

NEWSLETTER EAP 3-2008

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NEWS UPDATE : SUMMER SCHEDULES 2008 including seasonal flights & highlights

ALGERS	Aigle Azur	1x/wk	Flights to Marrakech by Easyjet have opened new and successful markets for the carrier. Moroccans and tourists alike benefit from better airfares and more flights. Statistics for 2007: 35,710 (27,956 in 2006), in 4 th Q. 12,084.
CONSTANTINE	Aigle Azur/Air Algerie	4x	
MARRAKECH	EasyJet	3x	
SETIF	Aigle Azur	1x	
AMSTERDAM	EasyJet/Swiss	14x	Transaviafly and Arkefly are reported to have filed slot requests for 50 charter flights during the Euro 2008.
BRUSSELS	Swiss	11x	
ANKARA	Turkish	1x	Easyjet adds more flights to its Istanbul-route taking the Euro 2008 as an opportunity to expand its market shares to and from Turkey. Turkish Airlines has requested 52 extra slots during the Euro.
ANTALYA	Sunexpress	3x	
ISTANBUL SAW	EasyJet	6x	
ISTANBUL	Turkish	4x	
BERLIN-SXF	EasyJet	27x	Good news for Berlin and Munich passengers: Berlin is served four times a day and Lufthansa is adding a sixth daily flight-pair to its Munich hub. Seat capacity is up to 172,216 units in both directions during the summer schedule. Austrian is reported to deploy larger F-70 aircraft to cope with additional traffic during the Euro 2008.
DÜSSELDORF	Lufthansa	12x	
FRANKFURT	Lufthansa	27x	
HAMBURG	EasyJet	12x	
MUNICH	Lufthansa	38x	
VIENNA	Austrian	19x	
BARI	Tuifly	2x	Flights to Olbia will take off again making Sardinia a daily target with those to Cagliari between July and October. Traffic was up from 6,500 in 2006 to 31,834 boardings in 2007. Bari posted good results with 7,884 travelers since September = or 123 passengers per flight, filling 68% of all seats available.
CAGLIARI	EasyJet	2x	
OLBIA	EasyJet	5x	
NAPLES	EasyJet	6x	
ROME-CIA	EasyJet	6x	
FUNCHAL	Tuifly	1x	Ryanair's presence at the EAP seems to offset losses on routes to Luton and Paris which are estimated to remain at minus 20% per month. Additional flights to Alicante and Barcelona as well as services to Valencia are attracting enough passengers in the meantime as Valencia clearly shows. Flights have grown to four pairs a week up from three at its launch-day. The Palma-route is seeing most competition as Tuifly, Easyjet and Air Berlin put their thrust into this market which is also targeted by tour operators such as Universal with dedicated charter services (figures in 2007: 190,760 passengers).
LISBON	EasyJet	4x	
OPORTO	EasyJet	3x	
ALICANTE	EasyJet/Ryanair	10x	
BARCELONA-BCN	EasyJet/Swiss	12x	
BARCELONA-GRO	Ryanair	4x	
MADRID	EasyJet	7x	
MALAGA	EasyJet	5x	
PALMA	Air Berlin/EasyJet/Tuifly	20x	
VALENCIA	Ryanair	4x	
DUBLIN	Ryanair	3x	London is the second busiest destination by volume. Schedules to Luton and Stansted appear to be less attractive to people on business from the Greater Basel Area with daily noon and late evening departures. Presently, that leaves BA to Heathrow and Swiss to London City Airport as the only options for them with early morning flights throughout the week.
LIVERPOOL	EasyJet	7x	
LONDON-LCY	Swiss	12x	
LONDON-LHR	British Airways	21x	
LONDON-LTN	EasyJet	7x	
LONDON-STN	EasyJet	7x	
MANCHESTER	Swiss	3x	
BORDEAUX	Air France	7x	Air France maintains a market position at Strasbourg making it for the airport to seek compensation for lost traffic to the TGV to and from Paris. Locally, French centralism is held responsible for difficulties to attract new business venues as commercial lanes tend to be arranged at the Capital city. EuroAirport on the other hand is benefiting from headquarters of globally active companies at its doorsteps.
LYON	Air France	16x	
MARSEILLE	TwinJet	10x	
NICE	EasyJet	14x	
PARIS CDG	Air France	28x	
PARIS-ORY	Air France	41x	
RENNES	Airliner	9x	
TOULOUSE	TwinJet	10x	
COPENHAGEN	Cimber/SAS	10x	Hello offers two seasonal connections starting on 4 June until 30 August.
STOCKHOLM-NYO	Ryanair	3x	
BELGRADE	Swiss	2x	Budapest (27,080) and Warsaw (20,868) were chosen by more passengers than expected by Swiss last year. Easyjet and Swiss handled a total of 73,878 passengers on all weekly flights to and from Prague in 2007.
BUDAPEST	Swiss	4x	
PRAGUE	Swiss	7x	
WARSAW	Swiss	3x	

NEW AIRCRAFT ON THE RAMP
EMBRAER JET FAMILY
ERJ190 operated by Air France-daughter Regional on the Paris-CDG route once a day.



