



# TRAFFIC DEVELOPMENT POLICY

*Starting from* IATA WINTER 2024 / 2025

# 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, when needed, its traffic development policy. The incentive system hereafter exposed is conceived to be a guideline for our daily commitment to sustainable development.*


*The Policy is in line with the actual infrastructure capacity and of course in an instrument to pursue our corporate strategy.*


*AdB bears in mind that each single “airport services agreement” (“ASA”) 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 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 National legislation taking into account the disposals nr. 14 and 15 of Art. 13 Law Decree nr. 145/2013, as converted by the Law nr. 9/2014 as lastly emended by Art.1.7 Law Decree nr. 104/2023 as converted by the Law

 **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 Policy** is a guideline that grants a fair, equal and transparent approach to the market. AdB receives a sustainable development plan from airlines and after a comprehensive assessment, sends to the airlines an ad – hoc proposal. The incentives schemes are inspired to transparency, fairness, and equity criteria, based on non-discriminatory principles.

 **Sustainable development** is a key element of our **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, 5/2023), 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 2030.

 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.

 **The Policy** replaces any previous incentive program, starting **from IATA Winter 2024/2025**. Previously signed agreements remain valid until their expiring terms.

## OBJECTIVES

- ✓ Increasing the intercontinental / long haul connectivity, both through direct flights and intercontinental hubs.
- ✓ Improving the network.
- ✓ Promoting environmental sustainability activities, reducing aircraft environmental impacts, proactively supporting initiatives in cooperation with local stakeholders and authorities.
- ✓ Making the best possible use of the airport infrastructures, increasing the efficiency of its infrastructure resources.

## ACCESS TO THE INCENTIVE PROGRAM

- 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, i.e. **EU Safety list**) or, in very limited cases, a **tour operator**.
- Regular payments of invoices, including those issued by AdB group companies, are essential condition for the airlines to be eligible for incentives.

***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)).

## NOT ELIGIBLE FOR THE INCENTIVE PROGRAM

- The incentive program is not conceived for groups/alliances of airlines, but only with reference to single carriers (ICAO code).
- 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.
- 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.

## GENERAL TERMS OF APPLICATION

- ✓ The incentive program will be applied on the basis of a **written contract** signed by both parties.
- ✓ The incentive program considers “**turnaround**” one movement on arrival plus one movement on departure.
- ✓ The incentive program is applied to scheduled flights; the slot requests have to be made with “J” code.
- ✓ Incentives per each departing **child passenger** will be 50% of the departing adult passenger incentive.
- ✓ 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 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.

## **SCHEMES AND 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

## **DIFFERENT INCENTIVE PROGRAMS AND PARAMETERS**

- **1. LONG – HAUL ROUTES**
- **2. SHORT- AND MEDIUM-HAUL ROUTES**  
(NEW ROUTES OR NEW ENTRANTS ON EXISTING ROUTES)
- **3. ADDITIONAL BONUS FOR NOISE ABATMENT OPERATIONS**

# 1. LONG – HAUL ROUTES

This 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	

## 2. SHORT - AND - MEDIUM-HAUL ROUTES

### NEW ROUTES OR NEW ENTRANTS ON EXISTING 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)

Incentive schemes and conditions are granted for **NEW ROUTES** and for **EXISTING ROUTES OPERATED BY A NEW ENTRANT**

- **NEW ROUTES** = routes not included in the list reported in the Annex 2
- **EXISTING ROUTES OPERATED BY A NEW ENTRANT** = existing scheduled routes (see Annex 2) operated by a new entrant, namely an airline not operating the same routes during the previous 2 IATA seasons

Different incentive schemes and conditions are granted for **SEASONAL ROUTES** and for **ANNUAL 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. Under the definition of seasonal routes we also include the thin routes during the first periods of operation

DURATION:	
SEASONAL ROUTES	Up to 2 IATA seasons
ANNUAL ROUTES	Up to 2 YEARS

MINIMUM OF TURNAROUNDS FOR EACH IATA SEASON	
SEASONAL ROUTES	10
ANNUAL ROUTES	8

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 .

