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**SAC SpA**  
Commercial *Aviation Policy* 2022/23

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August 2022



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# Commercial Policy – Guidelines

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## AIM

This policy aims at increasing traffic (both on international connections and domestic destinations not served) at the airports managed by SAC spa, through an incentive model that pursues this object in a transparent and non-discriminatory way, optimizing the use of airport infrastructures too, also based on the actual use of the same in the single time slots.

The traffic development plan has been prepared in accordance with objective criteria and equity in order to not create distortion on market. The plan is mainly scheduled flight-oriented and has a minimum temporal objective defined. In order to develop new routes and increase the number of flights on the existing ones, SAC is willing to support the new routes, including the intercontinental long-haul ones, taking into account the type of aircraft used and the existing infrastructural features, through strategic partnership agreements with airlines that intend invest in Catania Fontanarossa and Comiso Pio La Torre airports for the new routes for at least two years. Should the routes be extremely interesting, the validity of these agreements can be extended, also through the opening of operational bases and night-stop, which generate a further income for SAC and benefits to all the economic activities such as accommodation and transfer for crew members.

These partnership agreements:

1. allow SAC to offer the possibility of reducing the start-up costs of the new routes to carriers;
2. foresee the obligation from carriers to perform marketing and advertising activities in favour of the Integrated Airport System of the South-East Sicily, as well as to achieve the objectives agreed with regard to passengers and flights of a set of destinations, against the obligation from SAC to contribute to marketing and advertising activities charges.
3. allow to inform potential passengers through a communication plan.

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# Commercial Policy – Guidelines

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## Market Economic Operator Test («MEO test\*»)

This policy is in line with the new EU legislation on the aid to the start-up of routes (Communication of Commission 2014 / C 99/03 of 4 April 2014, Guidelines on State aid to airports and airlines). More in detail, the new Communication considers the agreements between airports and air carriers compatible with the market, if the aid granted meets the economic requirements of a private investor.

For this reason, **for each route eligible to incentive, through an ex ante analysis, SAC will prepare a revenue and cost account attesting that the agreement between the Airport and airlines will lead to a reasonable profit margin for the Airport (in compliance with the Market Economic Operator).** The request for incentive will be taken into consideration only if the result of the test is positive. SAC will carry out the MEO test on the basis of the guidelines included in the EC communication (paragraph 3.5.2), as reported here below:

1. The Airport should demonstrate to be able to cover the costs arising from the aid scheme, with a reasonable profit margin. Different fares can be offered to carriers to stimulate the growth of traffic and non-aeronautical revenue.
2. All the expected costs incurred by the Airport with regard to the activation of the marketing plan at the Airport will be taken into account. Such incremental costs should refer to all the expenses or investments (that is the incremental costs of investment, personnel and equipment, rebate schemes, marketing and promotion support, and so on).
3. On the other hand, the costs that the Airport would anyway support independently from the arrangements with the airline should not be taken onto account in the MEO test.

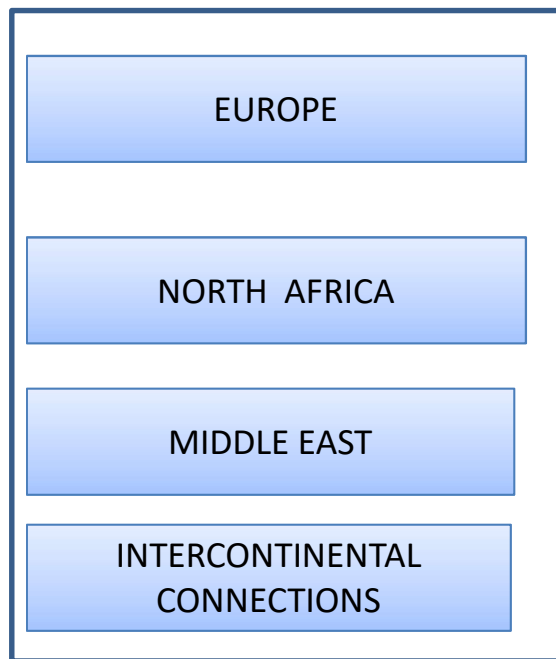
\*MEO: Market Economic Operator



# Commercial Policy – Guidelines

## TARGET MARKETS FOR NEW CONNECTIONS NOT SERVED

Here below are shown the target markets for which air carriers are invited to make their proposals for new connections / frequency increase, that will be evaluated and eventually supported by SAC.