CIRRUS AIR maintains ERJ170 in its fleet which it operates for Lufthansa including twice a day on the EAP-Frankfurt route in the morning and evening hours.

Flybe charter to London-Gatwick
Picture by Ludovic Bechler ©



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FARES AT THE CORE OF ANY DECISION PRO OR CONTRA A TRIP BY AIR

Researchers across the board are eagerly seeking answers to customer behaviours and preferences related to travel. What are their motives ? an Austrian author has discovered a number of reasons.

The gateways of Basel and Salzburg operates in an environment in which consumers can benefit from a rich travel menu at both airports. Yet, there are occasions where Munich, Stuttgart and Zurich offer better deals regarding fares, flights and places to travel to particularly in the medium-to-long-range sector. Both platforms share a common perception which is to serve several markets they carry in their logos. The EAP is probably the only one to address markets situated in three countries whereas Salzburg stretches its wings into Austria and Germany. The situation goes back to 1987 when EuroAirport Basel-Mulhouse-Freiburg was registered as a commercial brand.

For long they have witnessed the market influence of Munich and Zurich claiming their hinterland as markets to feed their capacities. Yet, the departure of airline cartels protected and regulated by state governments has led to new opportunities for then under-served Basel-Mulhouse and Salzburg airports as a result of the EU declaring an end to the exclusive rights of flag-carriers within the EU-airspace in the 1990s.

By actively seeking a role to economically advance the regions they represent, Basel as well as Salzburg has adopted tools which brought a different touch to their business. The hub-by-pass concept became a magic formula particularly at the EAP where former Crossair established the EuroCross leading to shorter travel-times of region-to-region connections. The airport experienced a decisive step forward not only in the travel charts but also in terms of infrastructure projects in the terminal, parking, apron and service building areas. Yet, the crisis of Swiss aviation after 2001 put a temporary stop to prosperity at the EAP. The arrival of low-cost carrier EasyJet in 2004 marked a new lease of life starting to fill the ramp with activity again. Point-to-point services to cost-minded passengers have expanded the market scale for airlines and EuroAirport as consumers readily accepted the services of EasyJet.

Air Berlin, EasyJet, Hapagfly and Ryanair are now responsible that consumers regularly check their web-sites for flights and fares to and from the EAP which puts it in a better position for other airlines pondering flights to the area. The LCC-sector is crucial to Basel and Salzburg airports as growth in terms of passengers and network is primarily created through its initiative. Whereas Air France, British Airways or Lufthansa tend to keep their business focused on feeding the Frankfurt, London, Munich and Paris-hubs.

The low-cost carrier revolution is fascinating to researchers and graduate students from many fields to take a look at the mechanism of how consumers function when having both abundant and affordable travel choices at their fingertip and what they consider as criteria prior to selecting an airline and/or airport for take-off.

Criteria cited by 364 passengers interviewed at Salzburg W.A. Mozart Airport

Cheap Flights	Airline Rating	Nearest Airport	Airport Access	Ample Parking	Frequent Flyer	Direct Flights	Flight Schedule	Fast Lane Check-In	Airport Service
86.4%	65.1%	91.3%	20.4%	9.5%	36.1%	80.8%	86.4%	21.9%	11.3%

these figures may also be applied to the situation at EuroAirport

There are a number of pressures in societies which obviously shape the way people tend to consume. Theories trying to locate these pressures in combination with shopping mechanisms often refer to social and cultural value-systems which are carried on from one generation to the other where change is usually taking place at a slower pace.

Any conclusions may also be suitable for patterns concerning selecting a flight. Leisure travel as one core business of the LCC-sector is the result of a multitude of underlying causes pushing the customer in a particular direction. According to a research paper released by a student of the School of Advanced Studies at Salzburg, there is a set of motives which could be attached to any way of freedom of movement. Experts in fields such as social and behavioural science tend to believe that factors of lifestyle ambition, traditions cultivated by affinity groups, desire for changing the personal environment and other considerations like education, personal status as well as perceptions of the outside-world leave major footprints in people's desire to buy favourite brands or in the case of travel what they value as priority.

"CHANGING CULTURE OF HOW PEOPLE FLY" in western worlds is a chat room which discusses strategic inspirations **Issues including Price, Departure & Arrival Times, Safety, Reliability, Security as well as Board Service** has been tabled for discussion. 21 replies have further elaborated their thoughts about what is important to them when flying. Security remains a top issue followed by airline reputation measured by safety and reliability records and flight schedules. As it is expected these days, low fares are playing the most decisive role when people think of flying according to all accounts. To some travellers security seems to be of little concern as they assume that state agencies must enforce safety aspects anyway. They also accept different levels of board service depending on the duration of flights. On inter-European trips any service is of little value whereas on long-haul flights expectations tend to rise even if extra costs are involved. The quality of all replies seem to indicate that their authors travel extensively. By making a distinction between flights to Asia, the United States and Africa, travels to the black continent face a number of obstacles leading to higher airfares due to limited markets and competition, muddled airline safety by African airline operators as well as adequate airport security expected or witnessed by many travellers across all age-groups.

The site can be downloaded via [Hwww.google.ch](http://www.google.ch)H – strategic inspiration