

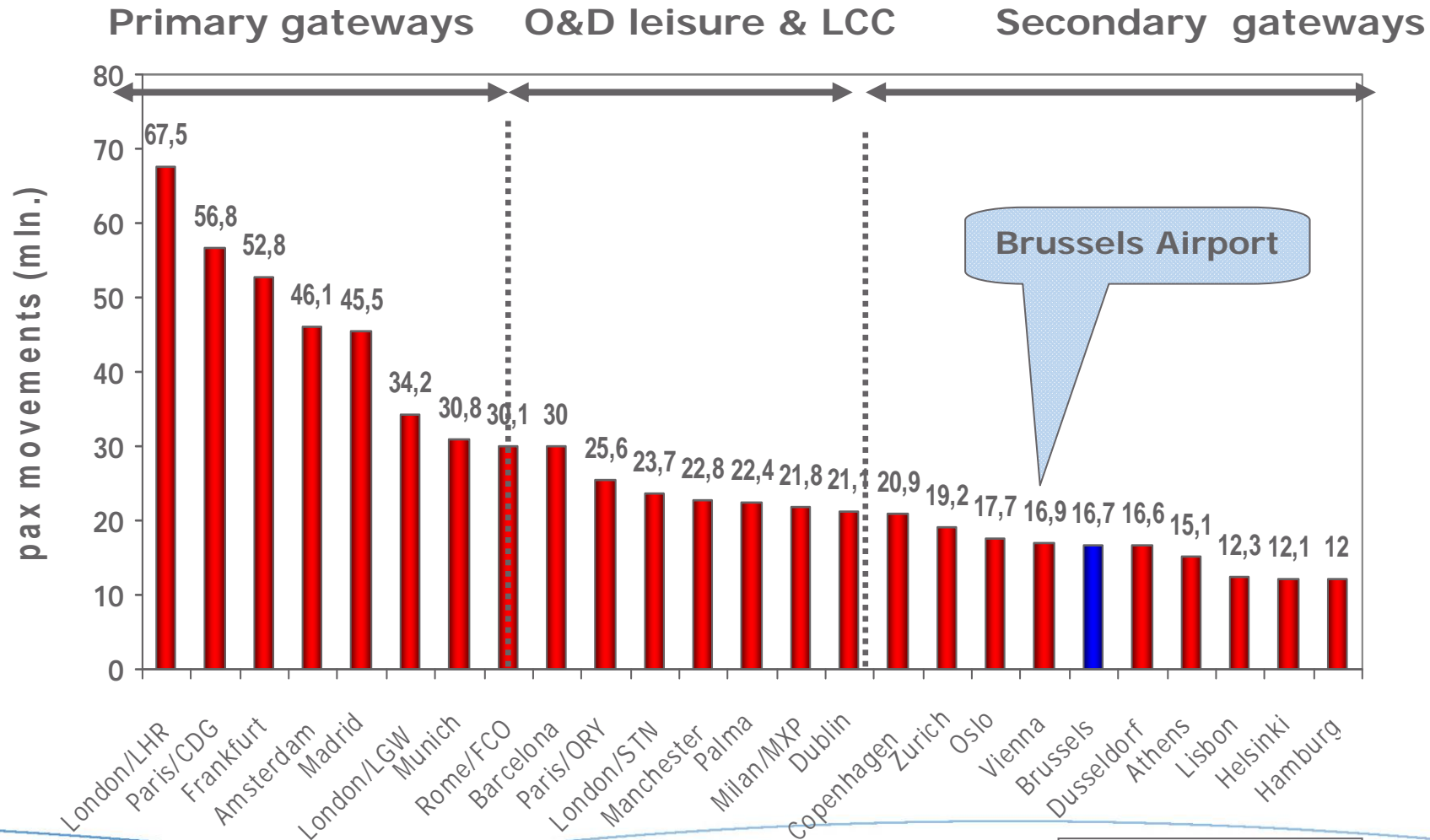
# Airline Marketing Brussels Airport

Léon Verhallen, Head of Airline Business Development

MAp Reverse Roadshow,  
June 2007

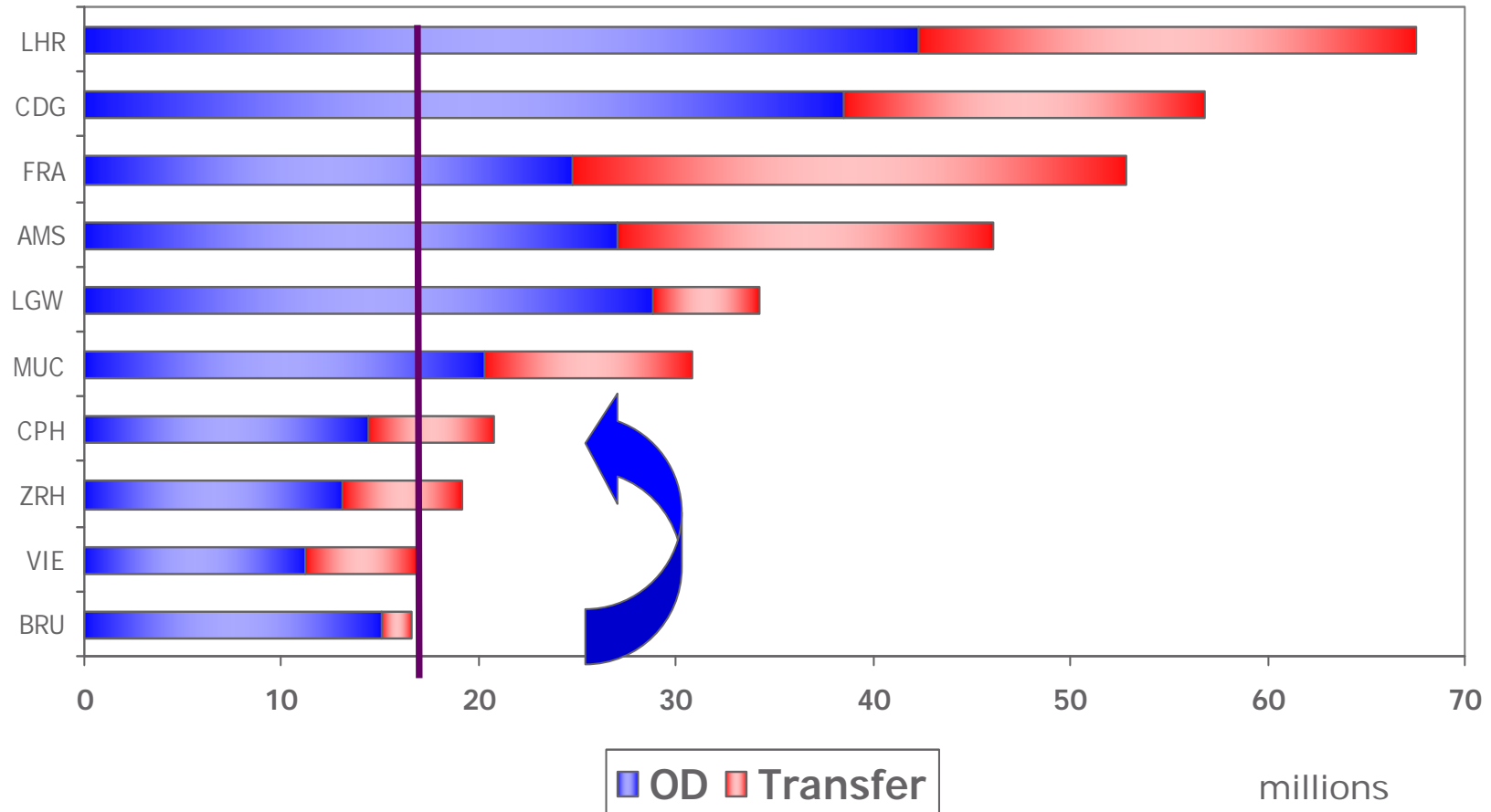


# Top 25 European Passenger Airports



excl. Turkey and Russia

# Large O&D Market



# Belgium



- **Catchment area**
  - Belgium 10.5 million
  - Cross border 11.4 million
    - within 120 minutes
- **Business travel**
  - Capital of Europe
  - Fortune 500 companies
  - European HQ's
- **Leisure travel**
  - Brussels
  - Art cities: Antwerp, Bruges, Ghent



MAp Reverse Roadshow June 2007

