



We think like an Airline...

We act like an Airline...

... and how we offer unique marketing solutions.



ISTANBUL SABIHA GÖKÇEN INTERNATIONAL AIRPORT

Who We Are – What We Do

→Our commercial aviation department consists of the commercial manager and 4 experts; each has their own portfolio of customers, divided by region.

→Over the past 3 years we created a brand for ourselves and our airlines. We have been successful with involving in low cost traffic and also a small percentage in legacy traffic. However now we would like to stimulate international legacy traffic and add more business traffic , as well.

→After accomplishing 75% growth in 2010 and have been chosen the fastest growing airport of the world, expectations for the year 2011 is more demanding. At the end of 2011, 18% growth rate was reached, with increasing the yearly passenger traffic from 11,598,026 to 13,688,979.



→Our **marketing plan** is focused on 3 marketing goals: **increasing load factors** of existing destinations, attracting **new destinations** and **new airlines** and raising the **brand awareness** of ISG.

→To give an example, increasing **load factors** is important as follows;

→In 2011, International LF was **72%** with **4,571,930** pax (6,349,902 seats offered)

→If we increase the LF by 2%, it makes 126,996 pax which's equal to adding a **daily flight**

→The marketing actions we take are based on these goals and marketed destinations which are chosen from the airlines'/destinations' performance from the month before.

Who We Are – What We Do

The Fastest-Growing Airport of the World welcomes you with traditional Turkish Hospitality and offers unique marketing solutions!

- **Airport Introductory Tours for Sales Agents and Tour Operators:** To increase the passenger traffic and support the airlines that are operating from our airport, regularly each month, salespeople of Ticket Sales Agents and Tour Operators are being invited to introduce them the airport. As being the main sales channels for airline tickets, Sales Agents should know the airport and the airlines specific to their needs, to forward the passengers to fly from SAW. Major agents and tour operators were also visited in their headquarters for the new year celebrations and were given 2012 ISG calendars.
- **Airline Visits:** Domestic and international carriers were visited in their headquarters or in the fairs to explain the airport and routes opportunities to carriers with a concrete data (MIDT analysis).
- **Airline Cooperation:** New destination opportunities are introduced to our existing airlines, from MIDT analysis, which we lead them to a dynamic reaction to growing markets. (we grow together)
- **Representative Company Meetings:** As mediator between airlines and airports, representative companies have essential roles on passenger growth. Therefore, regular contacts were assured between representative companies.



NEW DESTINATIONS & AIRLINES

In 2011, 6 new airlines have started to fly from Sabiha Gökçen Int'l Airport.

New Airlines:

- Sky Airlines: Domestic airline
- Petra Airline: Jordan
- Nas Air: Saudi Arabia
- Bahrain Air: Bahrain
- Air Arabia Egypt: Egypt
- Mahan Air: Iran

New Airlines & Destinations:

- Sky Airlines: Izmir, Antalya, Diyarbakir, Trabzon, Van, Kayseri, Dalaman, Bodrum, Lefkosa-TRNC
- Petra Airline: Amman-Jordan
- Nas Air: Jeddah-Saudi Arabia, Riyadh-Saudi Arabia
- Bahrain Air: Bahrain
- Air Arabia Egypt: Alexandria-Egypt
- Mahan Air: Tehran-Iran
- Pegasus Airlines: Sivas-Turkey, Bucharest-Romania, Zweibrücken-Germany, Skopje-Macedonia, Donetsk-Ukraine, Pristina-Kosovo
- Borajet: Mykonos-Greece, Gokceada-Turkey, Eskisehir-Turkey, Tokat-Turkey
- Sunexpress: Bodrum-Turkey, Dalaman-Turkey
- Bahrain Air: Bahrain



Promoting Airlines

→ Press & Publications

→ **Terminal Magazine** : Published 10,000 each month, our own magazine consists of destinations with low load factors and reaches to terminal users. We focus on promoting the airlines' destinations that need support.

