



Business Case

Belfast (BFS)



Index

1. Catchment Area
2. OPO Traffic Evolution
3. Route Potential
4. Operation Details
5. Wrap up

Highlights:

- Porto is the 2nd biggest city in Portugal
- Porto metropolitan area with 1,5M inhabitants
- Galicia is 60m away by car
- The biggest industrial cluster of Portugal
- Portugal's biggest emigration flow origin



Population	
30m	1.379.932 hab
60m	2.900.487 hab
90m	3.923.865 hab

4M in 90m

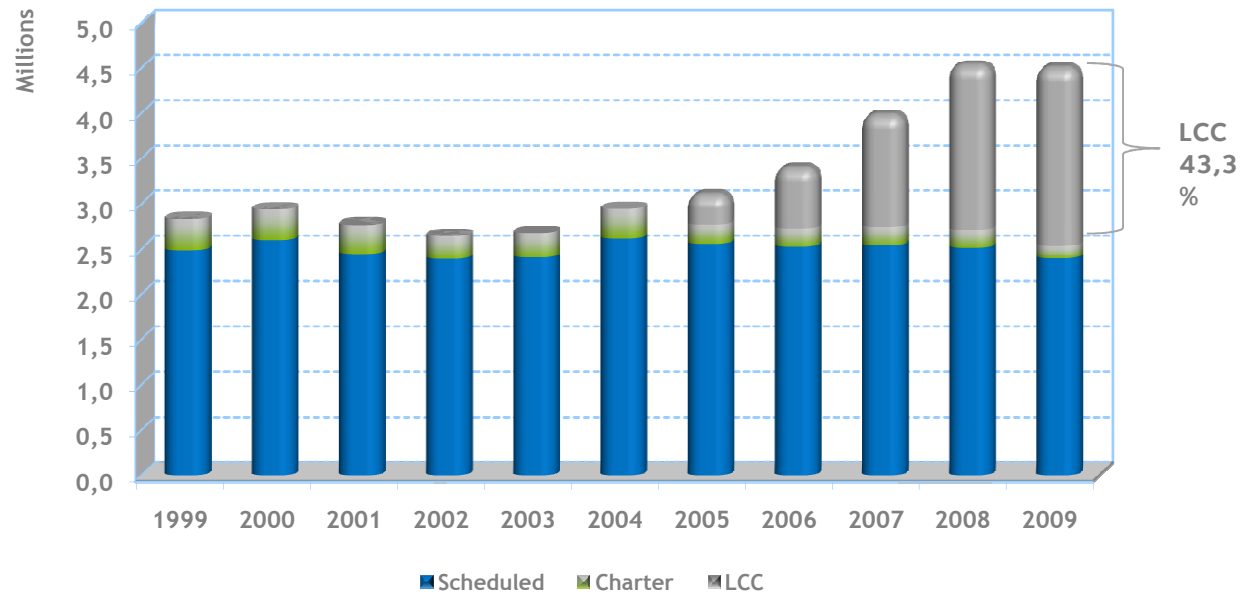
Portugal largest catchment area

Traffic Evolution

Porto Airport has had an excellent performance in the last three years, exceeding the 4,5 million passenger mark in 2008 and 2009.

	2008	2009	2010 till March
Passengers	4.535.813 (+13,7%)	4.509.250 (-0,6%)	1.040.234 (+17,5%)
Movements	58.135 (+8,8%)	54.107 (-6,9%)	12.913 (+1,4%)

Passenger Market Share Evolution



a) Indirect Traffic

The indirect traffic for Belfast is not significant. Due to the offer in BFS and in OPO , passengers travelling for leisure, rather prefer direct destinations. The values on the table below mostly refer to business travelers.

Indirect Pax	2008	2009
BFS	1.165(+2,4%)	1.387 (+19,0%)

Source: Airport IS 2010

Indirect pax are calculated from Apr 09 to Mar 10

Via: LGW 71%; STN 12%

The amount of indirect traffic, the year before the opening, in successful similar routes such as, Liverpool, Bristol or Birmingham was pretty much the same, according to the table below.