# Airline Marketing Strategy



- **Accelerate traffic growth**
  - Network
  - Passenger traffic and cargo
- **Strategy**
  - 1. Network carrier: Brussels Airlines & partners
  - 2. Long haul airlines
  - 3. Low fare airlines
  - 4. Cargo

# Brussels Airlines



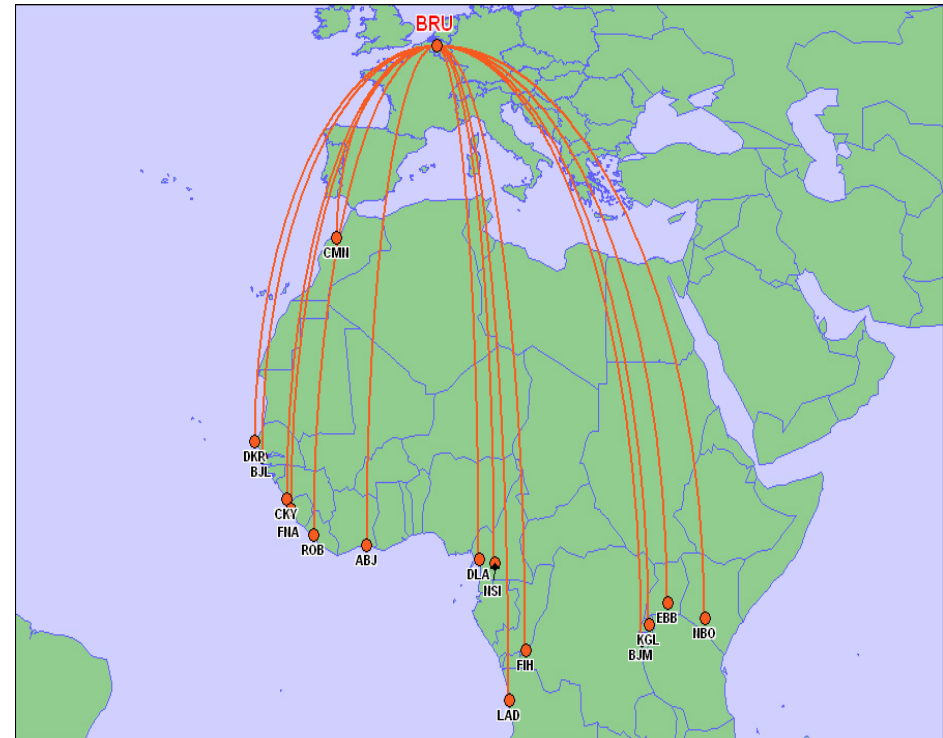
- New SNBA / Virgin Express merger airline is low fare / full service
  - 32% traffic share at BRU
- Fares start from €49,99 all-in
- 780 weekly departures within Europe
  - new: Cagliari and Krakow
  - 45 ARJ / B737/ A319
- Codeshares with European and long haul partner airlines



