



**LIFECONEX** is a new company formed by Lufthansa Cargo and DHL Air & Ocean serving the life science and biotechnology sectors. It basically offers a door-to-door service for temperature and time sensitive shipments across the globe. The service includes the supply chain of raw materials, semi-processed goods and final products as value-added transport link which complies with Cargo 2000 standards at reduced risks and costs aiming to cut out flaws and guaranteeing seamless services. Rates are above market tariffs as it will pay off to choose this concept of shipment with special envirocontainers.

This is good news for the industry in the TriRhena region served by DHL. Other companies such as Federal Express, TNT Swiss Post and United Parcels offer similar services.



Picture taken by Joel Vogt - in the rear Novartis International headquarters, to the right Novartis Corporate Jetport Basel nearing completion

Expressfreight performance since its introduction at EuroAirport in 1984 in tons

1985	1990	1995	2000	2004	2005
571	6,751	11,796	20,983	24,000	7,851

**NEW TERMINAL SOUTH** will officially open on 7 June. The ceremony is starting with a media event prior to the ribbon-cutting by members of the Board and politicians. Many honoraries of public status from France, Germany and Switzerland will be present as well.

Opening Terminal South will finally please both staff and passengers who either work at or enplane from the Swiss side of the terminal.

Also, at that day the extension programme started in 1998 will come to an end. The facility offers 15,500 sqm. in additional space for commercial use and up to 20 check-in counters.

Again, 7 June is also a week away when ART fair, the world's best known exhibition for contemporary art, is opening its doors and, two weeks ahead of EasyJet's launch of six new destinations and two months ahead of three additional city-pairs (Hamburg, Madrid and Malaga).

*"There is reason branding airports to bring them to the attention of potential users. Airport brands have become very fashionable in such a way as to achieve maximum appeal."*

**Ryanair** is especially daring as it selects airports for its operations which are quite a distance away from target-cities. Take examples such as Lübeck, Hahn, Girona or Charleroi. Passengers are being flown there only to board coach services at extra costs to reach Hamburg, Frankfurt, Barcelona or Brussels.

**ZURICH**-EuroAirport as dual destination had been another case if plans were implemented to open a base at EuroAirport .

It may as well be deceptive when landing at Girona but calling it Barcelona. The same applies to Lübeck Hahn or Charleroi now carrying Brussels-South titles.

**Zurich-Kloten & Basel-Mulhouse** are other cases to make a point as both have registered their brand "Unique Zurich Airport" in 2000 after going private and "EuroAirport" Basel-Mulhouse-Freiburg in 1986 with international patent agency to campaign more effectively for user resonance.

However, one could argue that neither Unique nor EuroAirport stand up to reality. Unique Zurich Airport with its reduced role in Europe and recent turbulence (Swissair crash, Swiss as junior partner of Lufthansa, self-inflicted approach constraints) does not match with unique. And, EuroAirport, suggesting extended European air-services, also would seem far-fetched. So what is the point ? The bottom-line is all about marketing the gateways. Truly, EuroAirport as brand has a far better appeal than Basel-Mulhouse when reaching out to the trinational catchment area in France, Germany and Switzerland.

[www.euroairport.com](http://www.euroairport.com) [www.zuerich-flughafen.ch](http://www.zuerich-flughafen.ch)

**Peel Airports in the UK** launched a search process for popular names for Fittingly and Liverpool which now carries names of English protagonist Robin Hood Airport Doncaster Sheffield & John Lennon Airports. A funky name and Sheffield as better known town were selected to serve the purpose for Fittingly. [www.robinhoodairport.com](http://www.robinhoodairport.com) The same is true for Nottingham East Midlands Airport which is closer to Derby than to Nottingham.

**Small airports** are obviously generating the most energy of creating brands to get maximum attention among airlines.

Many military bases have been transferred to civilian use. Locally, Söllingen and Lahr are being marketed as Baden Airpark Karlsruhe-Baden and Lahr-Black Forest airports. Other such places are Chateroux and Vetry-Europort which all strive for a place on airline maps and a slice of their traffic.

