route during the previous 2 IATA seasons.

**DURATION:** Up to 4 IATA seasons

| MINIMUM OF TURNAROUNDS (SUM VS SUM & WIN VS WIN) |   | FIRST 2 IATA SEASONS              | THIRD AND FOURTH SEASONS         |
|--|---|-----------------------------------|----------------------------------|
| NEW ROUTES                                       | COMPARED TO THE INITIAL SEASON                            | 8                                 |                                  |
| INCREASED CAPACITY ON EXISTING SCHEDULED ROUTES  | COMPARED TO THE CORRESPONDING SEASON OF THE PREVIOUS YEAR | NEW ENTRANT: 15 Summer / 8 Winter | NEW ENTRANT: + 1/3 offered seats |
|  |   | OPERATING: + 20% offered seats    | OPERATING: + 20% offered seats   |

Flights must be operated and confirmed for the entire duration of the agreement and for the following IATA season. In case of non-confirmed route, both the previous IATA season's incentive and the current one will not be granted <sup>(2)</sup>.

The higher capacity may not be reconfirmed only in case of:

- ☐ new routes
- ☐ seasonal routes (routes usually served only during well - defined period of time, mostly for tourism reasons; destination airport must have an high concentration of operations in one single season.),
- ☐ high - density routes (already operated by the same Carrier with a minimum of 14 weekly flights),
- ☐ domestic routes

<sup>(2)</sup> To better specify: if a route is cancelled at the end of the IATA summer season (i. e. no confirmation is given for the following IATA winter season) no incentive will be granted for this summer period. If a cancellation takes place in the middle of a season, no incentive is granted for this season



## MULTIPLE ROUTE DEVELOPING PLANS

For its peculiar commercial and operative features, a different AD HOC incentive scheme is conceived for passengers' high volumes on multiple route network, considering their primary strategic importance.

By passengers' high volumes we mean passengers volumes transported not only by a single carrier but also by a group of airlines. This plan may be granted to multiyear traffic development plans offering a wide range of routes.

It is intended to be sustainable during the period covered by the agreement.

**DURATION:**

**UP TO 6 YEARS**

**BENEFICIARIES:**

**MINIMUM OF 8 ROUTES**

# BONUSES

Under special circumstances, AdB may grant airlines an additional bonus on the incentive per departing passenger.

The additional bonus can only be accorded to airlines which are eligible for an incentive scheme (as per the present Policy) and follows the same terms as the incentive scheme <sup>(3)</sup>

|                    |  |
|--------------------|--|
| TYPE OF INCENTIVE: | Additional incentive only applicable in combination with one of the other application cases. Separates bonuses not to be combined. |
|--------------------|--|

## ENVIRONMENTAL SUSTAINABILITY

AdB commits itself to promote environmental sustainability activities, reducing aircraft environmental impacts, proactively supporting initiatives in cooperation with local stakeholders and authorities".  
BENEFICIARIES: airlines which already benefit from an incentive scheme and adopting concrete and effective solutions to preserve the environment and to promote environmental sustainability ( for example flying with the youngest, most efficient fleet and the most modern engines possible ) . An additional incentive per departing passenger may be granted in case of aircrafts featuring Chapter 14 environmental performances, as results from IRESA calculation.

## WINTER OFF-PEAK BONUS

Applicable only in IATA Winter seasons

## MULTI ROUTES BONUS

BENEFICIARIES: airlines which start operating at **least 2 routes** (one of which defined as "new destinations") with a minimum of **60** turnarounds on the whole in IATA Summer seasons and **20** in IATA Winter seasons

( 3 ) To better specify: an airline which benefits by the "New destinations" may be granted an increased depax incentive in case it meets the requirements set out in this category.