# Brussels Airlines



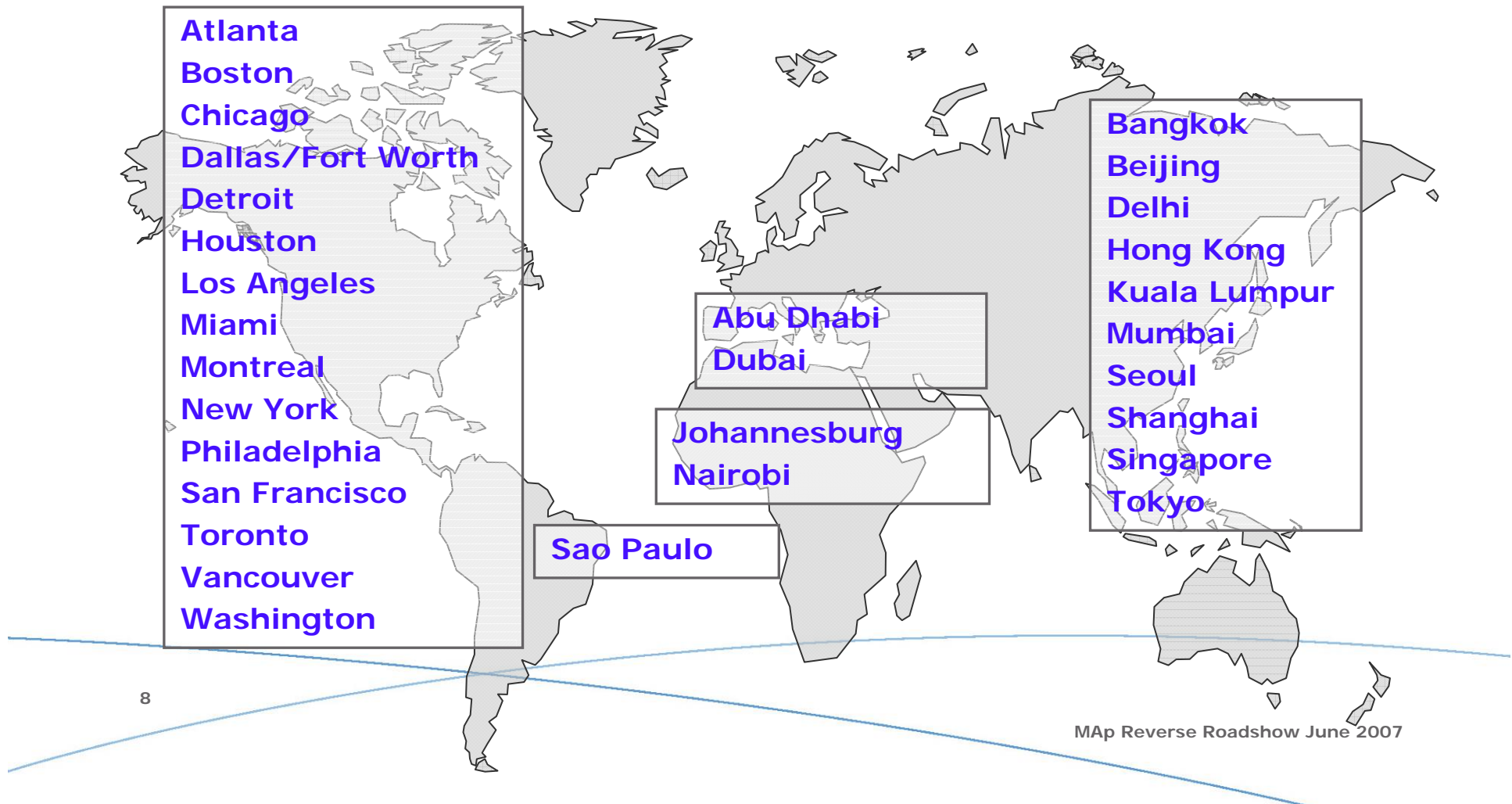
- **Unique network to Africa**
  - 13 sub-Saharan destinations
  - 19 weekly flights
- **Fleet**
  - 3 Airbus A330-300
  - 4<sup>th</sup> A330 from next winter
  - 5<sup>th</sup> A330 planned
- **Network growth**
  - Expansion Africa
  - North America
- **Alliance development**
  - intention to join an alliance