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

- new routes
- seasonal routes
- high - density routes (already operated by the same Carrier with a minimum of 14 weekly flights),
- domestic routes



### 3.

## ADDITIONAL BONUS FOR NOISE ABATMENT OPERATIONS

This incentive program aims to grant an incentive opportunity in order to promote environmental sustainability activities, reducing aircraft environmental impacts, proactively supporting initiatives in cooperation with local stakeholders and authorities”

Under special circumstances, AdB may grant to the airlines which are eligible for an additional bonus (as per the present Policy) following the same terms as the incentive scheme <sup>(1)</sup>.

The 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) may be eligible for an additional incentive per departing passenger in case of **aircrafts featuring Chapter 14 environmental performances**, as results from IRESA calculation.

TYPE OF INCENTIVE	ADDITIONAL BONUS FOR NOISE ABATMENT OPS additional incentive only applicable in combination with one of the other incentive program

( 1 ) 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 1



 (2) SHORT- AND - MEDIUM-HAUL ROUTES

# ANNEX 2

## EXISTING SCHEDULED ROUTES (1/2)

### Summer 2024

<u>COUNTRY</u>		<u>ROUTES</u>		<u>OPERATING AIRLINE</u>
ALBANIA	TIA	TIRANA	AIR ALBANIA	RYANAIR WIZZ
AUSTRIA	VIE	VIENNA	AUSTRIAN AIRLINES	RYANAIR
BELGIUM	BRU	BRUSSELS	Brussels Airlines	
	CRL	BRUSSELS	RYANAIR	
BULGARIA	SOF	SOFIA	RYANAIR	WIZZ AIR
CROATIA	ZAD	ZADAR	RYANAIR	
CZECH REPUBLIC	PRG	PRAGUE	RYANAIR	
DENMARK	BLL	BILLUND	RYANAIR	
	CPH	COPENHAGEN	NORWEGIAN	RYANAIR SAS
EGYPT	MUH	MARSA MATROUH	NEOS	
	RMF	MARSA ALAM	NEOS	
	SSH	SHARM EL SHEIKH	AIR CAIRO	NEOS
FINLAND	HEL	HELSINKI	FINNAIR	
FRANCE	BVA	PARIS	RYANAIR	
	CDG	PARIS	AIR FRANCE	
	LYS	LYON	TWINJET	
	MRS	MARSEILLE	RYANAIR	
	ORY	PARIS	VUELING	
	TLS	TOULOUSE	RYANAIR	
GERMANY	BER	BERLIN	RYANAIR	
	CGN	COLOGNE	EUROWINGS	RYANAIR
	DUS	DUSSELDORF	EUROWINGS	
	FRA	FRANKFURT	LUFTHANSA	
GREECE	MUC	MUNICH	AIR DOLOMITI	
	AOK	KARPATOS	NEOS	
	ATH	ATHENS	RYANAIR	AEGEAN
	CFU	CORFU	RYANAIR	
	CHQ	CHANIA	RYANAIR	
	HER	HERAKLION	NEOS	RYANAIR
	JMK	MIKONOS	RYANAIR	
	KGS	KOS	RYANAIR	
	PVK	PREVEZA	RYANAIR	
	RHO	RHODES	NEOS	RYANAIR
HUNGARY	SKG	THESSALONIKI	RYANAIR	
	BUD	BUDAPEST	RYANAIR	
IRELAND	DUB	DUBLIN	RYANAIR	
ISLAND	KEF	REYKJAVIK	FLY PLAY	
ITALY	AHO	ALGHERO	RYANAIR	
	BDS	BRINDISI	RYANAIR	
	BRI	BARI	RYANAIR	
	CAG	CAGLIARI	RYANAIR	NEOS
	CIY	COMISO	AEROITALIA	
	CRV	CROTONE	RYANAIR	
	CTA	CATANIA	RYANAIR	WIZZ AIR
	FCO	ROMA	ITA	
	LMP	LAMPEDUSA	AEROITALIA	VOLOTEA
	OLB	OLBIA	NEOS	RYANAIR VOLOTEA
	PMO	PALERMO	RYANAIR	
	PNL	PANTELLERIA	VOLOTEA	
	SUF	LAMEZIA	RYANAIR	
	REG	REGGIO CALABRIA	RYANAIR	
	TPS	TRAPANI	RYANAIR	
	AMM	AMMAN	RYANAIR	
	LUXEMBOURG	LUX	LUXEMBOURG	LUXAIR
	MACEDONIA	SKP	SKOPJE	WIZZ AIR
	MALTA	MLA	MALTA	RYANAIR
MOLDOVA	RMO	CHISINAU	FLYONE	HISKY
MOROCCO	CMN	CASABLANCA	AIR ARABIA	ROYAL AIR MAROC
	FEZ	FEZ	RYANAIR	
	RAK	MARRAKECH	TUI AIRLINES	

