

## **Marketing Support for charter traffic – Charter Incentive Program (CHIP)<sup>1</sup>**

We offer Marketing support for charter traffic to tour operators<sup>2</sup> that launch a new destination from one of Swedavia's airports.

- The CHIP shall be used to promote the new destination.
- A new destination is a destination that has not been served during the last twelve months with more departures than the thresholds given in the table 1 below<sup>3</sup>. One CHIP agreement can include more than one regional airport as origin; example: LLA & UME – BOJ. One CHIP agreement can include more than one new destination from the same origin airport; example UME – INN, TRN<sup>5</sup>.
- A minimum of departures, according to the threshold in table 1 below, must take place within a five month period in order to qualify to receive CHIP.
- CHIP is offered for a charter series, operated for a maximum of twelve months. If split aircraft between two or more tour operators, the CHIP will be granted to the tour operator with most seats.
- Swedavia can offer the marketing support up to three months in advance of the operation and the marketing activities must be carried out before the end of the actual charter series.
- Calculation of CHIP: The value of the marketing support offer is based on the number of departing passengers on the new route multiplied with a sum in SEK depending on origin airport according to table 1 below. Maximum payment for one series is SEK 250 000.
- The tour operator must provide Swedavia with information about the number of estimated departing passengers to enable Swedavia to calculate CHIP. To be able to receive the incentive the tour operator must provide information on the actual number of departing passengers within a month after the last departure.
- The tour operator must match Swedavia's offered amount plus 30 percent. Example: if Swedavia invests SEK 100, the tour operator has to invest another SEK 30, totaling SEK 130. Moreover, the tour operator must provide Swedavia with invoice copies for the promotional activities in the total amount in order to be able to receive CHIP. Marketing activities include adverts in printed and social media, online newsletters, samples from the tour operators own social media channels, events in combination with launch of destination.
- The tour operator must apply for CHIP in writing prior to the day of the first flight. The application is to be submitted to Swedavia. Contact your Key Account Manager for more information regarding the application procedure or send an email to [aviationbusiness@swedavia.se](mailto:aviationbusiness@swedavia.se)

Table 1<sup>4</sup>

	Threshold, no. dep	SEK per pax
ARN	8	65
BMA	8	65
GOT	6	95
MMX*	4	85
Other REG	4	75

\* Program runs for two (2) year

1 Valid from April 1st, 2018

2 Applies to tour operators that have bought seats on aircrafts under service code type C – charter. See IATA for further information

3 Counting from when the new service starts

4 The threshold and SEK per passenger levels are determined by the market development for each airport, based on the principle of equal treatment for tour operators

5 For an O&D served by no more than one flight / year, one is entitled to CHIP the following year if the original threshold is met. The tour operator can only use the same O&D one year

6 Other REG include KRN,LLA,UME,OSD,VBY and RNB

*If the market development criteria that constitute the basis for calculating CHIP are changed prior to the airline has received any CHIP an adjusted offer will be presented to the airline.*

*Swedavia reserves the right to develop additional regulations to ensure that the overall objective of the Charter Incentive Program will be achieved.*

*In cases where Swedavia suspects that a tour operator is manipulating its flight program either independently or together with another tour operator in order to qualify for CHIP, the tour operator will be disqualified from receiving any support from the Charter Incentive Program. Any dispute arising in connection with CHIP shall be settled in a Swedish court under Swedish law.*

*For more information about the Charter Incentive Program, please contact your Key Account Manager or send an e-mail to [aviationbusiness@swedavia.se](mailto:aviationbusiness@swedavia.se)*