# Long Haul Airlines

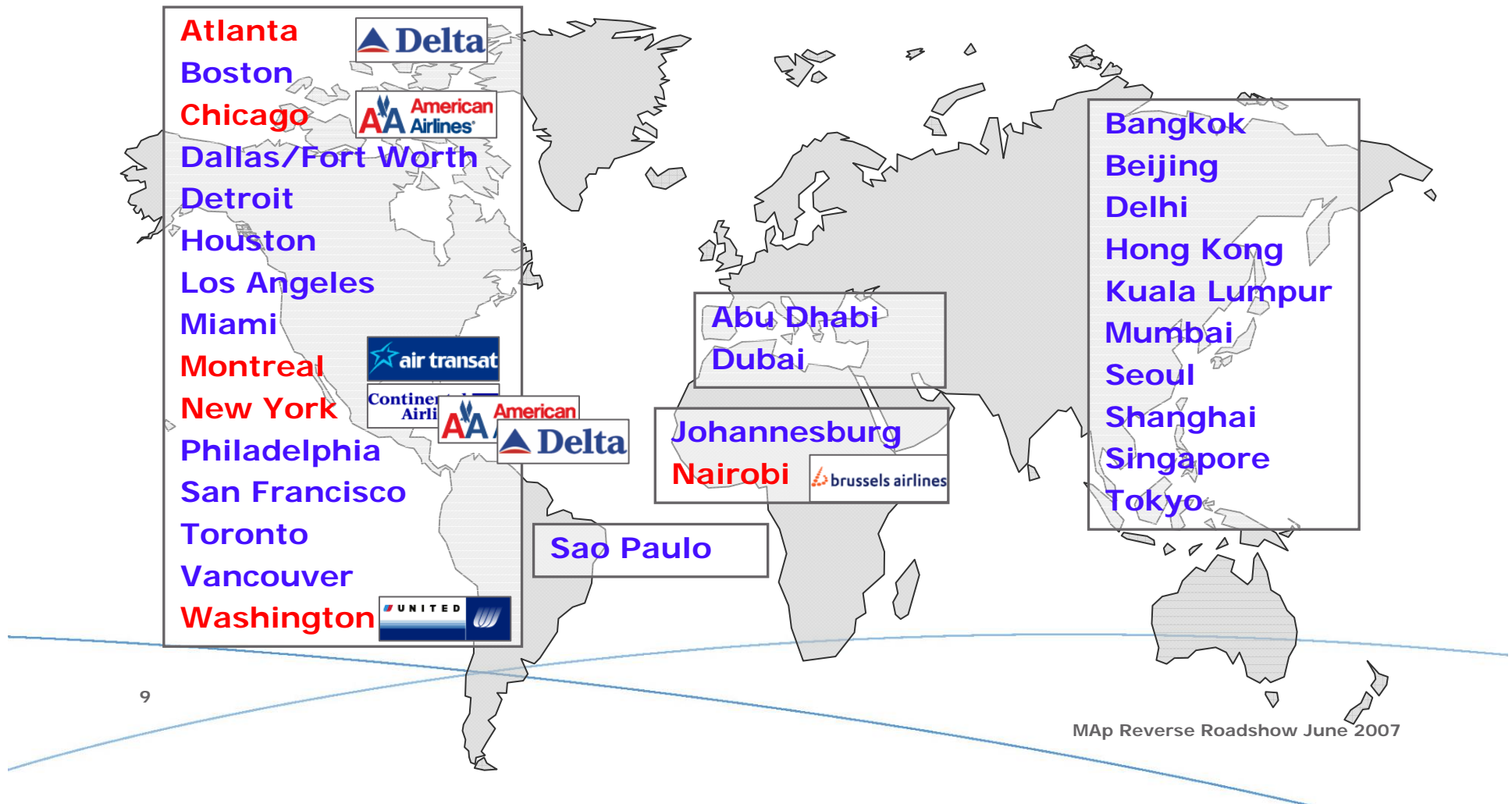


Brussels Airport objective 2011:  
connected with 20 of the 30 largest gateways to Europe