## ANNEX 2

### EXISTING SCHEDULED ROUTES (1/3)

Summer 2023

|                       |     |                 |                |     |              |
|-----------------------|-----|-----------------|----------------|-----|--------------|
| <b>ALBANIA</b>        | TIA | TIRANA          | <b>GERMANY</b> | BER | BERLIN       |
| <b>AUSTRIA</b>        | VIE | VIENNA          |                | CGN | COLOGNE      |
| <b>BELGIUM</b>        | BRU | BRUSSELS        |                | DUS | DUSSELDORF   |
|                       | CRL | BRUSSELS        |                | FRA | FRANKFURT    |
| <b>BULGARIA</b>       | SOF | SOFIA           | <b>GREECE</b>  | MUC | MUNICH       |
| <b>CROATIA</b>        | ZAD | ZADAR           |                | NUE | NUREMBERG    |
| <b>CYPRUS</b>         | PFO | PAPHOS          |                | AOK | KARPATIOS    |
| <b>CZECH REPUBLIC</b> | PRG | PRAGUE          |                | ATH | ATHENS       |
| <b>DENMARK</b>        | BLL | BILLUND         |                | CFU | CORFU        |
|                       | CPH | COPENHAGEN      |                | CHQ | CHANIA       |
| <b>EGYPT</b>          | MUH | MARSA MATROUH   |                | HER | HERAKLION    |
|                       | RMF | MARSA ALAM      | <b>HUNGARY</b> | JMK | MIKONOS      |
|                       | SSH | SHARM EL SHEIKH |                | KGS | KOS          |
| <b>FINLAND</b>        | HEL | HELSINKI        | <b>IRELAND</b> | PVK | PREVEZA      |
| <b>FRANCE</b>         | BVA | PARIS           |                | RHO | RHODES       |
|                       | CDG | PARIS           |                | SKG | THESSALONIKI |
|                       | LYS | LYON            |                | BUD | BUDAPEST     |
|                       | MRS | MARSEILLE       | <b>ISLAND</b>  | DUB | DUBLIN       |
|                       | ORY | PARIS           |                | KEF | REYKJAVÍK    |
|                       | TLS | TOULOUSE        | <b>ISRAEL</b>  | TLV | TEL AVIV     |



## ANNEX 2

### EXISTING SCHEDULED ROUTES (2/3)

#### Summer 2023

|            |     |             |             |          |            |
|------------|-----|-------------|-------------|----------|------------|
| ITALY      | AHO | ALGHERO     | NETHERLANDS | AMS      | AMSTERDAM  |
|            | BDS | BRINDISI    |             | EIN      | EINDHOVEN  |
|            | BRI | BARI        |             |          |            |
|            | CAG | CAGLIARI    |             |          |            |
|            | CIY | COMISO      |             | NORWAY   | OSL OSLO   |
|            | CRV | CROTONE     |             |          |            |
|            | CTA | CATANIA     |             | POLAND   | KRK KRAKOW |
|            | EBA | ELBA        |             | WAW      | WARSAW     |
|            | FCO | ROMA        |             | WMI      | WARSAW     |
|            | LMP | LAMPEDUSA   |             | WRO      | WROCLAW    |
|            | OLB | OLBIA       |             |          |            |
|            | PMO | PALERMO     |             | PORTUGAL | LIS LISBON |
|            | PNL | PANTELLERIA |             | OPO      | PORTO      |
|            | SUF | LAMEZIA     |             |          |            |
|            | TPS | TRAPANI     |             | ROMANIA  | CLJ CLUJ   |
| JORDAN     | AMM | AMMAN       |             | CRA      | CRAIOVA    |
|            |     |             |             | IAS      | IASI       |
| LUXEMBOURG | LUX | LUXEMBOURG  |             | OTP      | BUCHAREST  |
|            |     |             |             | SCV      | SUCEAVA    |
| MACEDONIA  | SKP | SKOPJE      |             | TSR      | TIMISOARA  |
|            |     |             |             |          |            |
| MALTA      | MLA | MALTA       | SERBIA      | BEG      | BELGRADE   |
|            |     |             |             |          |            |
| MOLDOVA    | KIV | CHISINAU    |             |          |            |
|            |     |             |             |          |            |
| MOROCCO    | CMN | CASABLANCA  |             |          |            |
|            | FEZ | FEZ         |             |          |            |
|            | RAK | MARRAKECH   |             |          |            |

## ANNEX 2

### EXISTING SCHEDULED ROUTES (3/3)

#### Summer 2023

##### SPAIN

ACE LANZAROTE  
AGP MALAGA  
ALC ALICANTE  
BCN BARCELONA  
FUE FUERTEVENTURA  
IBZ IBIZA  
LPA LAS PALMAS  
MAD MADRID  
MAH MAHON  
PMI PALMA  
SCQ SANTIAGO  
SDR SANTANDER  
SVQ SEVILLA  
TFS TENERIFE  
VLC VALENCIA  
ZAZ ZARAGOZA

##### UNITED ARAB EMIRATES

DXB DUBAI

##### UNITED KINGDOM

EDI EDINBURGH  
LGW LONDON  
LHR LONDON  
LTN LONDON  
MAN MANCHESTER  
STN LONDON

##### SWEDEN

ARN STOCKHOLM

##### SWITZERLAND

ZRH ZURICH

##### TUNISIA

TUN TUNIS

##### TURKEY

IST ISTANBUL  
SAW ISTANBUL