→ **Chamber of Commerce Magazines** : From Istanbul to Bursa, we have given advertisements to the chamber of commerce publications within our catchment area. We promote airlines and the destinations they offer.

→ Web Based Actions

→ **Sabihagokcen.aero** banners : We change the banner on our web page every week to promote a different destination according to the airlines' schedules (if available, the latest one).

→ **E-mail Newsletter** : Every other week we send mass e-mail promoting airlines' latest routes or low load factor routes with pricing and airline information.

→ Mobile and Social Media Actions

→ **SMS Sendings** : About 20,000 receive our SMS ads very month, which includes a destination and our airport information.

→ **Facebook Page** : We are using Facebook effectively for our airlines' promotions, our own campaigns and aviation related news. Please check www.facebook.com/SabihaGokcenAirport

→ **Twitter Page** : Our twitter page with over 1.300 followers (increased 100% in a month) welcomes social media enthusiasts everyday with morning messages, route-related news and campaign promotions. We also give away free tickets to promote destinations and airlines to increase followers and brand awareness. Please check www.twitter.com/SabihaGokcen

→ **Foursquare Page** : Our 4square page, which people can check-in, has different subscribers from frequent flyers to one time users.



Promoting Airlines

Sabiha Gökçen'den Dubai / Sharjah'a herkes uçsun diye!
Ekonomik uçuşun adresi Sabiha Gökçen Havalimanı'ndan Dubai / Sharjah'a Air Arabia ve Fly Dubai Havayolları ile ulaşabilirsiniz.
Ciddis Dönüş €74 dan başlayan fiyatlarla
airarabia.com

Sabiha Gökçen'den EINDHOVEN'a herkes uçsun diye!
Ekonomik uçuşun adresi Sabiha Gökçen Havalimanı'ndan 17 Şubat 2012 tarihinden itibaren Eindhoven'a Transavia Havayolları ile ulaşabilirsiniz.
Ciddis Dönüş €135.00 dan başlayan fiyatlarla
transavia.com

Sabiha Gökçen'den Manchester'e herkes uçsun diye!
Ekonomik uçuşun adresi Sabiha Gökçen Havalimanı'ndan Manchester UK'e Airblue Havayolları ile ulaşabilirsiniz.
Ciddis Dönüş 168.00 TL den başlayan fiyatlarla
airblue

Sabiha Gökçen'den Islamabad'a
Airblue ile ulaşabilirsiniz.

17 ŞUBAT 2012 tarihinden itibaren
Sabiha Gökçen'den Eindhoven'a
Transavia havayolları ile ulaşabilirsiniz

Sabiha Gökçen'den Manchester UK'e
Airblue havayolları ile ulaşabilirsiniz

TERMINAL
SARISININ MARILYN MONROE
ERCIYAZ KAYAK
LE
48 SAATTE VIYANA
Vienna in 48 hours
ÇOCUKLARI TATIL SA
Fun holiday
KARNEVAL BAŞLADI: ERNEK
COUNTRY TABLE, AT THE HEAT OF HOLIDAY

Support @ Social Media

A Case Study :

→ We implement our marketing strategies in social media by combining a new destination promotion with an event at the new destination.

AZAL (Azerbaijan Airlines started flights to Baku from Sabiha Gökçen).

Baku will host the 57th Eurovision Song Contest.

We started a campaign on Twitter and Facebook and we promoted the new destination by presenting 3 free tickets to Baku at the Eurovision week with the #BakuyeUcuyoruz (We are flying to Baku) hashtag.

We had 20% increase in followers and the campaign has reached to more than 55.000 people by RTs.

This campaign has increased the awareness of AZAL and its new destination.

Similar campaigns are held with every new destination.

ISG İSTANBUL SABIHA GÖKÇEN ULUSLARARASI HAVALİMANI

AZAL
www.azal.az

Rotamız Notalara...