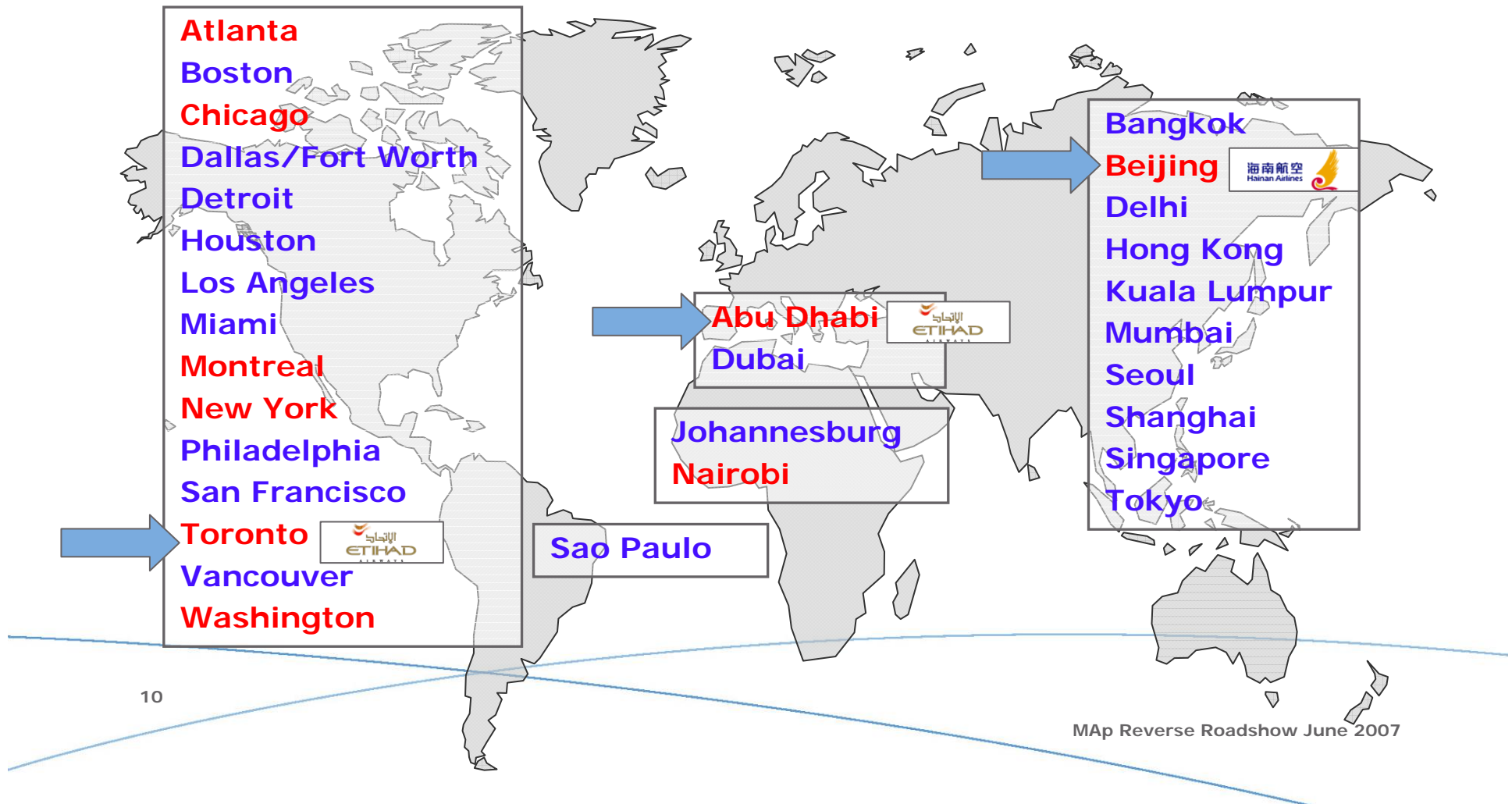




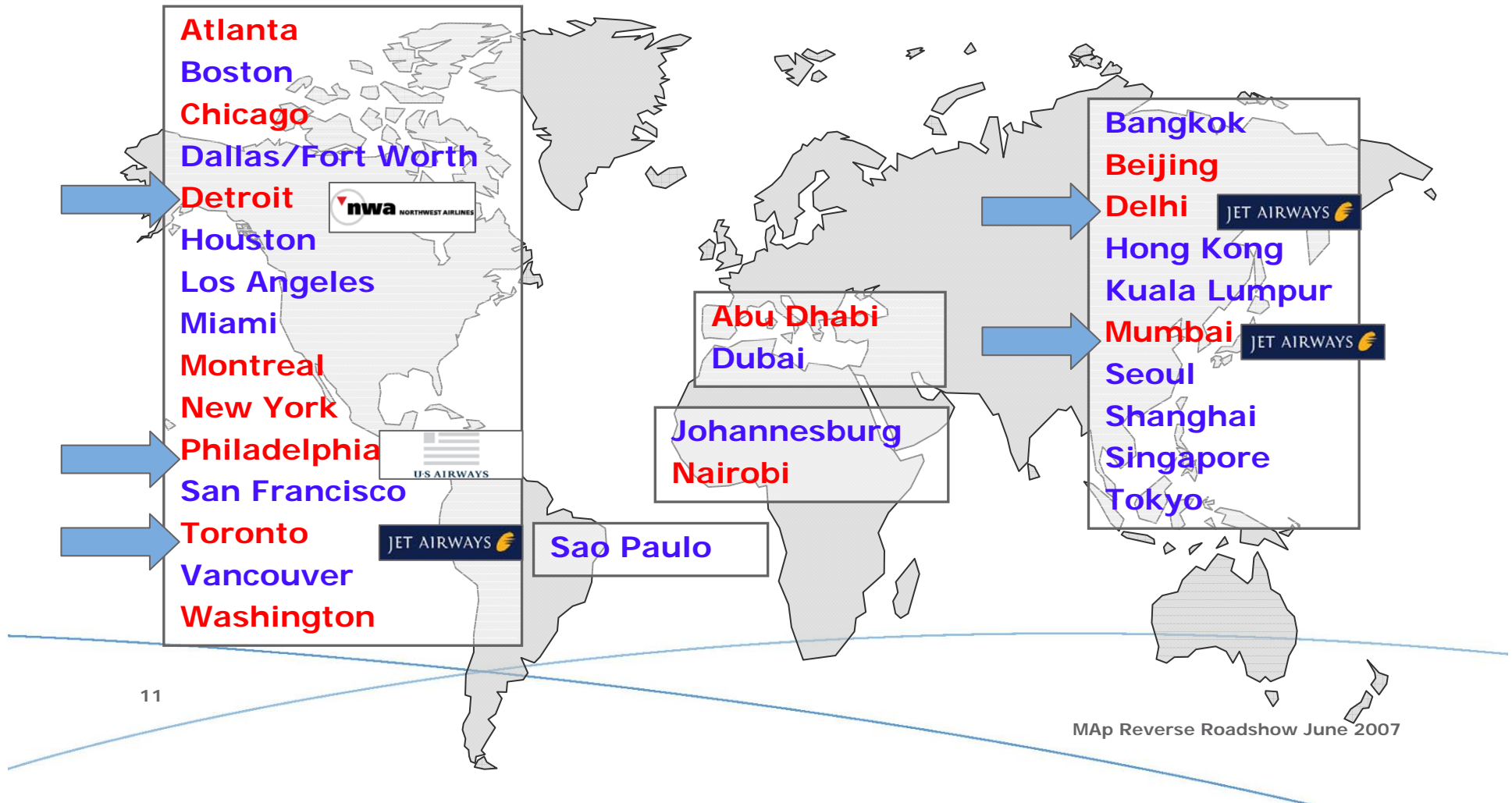
# Year 2005: 6 Gateways



# Year 2006: 9 Gateways



# Year 2007: 13 Gateways



# Benchmark Airports Long Haul Network



2005	
1. Zurich	21
2. Munich	20
3. Milan/MXP	15
4. Vienna	13
5. Manchester	12
6. Copenhagen	9
7. Dusseldorf	9
8. Athens	7
<b>9. Brussels</b>	<b>6</b>
10. Stockholm	5

2006	
1. Zurich	22
2. Munich	21
3. Milan/MXP	16
4. Vienna	13
5. Manchester	11
6. Copenhagen	10
<b>7. Brussels</b>	<b>9</b>
8. Dusseldorf	9
9. Athens	8
10. Stockholm	6

2007	
1. Munich	23
2. Zurich	22
3. Milan/MXP	17
4. Vienna	14
<b>5. Brussels</b>	<b>13</b>
6. Manchester	10
7. Dusseldorf	10
8. Athens	9
9. Copenhagen	8
10. Stockholm	6

Weekly frequencies development Brussels Airport: 51/week > 59/week > 96 week (5<sup>th</sup> ranking)