For a more detailed list see annex B

# Commercial Policy – Guidelines

## GENERAL FEATURES

The main selection criteria of the incentive program or marketing support are shown here below:

1. The program applies to international traffic served and not served, including the intercontinental long-haul one, taking into account the type of aircraft used and the existing infrastructural features, and the remaining domestic destinations not served, also through the activation of operational bases and/or night-stop.
2. The program applies to scheduled flights on international and residual domestic routes. Incoming charter operations can be evaluated each time on the basis of possible positive effects on the territory.
3. The program applies, in an incremental way, to flights that have at least 1 weekly frequency.
4. The program can be applied only if, in the final balance, the 85% of scheduled flights have been made.
5. The incentive is recognized and paid only at the end of the operation of each IATA season. Should the agreement not be respected by the carrier - in terms of frequencies and flights – ie if the number of flights is below the 85% of what stated in the agreement, Sac will not recognize the amount due.
6. In case the new route, or the frequency increase on a route already operated should not be profitable, the carrier may propose the substitution of the route with another one previously not served by other carriers.
7. The incentive will be paid only if there is a contract signed by both parties, before the flights – subject of the incentive – are operative.
8. In order to get the incentive, the carrier will have to submit a simplified business plan to the Airport. The business plan will have to include the entire period of the operation covered by the agreement, in order to demonstrate the economic and financial sustainability of the new connection, at the end of the incentive period too. Alternatively, the carrier may provide to the Airport with the traffic forecast, concerning the new connection and the characteristics of the offer (the type of aircraft, etc.)
9. The duration of incentive agreements must not exceed five years.
10. For the destinations which are particularly strategic, contracts may be further extended for a defined period of time.
11. In case of LARGE VOLUME OF PASSENGERS (at least 1,000,000 in one year), considering the strategic importance they have, a different ad hoc incentive scheme may be proposed on condition that both a business plan has been previously shared with the carrier, according to which the carrier will receive an incentive per departing passenger (depax), and that the incentive system is bearable, from an economic point of view, in the period covered by the agreement.  
The result of the Market Economic Operator Test must be necessarily positive.
12. Special tariff concessions are provided during the Summer Season for operations scheduled in the less saturated hours and in the days of lower activity, which will be communicated from time to time by the competent SAC offices. Therefore, if the flights are scheduled in the time slots with a saturation level below 60%, the discounts applied will be increased proportionally.
13. The stipulation of an incentive contract does not guarantee rights and / or pre-emptions concerning the assignment of slots. Catania Airport is a fully coordinated airport in accordance with EC Regulation 793/2004.

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# Commercial Policy – New destinations – Catania

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With “new destinations” we refer to the start-up of new scheduled flights on international routes not served or residual national not served routes with at least a weekly rotation.

The incentives for new connections will be regulated as follows:

- Minimum period of operation: **two years**. Should the new route not be profitable, the carrier may propose the substitution of the route with another one.
- The incentive for incremental passengers will be paid in terms of discount on airport fees. For the first year of operation of the new route, **the maximum discount is 60% of airport charges\***. In the following years, the discount will follow a decreasing trend. **The discount will depend on the level of the service offered by the carrier (for example weekly frequencies, seasonality and so on).**
- An incentive in terms of discount or, alternatively, the amount per departing passenger (that is €/depax) may be offered to carriers.
- The size of the discount will depend on the duration of the agreement (e.g. smaller for 2/3 years and higher for 5 years, whose last two years not incentivized).
- Moreover, based on the strategic value of the new connection, SAC will evaluate the possibility to support the air carrier with a marketing contribution and new routes start-up ( to be provided for one or more years, at most until the expiration of the contract).

