

“MARKETING INCENTIVE SCHEME” FOR DOMESTIC FLIGHTS

Marketing incentive per domestic departing pax : amount related to N° of daily flights on year basis and carried pax volumes guaranteed by carrier

Marketing contribution per departing pax (€uro)								
Daily flights guaranteed	N° of yearly pax guaranteed	1st flight	2nd flight	3rd flight	4th flight	5th flight	6th flight	...
1	80.000	0,00						
2	160.000	0,25	0,25					
3	240.000	0,50	0,50	0,50				
4	320.000	0,75	0,75	0,75	0,75			
5	400.000	1,00	1,00	1,00	1,00	1,00		
6	480.000	1,00	1,00	1,00	1,00	1,00	1,00	
...	...	1,00	1,00	1,00	1,00	1,00	1,00	1,00

Guidelines to tables:

INTERNATIONAL FLIGHTS

Example 1: Airline with 4 daily flights:

ADR offers an incentive of 1.50 € for each departing passenger on each of the 4 daily flights.

Example 2: Airline with 8 daily flights:

ADR offers an incentive of 2.80 € for each departing passenger on the first 6 flights and of 4.20 € per departing passenger on the 7th and 8th daily flight.

Example 3: Airline with 15 daily flights:

ADR offers an incentive of 2.80 € for each departing passenger on the first 6 flights, an incentive of 4,20€ per departing passenger on flights from the 7th to the 12th , and of 5,00€ per for the remaining flights from the 13th to the 15th .

DOMESTIC FLIGHTS

Example 4: Airline with 3 daily flights:

ADR offers an incentive of 0.50 € for each departing passenger on each of the 3 daily flights.

Example 5: Airline with 6 daily flights:

ADR offers an incentive of 1.00 € for each departing passenger on each of the 6 daily flights.

- Should the airline operate both international and domestic flights, the above shown schemes will be applied separately and according to the type of flight.
- Compliance to the above shown conditions (see conditions to be met) is mandatory for each of the 12 months of the year in order for the airlines to benefit of the marketing contribution.

For further information or explanations, please contact aviation.marketing@adr.it