# Brussels – USA Network 2007



- **New: US Airways**
  - daily to Philadelphia
  - as per 2 June
- **New: Northwest Airlines**
  - daily to Detroit
  - as per 16 June
- **Network USA**
  - 3<sup>rd</sup> European airport with all 6 main US airlines
  - 9 daily flights to 6 airports



**Proudly flying your true colors.  
9 times a day, non-stop to the USA.**

Brussels Airport now offers you the choice between seven airlines, each and every day of the week. That's even more reason to fly with broader stripes and brighter stars.

Brussels Airport. Bringing Europe closer to the USA. Each and every day.

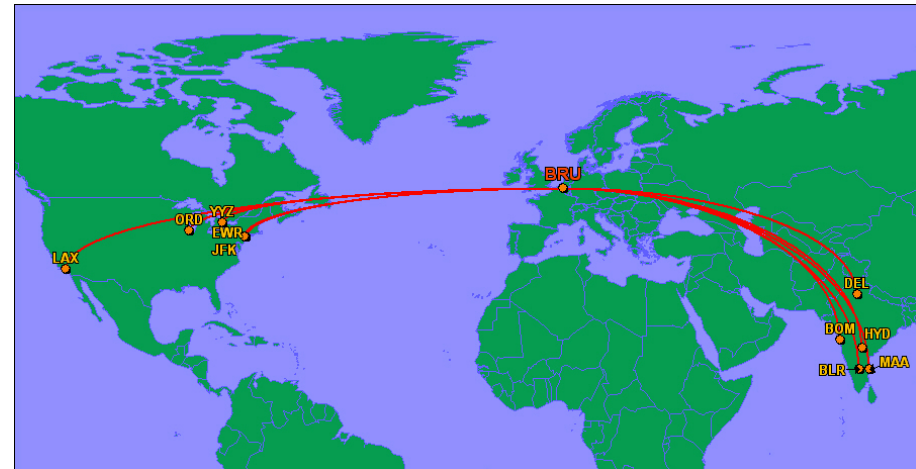
American Airlines/Brussels Airlines - Continental Airlines - Delta Air Lines  
Jet Airways - Northwest Airlines - United Airlines - US Airways

[www.brusselsairport.be](http://www.brusselsairport.be)