**The final amount of the contribution will be defined on the basis of the Market Economic Operator test (MEO). Therefore, the contribution will be determined on the basis of the Airport profitability of the new connection and the characteristics of the connection itself (for example the aircraft type, frequencies, operating model, and so on).**

**\* Airport charges include the following: aircraft landing and departure fees, passenger boarding fees, aircraft parking fees, passenger security fees, hold baggage security charges, loading bridges, PRM fees. They do not include regional and Municipal additional taxes or other unlisted services.**



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# Commercial Policy – New destinations – Comiso

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With “new destinations” we refer to the start-up of new scheduled flights on international routes not served or residual national not served routes even in a single IATA season.

The incentives for new connections will be regulated as follows:

- Minimum period of operation: **two years**. Should the new route not be profitable, the carrier may propose the substitution of the route with another one.
- The incentive for incremental passengers will be paid in terms of discount on airport fees. For the first year of operation of the new route, **the maximum discount is 80% of airport charges\***. **The discount will depend on the level of the service offered by the carrier (for example weekly frequencies, seasonality and so on).**
- An incentive in terms of discount or, alternatively, the amount per departing passenger (that is €/depax) may be offered to carriers.
- The size of the discount will depend on the duration of the agreement (e.g. smaller for 2/3 years and higher for 5 years, whose last two years not incentivized).
- Moreover, based on the strategic value of the new connection, SAC will evaluate the possibility to support the air carrier with a marketing contribution and new routes start-up ( to be provided for one or more years, at most until the expiration of the contract).

**The final amount of the contribution will be defined on the basis of the Market Economic Operator test (MEO). Therefore, the contribution will be determined on the basis of the Airport profitability of the new connection and the characteristics of the connection itself (for example the aircraft type, frequencies, operating model, and so on).**

**\* Airport charges include the following: aircraft landing and departure fees, passenger boarding fees, aircraft parking fees, passenger security fees, hold baggage security charges, loading bridges, PRM fees. They do not include regional and Municipal additional taxes or other unlisted services.**



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## Traffic Development Schemes – Existing Destinations – Catania

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In case of already existing connections which are still potentially attractive for the development of new traffic, the Airport could grant a support for international connections already operated in the following cases:

- New carrier;
- Carrier already present on a certain route.

In both cases, the support will have to respect the following criteria:

- The connections already operated (by the same or other carriers) will be supported for a maximum period of three years , and will not be further incentivized.
- Only the additional traffic will receive incentives. The additional traffic will be calculated in comparison with the traffic recorded in the previous year, by all carriers which operate on the same route. For strategic operations, an exception can be made with particular reference to the “Sistema Aeroportuale Integrato del Sud-Est”. The highest incentive unit amount for incremental departing passengers will be equal to maximum 60% discount on airport landing / take-off and passenger fees in the first year. In the following years, the discount will follow a decreasing trend\*. The size of discount will depend on the level of the service offered by the carrier (e.g. weekly frequencies, seasonality, eventual intercontinental connections, winter operation, etc.)
- The Airport may substitute and/or add an additional one-off support according to the traffic volume, replicable in case of strategic destinations, for the development of a marketing campaign on Catania Airport and/or the entire “Sistema Aeroportuale Integrato del Sud-Est”.
- The incentive will be defined in order to allow the same market opportunities to all carriers interested in operating on the same route, in a non-discriminatory way.

**The final amount of the contribution will be defined on the basis of the Market Economic Operator test (MEO). Therefore, the contribution will be determined on the basis of the Airport profitability of the new connection and the characteristics of the connection itself (for example the aircraft type, frequencies, operating model, and so on).**

**\* The discount will be applied only to airport landing and take-off fees and passenger boarding fees.**



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## Traffic Development Schemes – Existing Destinations – Comiso

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In case of already existing connections which are still potentially attractive for the development of new traffic, the Airport could grant a support for national and international connections already operated in the following cases:

- New carrier;
- Carrier already present on a certain route.

In both cases, the support will have to respect the following criteria:

- The connections already operated (by the same or other carriers) will be supported for a maximum period of three years , and will not be further incentivized.
- The highest incentive unit amount for incremental departing passengers will be equal to maximum 70% discount on airport landing / take-off and passenger fees in the first year. In the following years, the discount will follow a decreasing trend\*. The size of discount will depend on the level of the service offered by the carrier (e.g. weekly frequencies, seasonality, eventual intercontinental connections, winter operation, etc.)
- The Airport may substitute and/or add an additional one-off support according to the traffic volume, replicable in case of strategic destinations, for the development of a marketing campaign on Comiso Airport.
- The incentive will be defined in order to allow the same market opportunities to all carriers interested in operating on the same route, in a non-discriminatory way.