İstanbul Sabiha Gökçen Uluslararası Havalimanı'ndan
10 Mayıs 2012'den itibaren hergün Bakü'ye karşılıklı seferler...

EUROVISION
SONG CONTEST
BAKU 2012

www.sabihagokcen.aero

Limak GMR Zeynep

The Summits

→ Domestic Summits

→ **Sales Collaboration Summits** : This year we have made 4 (2 in Istanbul right after new schedule announcements, Kocaeli(Izmit), Adapazari (Sakarya)) sales collaboration summits of which all were success. We have gathered our major airline officials with tourism agencies in Istanbul. Overall, about 100 agency reps and 20 airline officials were gathered for information exchange, collaboration, and problem discussions.

→ International Summits

→ **Routes** : The major airport/airline meeting event in the world has 1 main and 5 regional summits every year. We are actively taking part with our host stands, advertisement banners and 1-1 meetings.

→ **IATA Slot Conferences** : Every spring and fall IATA gathers airports and airlines for slot discussions and key contact exchange.

→ **ACI Europe** : This meeting is the annual airport chief executives and industry leaders

→ **Arabian Travel Market** : The summit gathers carriers&airports from Middle East

→ **APG World Connect** : This is the organisation where airlines' commercial executives are able to exchange views and experiences.

→ TV Actions

→ **Take – Off Program** : We have sponsored Take-Off TV show which has a target audience of flying enthusiasts in the country.



The Summits



Sales Agents and Tour Operators had the opportunity to get detailed information about airlines' business plans and upcoming schedules by attending their presentations.

- "During the "Sales Collaboration and Networking Summit", we had a chance to meet with the Sales Agents&Travel Agencies that we have never worked before. We wish that the same summit would be organized regularly". **İbrahim KÖYMEN – FlyDubai Country Manager**

- "New visa-free regime between Russia and Turkey attracted intense interest of tour operators . I believe that they will experience positive effects of the summit shortly". **Mustafa Kadiroğlu – Kuban Airlines Representative**

The Summits



Istanbul Sabiha Gökçen played the major role for the new business agreements and decided to organize the event twice a year before seasonal schedules are announced.

- *"The convenient transferring possibilities provided by Istanbul Sabiha Gökçen International Airport allow easy access both to domestic and international connections".* **Tolga Demirci – Air Moldova Representative**

New business opportunities are discussed during pre-arranged one-to-one meetings between airlines and sales agents/tour operators. The low-cost flight connection system is praised.

- *"Beside doubling the passenger traffic between 2009-2010, transfer passenger traffic quintupled in the same period. We would like to thank Istanbul Sabiha Gökçen International Airport's marketing and operations team for this unique opportunity they offer for transfer passengers".* **Nüket Angin – Air Arabia Country Manager**



Indoor & Outdoor Support

→ Indoor Marketing

→ **Usage of our indoor billboards:** We are letting our airlines promote their routes inside our terminal advertisement spaces. We are also showing our own advertisements, focusing on route promotions.

→ Outdoor Marketing

→ **Advertisements in Fairs and Summits:** We are giving advertisements to both domestic and international tourism & travel fairs. We rent stand areas and longes to promote our partner airlines and routes.