# Jet Airways Hub at Brussels Airport

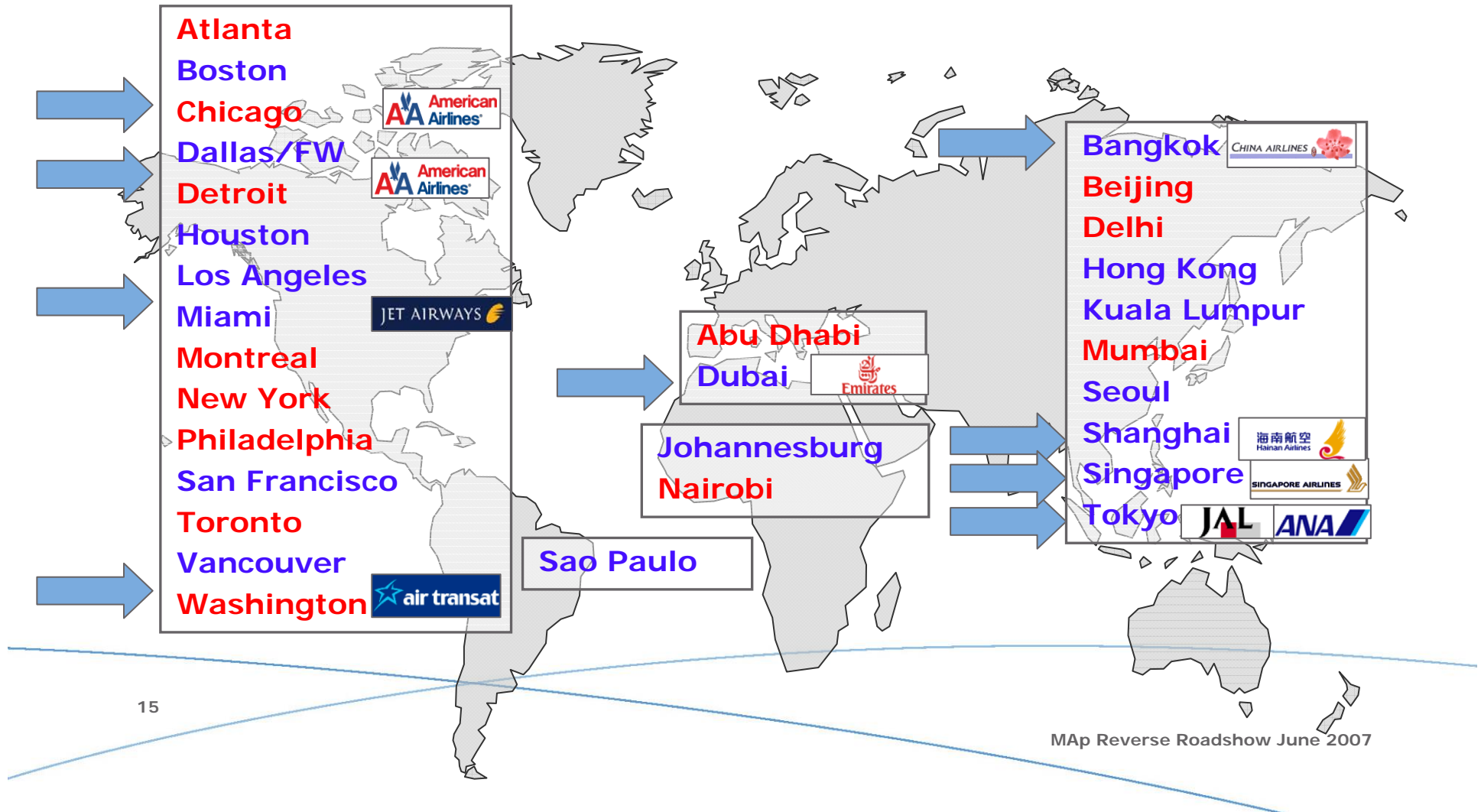


- **'Brussels Inc'**
  - 5 destinations India
  - 5 destinations North America
  - August 2007: 2 routes
  - February 2008: 3 routes
- **Partnership**
  - Brussels Airlines
  - Brussels Airport
- **Operations**
  - B777-300ER and A330-200
  - Westbound/Eastbound wave
- **Passengers**
  - 1 million passengers
  - OD/transfer/transit



MAp Reverse Roadshow June 2007

# Long Haul Opportunities 2008-2011



# Low Fare Airlines



- **ELFAA: European Low Fare Airline Ass.: 11 airlines**

- 106 million passengers
- 83% of seats filled
- 400 aircraft
  - average age under 4 years
- minimised fuel burn and CO2 emissions
  - modern aircraft
  - high seat load factors
- 30% share of scheduled intra European traffic

- **Brussels Airport 2006**

- Virgin Express integrated in Brussels Airlines
  - offers B-lite one way fares



- 2 'true' low fare airlines
  - Vueling
  - SkyEurope



- only 2% of European scheduled frequency
- growing competition from regional airports