**The final amount of the contribution will be defined on the basis of the Market Economic Operator test (MEO). Therefore, the contribution will be determined on the basis of the Airport profitability of the new connection and the characteristics of the connection itself (for example the aircraft type, frequencies, operating model, and so on).**

**\* Airport charges include the following: aircraft landing and departure fees, passenger boarding fees, aircraft parking fees, passenger security fees, hold baggage security charges, loading bridges, PRM fees. They do not include regional and Municipal additional taxes or other unlisted services.**



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## Commercial policy – Base/Night-stop

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In the event of the opening of a new operational base or night-stop, a contribution may be granted to the carrier, negotiated according to the new routes developed and the overall volume of traffic promised by the carrier.

Incentives to new connections will be governed as follows:

- Start-up of minimum 5 new routes
- The carrier may propose the substitution of other routes, approved by Sac, in case they are not profitable.
- Weekly frequencies: a minimum of 3 weekly frequencies during the summer IATA season and 2 during the winter IATA season or, alternatively, a minimum of 4 weekly frequencies throughout the summer IATA season.
- According to the new routes developed and the overall traffic volume, SAC will evaluate the possibility of supporting the carrier as follows:

Maximum annual marketing support in case of a new operational base to be granted in one or more years, until the expiration of the agreement at most.

Maximum one-off support for each base aircraft

In order to optimize investments for the construction of the new Catania Fontanarossa terminal and improve airport services, Sac may guarantee different economic conditions for the use of airport infrastructures (loading bridges, aircraft stands, operational offices, etc).

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## Commercial policy – Further traffic increase

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- In case of a high increase in traffic volume (e.g. no less than 90,000 / 100,000 departing passengers in one year), an additional support may be granted for each departing passenger.
- The above-mentioned increase will be calculated on the basis of the traffic developed by the carrier from the date of the signature of the agreement.
- The Carrier will have to guarantee at least one international destination not served when the agreement is signed. This destination must be agreed with Sac.
- The support will be granted for a maximum period of 5 years and will follow a decreasing trend.

**The final amount of the contribution will be defined on the basis of the Market Economic Operator test (MEO). Therefore, the contribution will be determined on the basis of the Airport profitability of the new connection and the characteristics of the connection itself (for example the aircraft type, frequencies, operating model, and so on).**

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## Beneficiary Selection Method and Transparency

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Sac informs carriers of its commercial policy, in line with the national guidelines issued by Italian Ministry of Infrastructure and Transport on 2/10/2014 (par. 5 b), through its website and in particular:

- publishes the program of incentives to activate for the following year/s (b1), every year
- updates the program in case of variations (b2)

**The final amount of the contribution will be defined on the basis of the Market Economic Operator Test. Therefore, the contribution will be determined on the basis of Airport profitability of the new operating model and the characteristics of the connection itself (e.g. the aircraft type, frequencies, operating model, etc.)**

**On the basis of guidelines given in this document, carriers are invited to propose new connections, or the further development of the connections already operated, with reference to target markets defined by Catania and Comiso Airports.**

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# Beneficiary Selection Method and Transparency

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**On the basis of guidelines given in this document, carriers are invited to propose new connections, or further development of the connections already operated, with reference to target markets defined by Catania and Comiso Airports, to the following email addresses:  
commercialeaviation@aeroporto.catania.it  
sac@pec.aeroporto.catania.it**

## Notes:

The above-mentioned commercial policy will be valid until December 31, 2021.

Incentives will be granted according to the national guidelines issued by Italian Ministry of Infrastructure and Transport on 02/10/2014, to operational guidelines issued by ENAC (National Civil Aviation Authority) on 30/12/2014 and to the guidelines of the European Commission (par.3.5.2.).