Destination	LPL	BRS	BHX
Indirect Pax	573	352	1.752

Source: Airport IS 2010

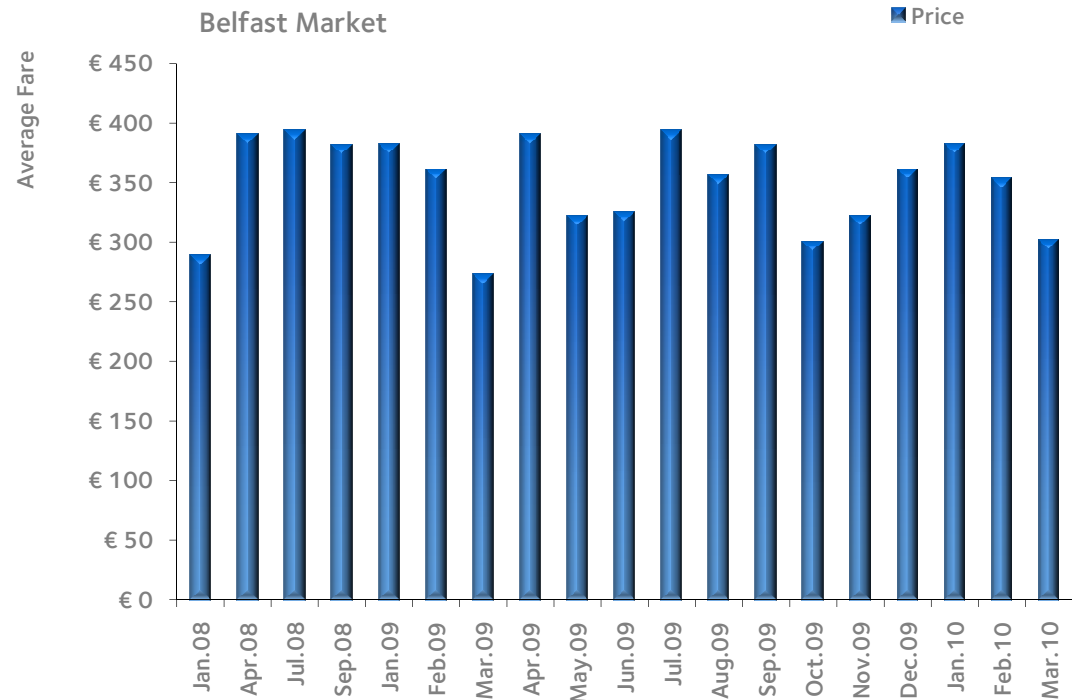
Indirect pax are calculated the year before of the operation beginning

b) Fares monitor

Porto Airport’s marketing department is monitoring the fares for all direct flights once a month. The web search is based on the variation of prices bought to travel in a week’s time (LM), 15 days and 1 month. The standard fare is always with a Saturday included. On the following figures we can see the evolution of the average price over the past months.

OPO FARES MONITOR	LM	15d	1m
BFS	€473	€320	€314

Web return fares including all taxes and fees



According to those key factors we would like to suggest the following operation:

Belfast- OPO	
Suggested Frequency	2 weekly flights (1 5)
Starting Date	S11
LF	75%
Estimated PAX (year)	26.000
Flight Time	02:30

Porto Airport Marketing Support:

- Promotion campaign for the route startup (We need a concrete proposal to decide which will be our contribution)
- Direct mailing with/to Porto Airport database
- Free advertising in Porto Airport information monitors (Around 100 monitors)
- Organization for a promotion press conference (TV coverage included)
- Daily press clipping
- Organize press trips (a press trip for Portuguese Journalists to Belfast and Irish Journalists to Porto)

Wrap up:

- There are no direct connections to Belfast from Porto.
- The actual best connection time is around 08:00
- As with other UK routes, the acceptance of Porto as a weekend break or holiday destination is very high.
- The incentive offered by ANA and the Portuguese Tourism Board is very interesting.