# Low Fare@Brussels 2007



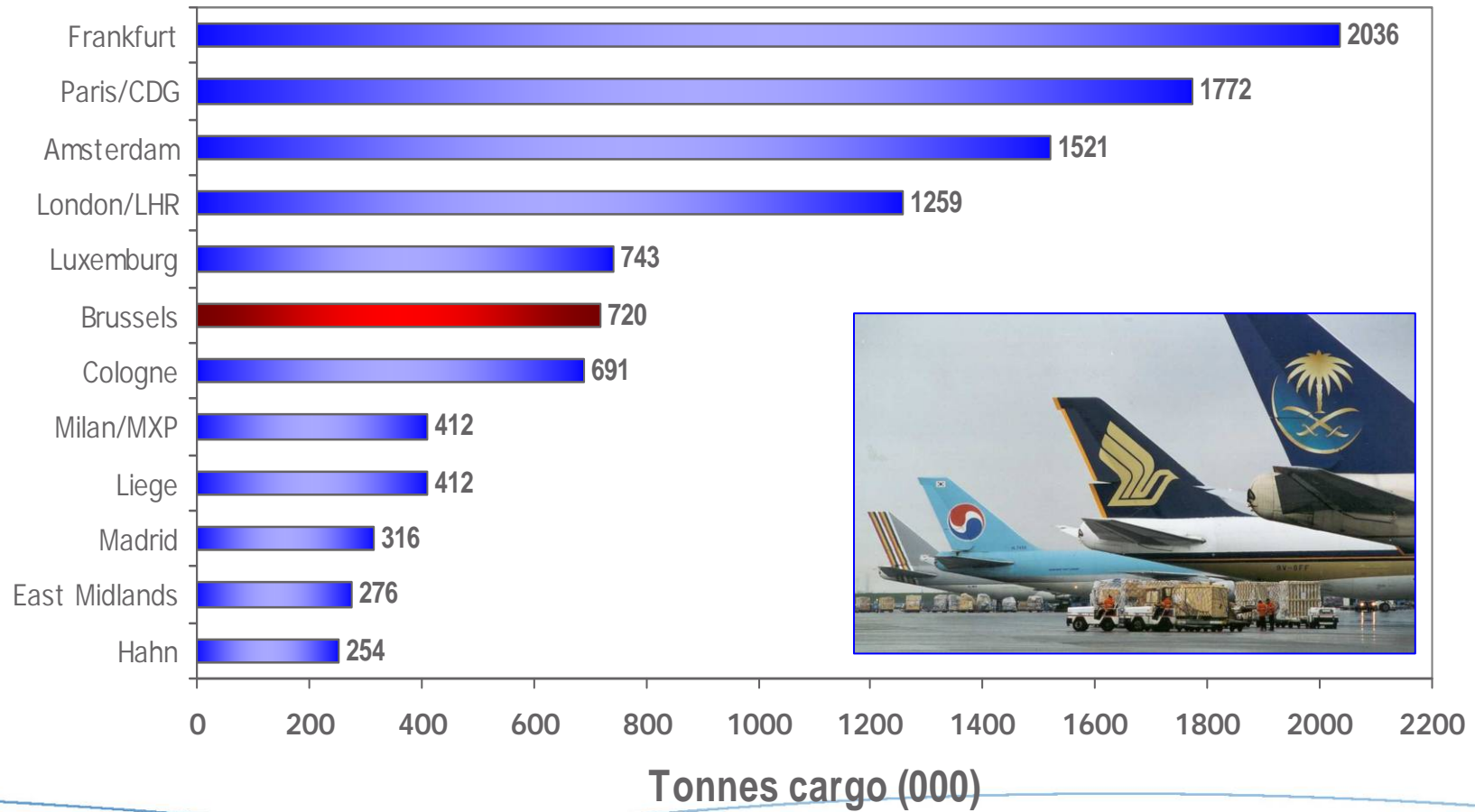
# Leisure & Low Fare



- Homebase for the two main tour operator airlines
- **Jetairfly (TUI)**
  - 8 B737
  - 1 B767 for Caribbean flights
- **Thomas Cook Airlines**
  - 6 A320
  - 1 B767 Caribbean, Africa, Asia (Martinair)
- Growing number of scheduled and seat only flights



# Cargo: 6th Airport in Europe



# Cargo Marketing



**Brucargo**  
at Brussels Airport

# Airline Marketing Team



- **Léon Verhallen**
  - 18 years at Amsterdam Schiphol
  - lead AMS to Routes Airline Marketing Awards in 1997, 2000, 2002, 2003, 2004
  - joined April 2006
- **Stefan Hollands**
  - 5 years Planning & Alliance Mgt. at Sabena and Swiss; 1 year SH&E
  - joined October 2003
- **Mark Povall**
  - 3 years at British Aerospace; 6 years at Liverpool Airport
  - joined April 2006
- **Philippe Fierens**
  - 10 years in the forwarding industry: Kuehne & Nagel, EGL, TNT Express
  - joined September 2006



# Airline Marketing. In the Very Heart of Europe



**Brussels Airport**  
At the crossroads of Europe

There is a lot happening at the crossroads of Europe. For one, Brussels Airport has grown to 17 million passengers. From now on, our passengers will also be greeted with a brand new logo and a brand new slogan: "Welcome to Europe". But this is just the beginning: the start of a journey towards an even more welcoming Brussels Airport.

[www.brusselsairport.be](http://www.brusselsairport.be)

**Bull's eye**  
Brussels Airport. In the very heart of Europe.

It is a great feeling to know you have come to the right place. Brussels is the capital and the social and cultural heart of Europe. Located at a heartbeat from the city centre, Brussels Airport fluently connects Brussels to the world.

The last couple of years we have rapidly grown to over 17 million passengers and still we are the most efficient airport in Europe. Besides that, our staff has been voted 'most courteous in Europe'. So when you are looking for a place where your business will grow, we say to you: "Welcome to Europe".

[www.brusselsairport.be](http://www.brusselsairport.be)

**Brucargo at Brussels Airport.**  
Your cargo hub in the heart of Europe.

At Brucargo our sole focus point is to make everything between landing and take off run as smooth as possible. Whether it's parcels, objects of art, life animals or anything else, at Brucargo we make it move fast and safe. We are located in the very heart of logistic Europe, in the proximity of an excellent road and train network. The last couple of years we have rapidly grown to one of Europe's biggest air cargo hubs with an efficient and flexible service. Brucargo is a place where your air cargo moves at the same speed on the ground as it does in the air.

[www.brusselsairport.be](http://www.brusselsairport.be)