[www.baden-airport.de](http://www.baden-airport.de)



# NewsletterEAP

# May 2005

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## TRAFFIC REPORT – FIVE MONTHS

Passengers on Scheduled Flights	730,541	+33%
Passengers on Charter Flights	117,411	+ 9%
Transfer and Transit Passengers	16,602	
General Aviation Corporate Travel	3,293	
<b>Total of Passengers (all sectors)</b>	<b>851,245</b>	<b>+29%</b>

### Aircraft Movements

Scheduled Flights	15,540	+13%
Charter Flights	1,088	- 3%
General Cargo/Expresscargo	1,197	+ 4%
General Aviation/Corporate Travel	7,913	
<b>Total Movements handled</b>	<b>25,738</b>	<b>+ 6%</b>

### Airfreight in tons

ExpressCargo	7,851	- 1%
General Cargo	3,016	+33%
Total Cargo flown	10,867	+ 7%
Total Cargo trucked	16,349	- 11%
<b>Total Cargo handled</b>	<b>38,083</b>	<b>+33%</b>



## Comments

### **EasyJet passengers & loadfactors in April**

Liverpool	7,315	81.8%	B737-700
London-Luton	14,671	82.1%	B737-300
London-Stansted	7,401	83.3%	B737-300

### **BA passengers & loadfactors in April**

London-LHR	11,869	57.4%	A319
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### **SWISS passenger & loadfactors in April**

London-City	5,831	60.0%	Saab 2000
Manchester	2,534	52.7%	Saab 2000

### **Karlsruhe-Baden Airport served by Ryanair**

London-Stansted 13,890

### **Strasbourg Intern'I served by Air France**

London-Gatwick 3,270

[www.caa.co.uk](http://www.caa.co.uk) (click on provisional statistics)

**The REPORT 2004 on the environment** is on the airport's website. Surprisingly, there has been an increase of complaints aired publicly despite a decline in movements: 10,495 complaints stand against 80,000 aircraft landing and taking off. Those regularly filing complaints are estimated at about 200 residents !

Demand on electricity has declined from 42,494 mwh in 2003 to 36,000 mwh in 2004.

[www.euroairport.com](http://www.euroairport.com)

**FIRST VISIT** to EuroAirport by Star Alliance Boeing B767-300 registered with Austrian Airlines en-route to Paris CDG  
picture taken by M. Faulstich

**BELAIR RETURNS TO EUROAIRPORT.** The winter charter season 05/06 is in the making. Belair, charter arm of Hotelplan (HPSG) will again station a Boeing B757-200ER at Basel-Mulhouse-Freiburg, thus making a second debut after a short intermezzo in the winter season of 2000/2001.

<u>Day</u>	<u>Destination</u>	<u>Flights</u>	<u>Seats on a/c</u>	<u>Seats HPSG</u>	<u>Seats FTI</u>
3	Puerto Plata	26	209	59	150
4	Goa	21	192	143	49
5	Sharm-el-Sheik	26	209	89	120
6	Puerto Plata	26	209	0	209
7	Hurghada	26	209	69	140

According to sources close to the deal contracts are based on risk sharing (see chart to the left) with a major responsibility taken by FTI.

The tour operator has a eight year-record of serving Caribbean destinations such as Punta Cana and Puerto Plata dating back to 1997. A number of carriers were chartered for the flights

like Britannia Germany (TUI Group), Condor (LH) and LTU of Germany. For a short time Avione ploughed the fields with Aeris (La Romana, Puerto Plata) but saw its stakes dwindle to nothing and ending in bankruptcy. TUI resumed a weekly charter service to La Romana with Corsair A310-300 last winter.



## AWARD WINNER IS SWISS LOUNGE FOR 2005

**PRIORITY PASS** is a company aiming to facilitate easy transfers at airports around the globe for travelers on business and first class. This year's winner in Europe at EuroAirport was designed, built and paid for by former Crossair. Its purpose is still the same as originally planned offering best convenience to passengers while waiting for their flights. It is open to all airlines and their passengers holding a membership card. The lounge will see a new lease of life even when SWISS is no longer Swiss.

[www.prioritypass.com](http://www.prioritypass.com)

