

## FRAPORT TAV ANTALYA AIRPORT

### MARKETING SUPPORT PROGRAM - WINTER SEASON 2019-20

#### 1. Objective of the Program

Fraport TAV Antalya Airport Management (FTA) has decided to support airlines that would help the airport to mutually achieve lower seasonality and transform Antalya Airport into a regional hub by operating year around flights and/or increasing winter traffic. The main goal is to create a healthier operation and a lucrative destination even in the low season as well.

It is believed that the program offered would be a vital importance in the success of Winter Season 2019-20 and the rewarding mechanism is highly generous to support the airlines with the maximum outcome which will participate the program.

#### 2. Program Outline

The program offers a retrospective rebate of the Passenger Service Charge\* for incremental traffic above the level of the preceding winter season (from 01.11.2018 to 31.03.2019). The initial threshold will be the actual number of international departing passengers that was recorded by FTA in the aforementioned Winter 2018-19 Season. Upon exceeding the level of traffic that was recorded in the previous year, the rebate will be awarded to eligible airlines that demonstrate growth and will be distributed based on the following criteria:

The total number of departing international passengers (recorded by FTA) will be compared between the periods;

**01 November 2019 – 31 March 2020 and 01 November 2018 – 31 March 2019**

and each additional departing international passenger will be rewarded with 1 EUR to 10 EUR (within the intervals of 5,000) in accordance with the following scheme:

Number of Additional Departing International Passengers**	Rebate per Passenger	Rebate***
1 to 5,000	1 EUR	5,000 EUR
5,001 to 10,000	2 EUR	10,000 EUR
10,001 to 15,000	3 EUR	15,000 EUR
15,001 to 20,000	4 EUR	20,000 EUR
20,001 to 25,000	5 EUR	25,000 EUR
25,001 to 30,000	6 EUR	30,000 EUR
30,001 to 35,000	7 EUR	35,000 EUR
35,001 to 40,000	8 EUR	40,000 EUR
40,001 to 45,000	9 EUR	45,000 EUR
45,001 to 50,000	10 EUR	50,000 EUR

\* Passenger Service Charge for Antalya Airport is under the sole control of DHMI and published in scope of PPP projects put out to tender by again DHMI.

\*\* Non-commercial passengers (passengers not subject to passenger service charge) like crew and infants are excluded.

\*\*\* VAT included

Additional departing international passengers exceeding a total of 50,000 is to be awarded with 10 EUR rebate per passenger. The maximum total rebate amount is 500,000 EUR for a single qualifying applicant (the rebate stops at 72,500<sup>th</sup> additional departing international passenger).

Example 1: If the airline succeeds to carry 50,000 additional departing international passengers within the mentioned period in Winter Season 2019-20, the airline will be rewarded with a rebate of 275,000 EUR.

Example 2: If the airline succeeds to carry 12,450 additional departing international passengers within the dedicated period, the reward will be a total of 22,350 EUR.

(Calculation: 5,000\*1 EUR + 5,000\*2 EUR + 2,450\*3 EUR)

Example 3: If the number of additional departing international passengers would be 38,372, the reward will be a total of 166,976 EUR.

(Calculation: 5,000\*1 EUR + 5,000\*2 EUR + 5,000\*3 EUR + 5,000\*4 EUR + 5,000\*5 EUR + 5,000\*6 EUR + 5,000\*7 EUR + 3,372\*8 EUR)

### 3. Terms

- i) FTA has the right to run the marketing support program for the upcoming winter seasons and remains the sole authority to change the terms and the content of the program.
- ii) Winter Season 2018-19 is defined as the base winter season in this program.
- iii) If the Carrier (Commercial Airline) had been failed to increase the number of departing international passengers during Winter Season 2018-19 (compared to the number of departing international passengers during Winter Season 2017-18), the Carrier will not be eligible to take part in Marketing Support Program – Winter Season 2019-20.
- iv) If the Carrier (Commercial Airline) had been failed to carry any departing international passenger during the base winter season, the traffic of the Carrier in the previous three Winter Season (Winter Season 2015-16, 2016-17 and 2017-18) will be analyzed and the threshold will be the maximum number of departing international passengers between these three preceding years. The calculation of the additional number of departing international passengers will be based on this defined threshold.
- v) FTA reserves the right to change the maximum amount of rebate to be paid to a single Carrier. Additionally, FTA will be able to cap the total amount of overall marketing support to be paid to all eligible Carriers.
- vi) Any passengers that are already being rewarded by a different marketing support program of FTA is out of the scope of this Winter Marketing Support Program. These passengers will not be rewarded within this program and will be excluded from the rebate calculations.