Specific operational requirements are not necessary for the submission of proposals of new services (e.g. the aircraft type, and so on). The Airport will evaluate the economic sustainability of the new connections on the basis of the Market Economic Operator test



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# Annex A (new destinations) - Catania

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## 1. Intercontinental destinations in the following areas

U.S.A., Canada, Africa, Far East, Middle East except Dubai

## 2. Point-to-point connections Europe/Mediterranean

ALBANIA all destinations

ARMENIA all destinations

AZERBAIJAN all destinations

BELARUS all destination

CYPRUS all destinations

DENMARK all destinations except Copenhagen

ESTONIA all destinations

FRANCE all destinations except Paris, Lyon, Marseilles, Nantes, Toulouse, Bordeaux and Nice

GEORGIA all destinations

GERMANY all destinations except Hamburg, Berlin, Cologne, Dusseldorf, Frankfurt, Munich, Stuttgart

JORDAN all destinations

IRELAND all destinations except Dublin

ISRAEL all destinations except Tel Aviv

ALGERIA all destinations

AUSTRIA all destinations except Vienna

BELGIUM all destinations except Brussels

BULGARIA all destinations except Sofia

CROATIA all destinations

EGYPT all destinations

FINLAND all destinations except Helsinki



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## Annex A - Catania

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ITALY all destinations except Ancona, Bari, Bergamo, Bologna, Cagliari, Genoa, Florence, Lampedusa, Pantelleria, Milan (all airports), Naples, Olbia, Perugia, Pescara, Pisa, Rome FCO, Turin, Treviso, Trieste, Venice, Verona

LETTONIA all destinations

LEBANON all destinations

LITHUANIA all destinations

MOROCCO all destinations except Casablanca and Marrakech

MONTENEGRO all destinations

NETHERLANDS all destinations except Amsterdam and Eindhoven

POLAND all destinations except Cracow, Katowice, Varsavia

PORTUGAL all destinations

UNITED KINGDOM all destination except Bristol, London (Gatwick, Luton) , Manchester

CZECH REPUBLIC all destinations except Prague

ROMANIA all destinations except Bucharest and Iasi

RUSSIA all destinations except Moscow, San Pietroburgo

SERBIA all destinations

SYRIA all destinations

SLOVAKIA all destinations

SLOVENIA all destinations

SPAIN all destinations except Barcelona, Madrid, Sevilla and Valencia

SWEDEN all destinations except Stockholm

SWITZERLAND all destinations except Basel, Geneva, Zurich

TUNISIA all destinations

TURKEY all destinations except Istanbul

HUNGARY all destinations except Budapest



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## Annex B (new destinations) - Comiso

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### 1. Intercontinental destinations in the following areas

U.S.A., Canada, Africa, Far East, Middle East

### 2. Point-to-point connections Europe/Mediterranean

ALBANIA all destinations

ARMENIA all destinations

AZERBAIJAN all destinations

BELARUS all destination

CYPRUS all destinations

DENMARK all destinations

ESTONIA all destinations

FRANCE all destinations

GERMANY all destinations

GREECE all destinations

ICELAND all destinations

ITALY all destinations except Bari, Bergamo, Bologna, Milan Malpensa, Pisa, Rome FCO, Treviso, Venice,

ALGERIA all destinations

AUSTRIA all destinations

BELGIUM all destinations except Brussels

BULGARIA all destinations

CROATIA all destinations

EGYPT all destinations

FINLAND all destinations

GEORGIA all destinations

JORDAN all destinations

IRELAND all destinations

ISRAEL all destinations





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## Annex B - Comiso

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LETTONIA all destinations  
LITHUANIA all destinations  
MONTENEGRO all destinations  
POLAND all destinations  
PORTUGAL all destinations  
UNITED KINGDOM all destinations  
ROMANIA all destinations  
RUSSIA all destinations  
SYRIA all destinations  
SLOVENIA all destinations  
TUNISIA all destinations  
UKRAINE all destinations

LEBANON all destinations  
MOROCCO all destinatio  
NETHERLANDS all destinations  
CZECH REPUBLIC all destinations  
HUNGARY all destinations  
SERBIA all destinations  
SLOVAKIA all destinations  
SPAIN all destinations  
SWITZERLAND all destinations  
SWEDEN all destinations  
TURKEY all destinations

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