

## **New Marketing Policy for the Development of Traffic at Naples Airport**

IATA summer season 2022/ winter season 2022-23

Aviation industry has been worldwide fiercely hit by Covid-19 pandemic, which impacted on mobility, traffic demand and development plans of airlines and airports. Moreover, the war in Ukraine added more uncertainty on the programs for eastern European area as well as intercontinental operations requiring transit on Russian skies. Other pre-pandemic factors are still present in Naples: competition of high-speed rail travel, intensive competitive pressure exercised by other airports in Europe and Italy and, most important, the need for environmental sustainability.

In light of this, Naples Airport is committed to restore and develop its pre-2020 network, giving people from Campania Region, as well as visitors from abroad, the possibility to fly in the most convenient and environmentally friendly way.

Given this outlook, Naples Airport has reviewed its business strategy and marketing policy, with the objective to further develop worldwide connectivity to Naples and to ensure that its infrastructure is used in the most efficient way possible, paying specific attention to keeping environmental issues under control. Accordingly with this new strategy, NAP will predominantly aim to increase the number of operations to/from NAP that deploy new generation aircraft, high seat capacity and off-peak operations: incentives will be offered to the carriers that will cooperate with NAP to achieve this new objective and apply to this Policy presenting Naples Airport the relevant Development Plans.

To this end, in compliance with the New Guidelines published on the 11th of August 2016 by the Italian Ministry of Transportation, Naples Airport has decided to offer incentives for the development of traffic to the air carriers that will cooperate with NAP to reach its objectives, and provided that the needed capacity is available.

The purpose of the present policy, therefore, is to make known, in full transparency, the guidelines under which agreements shall be reached with the airlines, with the goal of making a significant contribution to the recovery and subsequent growth of Naples Airport after two years of pandemic.

### **Objectives of the policy:**

- Increase flight programs that deploy new generation aircraft, with lower noise and CO<sub>2</sub> emissions and high seat capacity, to ensure that the infrastructure is used in the most efficient way possible
- Increase the level of intercontinental connectivity of Naples Airport, through direct flights
- Reduce traffic seasonality at Naples Airport.

The policy regards implementation of the following categories of connections starting from the IATA summer season 2022 or by the end of the IATA winter season of 2022-23, provided that they are not scheduled in peak days and times:

- Deployment of and/or replacement with new generation aircraft, with lower noise and CO<sub>2</sub> emissions, possibly with higher number of seats
- New intercontinental long-haul routes
- New routes of specific interest to Naples Airport, based on its evaluations of potential traffic demand
- Capacity increase in IATA Winter months (November to March).

GESAC will prioritize the Development Plans that deploy new generation aircraft and higher seat capacity, to ensure that the infrastructure is used in the most efficient way possible.

The Development Plans must indicate the new type of aircraft and/or the proposed new routes and/or the increases in existing routes, listing:

- the start-up dates
- the period of operation
- the weekly frequencies
- the type of aircraft
- the seat capacity.

GESAC must receive the Plans at least 2 months prior to the start-up of the air service at the e-mail address [aviation\\_business@gesac.it](mailto:aviation_business@gesac.it).

The present Policy is not binding on GESAC. GESAC shall assess and select the Plans presented by airlines, on the basis of the overall added value generated for the airport, and, with regard to the selected Plans, will send the airlines ad-hoc proposals.

Any agreements concerning Development Plans presented within the deadlines indicated above and selected by GESAC shall be formalised under dedicated contracts.

The agreements signed by the carriers and GESAC shall only be valid if the planned flights are offered for sale at least 60 days prior to the planned start of the initiative.

The selected carriers will benefit of the offered incentives provided that they will prove to be compliant to the anti-mafia as well as fiscal legislation, as required in their home base countries.

The present Policy will not apply to Network Developments regulated by existing agreements.

In case of questions please contact the Business Development department at the e-mail address [aviation\\_business@gesac.it](mailto:aviation_business@gesac.it)

Naples, August 2<sup>nd</sup>, 2022.