# ANNEX 2

## EXISTING SCHEDULED ROUTES (2/2)

### Summer 2024

NETHERLANDS	AMS	AMSTERDAM	KLM		
	EIN	EINDHOVEN	RYANAIR	TRANSAVIA	
NORWAY	OSL	OSLO	NORWEGIAN		
POLAND	KRK	KRAKOW	RYANAIR		
	WAW	WARSAW	WIZZ AIR		
	WMI	WARSAW	RYANAIR		
	WRO	WROCLAW	RYANAIR		
PORTUGAL	LIS	LISBON	RYANAIR	TAP	
	OPO	PORTO	RYANAIR		
	BCM	BACAU	DAN AIR		
ROMANIA	CLJ	CLUJ	WIZZ AIR		
	CRA	CRAIOVA	WIZZ AIR		
	IAS	IASI	WIZZ AIR		
	OTP	BUCHAREST	RYANAIR	WIZZ AIR	
SERBIA	TSR	TIMISOARA	WIZZ AIR		
	BEG	BELGRADE	AIR SERBIA		
SPAIN	ACE	LANZAROTE	RYANAIR		
	AGP	MALAGA	RYANAIR		
	ALC	ALICANTE	RYANAIR		
	BCN	BARCELONA	RYANAIR	VUELING	
	FUE	FUERTEVENTURA	NEOS	RYANAIR	
	IBZ	IBIZA	NEOS	RYANAIR	
	LPA	LAS PALMAS	RYANAIR		
	MAD	MADRID	AIR NOSTRUM	RYANAIR	
	MAH	MAHON	NEOS	RYANAIR	
	PMI	PALMA	NEOS	RYANAIR	
	SCQ	SANTIAGO	RYANAIR		
	SDR	SANTANDER	RYANAIR		
	SVQ	SEVILLA	RYANAIR		
	TFS	TENERIFE	NEOS	RYANAIR	
	VLC	VALENCIA	RYANAIR		
	ZAZ	ZARAGOZA	RYANAIR		
	SWEDEN	ARN	STOCKHOLM	RYANAIR	SAS
		ZRH	ZURICH	SWISS AIR	
	SWITZERLAND	DJE	DJERBA	NEOS	
MIR		MONASTIR	NEOS		
TUN		TUNIS	NOUVELAIR TUNISIE	TUNIS AIR	
TUNISIA	IST	ISTANBUL	TURKISH AIRLINES		
	SAW	ISTANBUL	PEGASUS		
TURKEY	DXB	DUBAI	EMIRATES		
	EDI	EDINBURGH	RYANAIR		
UNITED ARAB EMIRATES	LGW	LONDON	EASYJET		
	LHR	LONDON	BRITISH AIRWAYS		
UNITED KINGDOM	LTN	LONDON	RYANAIR		
	MAN	MANCHESTER	RYANAIR		
	STN	LONDON	RYANAIR		