### 4. Eligibility

- i) The program will apply to Carriers which operate with aircrafts with a minimum seat capacity of 40 passenger seats.
- ii) The program will apply to Carriers which submits to the program before the 15<sup>th</sup> of October 2019 through the submission link that will be published online in the website of Fraport TAV Antalya Airport.
- iii) The program will apply or continue to apply only as long as:
  - a. the qualifying criteria for the program are met,
  - b. the Carrier is fully compliant with FTA charges, including the Terms and Conditions,
  - c. invoices for all airport charges and any other fees or costs incurred by FTA in respect of any services provided by FTA to the Carrier are duly paid (including adhering to credit terms in

respect of all FTA invoices, unless Antalya Airport, in its absolute discretion, shall otherwise determine),

- d. any amounts determined as due to FTA as part of the outcome of any legal process are paid; and
- e. all other contractual agreements in existence between a Carrier and FTA are adhered to in full and all applicable license agreements and other commercial arrangements are completed, signed off and are being adhered to in full.

Where a Carrier is found to be in breach of the above requirements, FTA reserves the right to proportionately reduce the level of rebate or cancel the rebate otherwise due under the program.

## 5. Application Procedure

- i) In order to apply for the marketing program, applicants must fill in the Application Form published in the official website of Antalya Airport. Once complete, the applicant must submit the form through the webpage.
- ii) The deadline for submitting to the program is 15<sup>th</sup> of October 2019.
- iii) A Carrier whose submission has been accepted under the terms and conditions of the program will receive an electronic Approval Letter for the Winter Marketing Program\_Winter Season 2019-20 from the Director, Head of Commercial and Marketing of Fraport TAV Antalya Airport. No Carrier is considered approved for support under the program until it has received the Approval Letter.
- iv) FTA reserves its right to reject any application without stating a reason. In such a case, applicants do not have any right to claim.

## 6. Financial Conditions

- i) Carriers will be invoiced at standard airport charge levels as published in the official website of Antalya Airport.
- ii) Payments to FTA shall be made in full without deductions. Without the express written consent of Antalya Airport, the Carrier shall not be entitled to make any off-set against or deduction from the charges invoiced, in respect of any claim that a Carrier may have against FTA or otherwise. In such an event, the respective marketing support will not be possible.
- iii) The method and the timing of payment of the confirmed marketing support will be at the discretion of Antalya Airport. The confirmed amount of marketing support shall only be payable to the Carrier in the event of a zero overdue debt.
- iv) The rebate process will be between 1<sup>st</sup> of April 2020 and 30<sup>th</sup> of April 2020. Carriers must apply via email to the following email address for the deserved rebates in this period.

[marketingsupport@antalya-airport.aero](mailto:marketingsupport@antalya-airport.aero)

Any application after the end of April 2020 will be rejected and will not be qualified for any payment.

- v) The number of passengers subject to the marketing support program and the confirmed amount of marketing support will be announced by FTA to the participant airlines following their application for the rebate process. Only the figures declared by FTA will be valid.
- vi) Winter Season 2019-20 rebates will be made to the Carrier that FTA invoices for the operation. In the event of codeshare agreements, FTA will rebate the party that receives the invoices and is not responsible for any subsequent re-distribution of the rebate or resolving in any way any dispute that may arise in this regard.

- vii) Marketing support cannot be netted by the Carrier against amounts owed to Antalya Airport.
- viii) For the avoidance of doubt the rebate does not include any charges other than the Passenger Service Charge such as aircraft parking charge, air bridge usage charge, or any other charges.

#### 7. General Conditions

- i) FTA will complete periodic reviews of the program and reserves the right to withdraw the program or amend the terms and conditions document at any time in respect of any qualifying individual airline.
- ii) If FTA makes any revision, it shall publish the revised program on its website. Carriers should refer on a regular basis to the FTA website to be aware of any changes made to the Scheme.

#### 8. Contact Details

If you have any queries regarding the program or any of the terms and conditions, please contact: [marketingsupport@antalya-airport.aero](mailto:marketingsupport@antalya-airport.aero)