→ New Route Launch Promotions

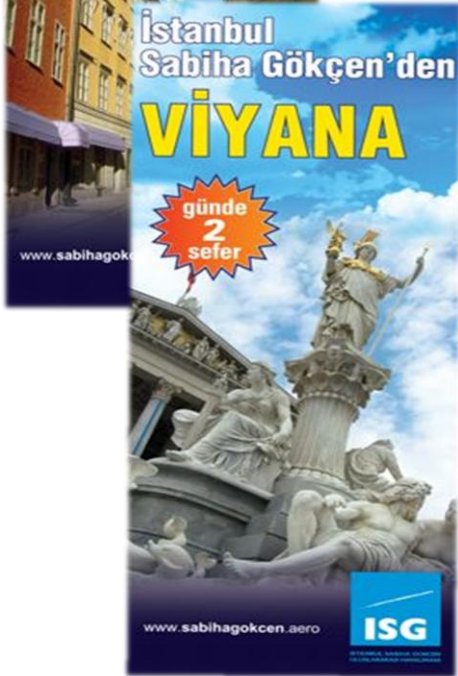
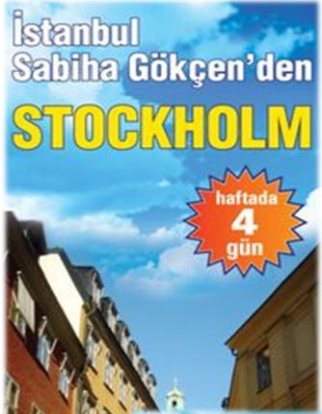
→ **First Flight Day Activities:** From welcome cake to water salute and press conference, we are promoting our new route extensively.

→ VIP Lounges & Fast Track

→ **First Flight Day Activities:** As the passenger profile gets higher for some new airlines (i.e. Turkish Airlines), we started offering “Fast Track” at the terminal entrance and passport kiosks. We also put bank lounges in service for a convenient time before flights. We also offer 2 lounges managed by our company.

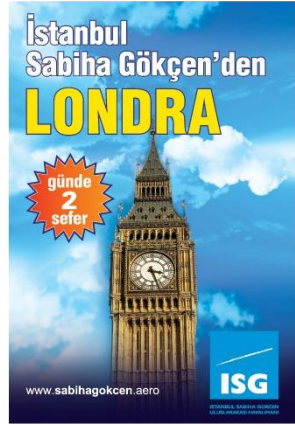
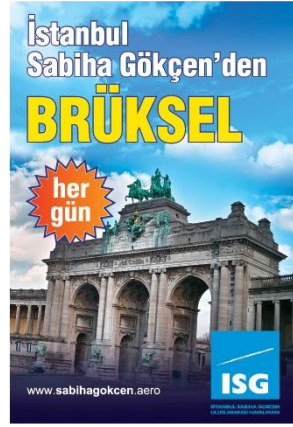
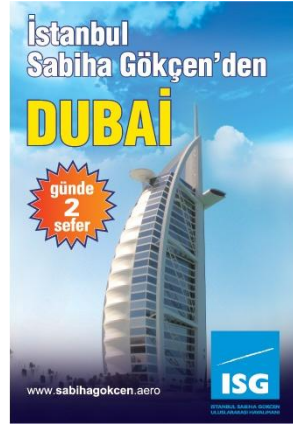
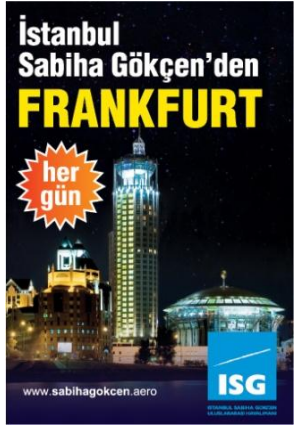


Indoor & Outdoor Support



Our advertisements at EMITT 2012 in February (Eastern Mediterranean International Tourism & Trade Fair)

Indoor & Outdoor Support



We use our indoor advertising areas to promote airlines and destinations!

Indoor & Outdoor Support

→In conjunction with our marketing plan we have projects to support our airline and airport marketing goals.

→**Mobile APP:** To increase customer loyalty and reach to mobile customers even when they are not in the terminal, a mobile presence would be necessary.

→:It would include flight status; Promotion and destination info; Easy-to-access terminal information, easy connection to social media platforms like Twitter and Facebook for interactive information share.

→**Passenger Entertainment Activities :** A stand that would be built inside the terminal can attract passengers and increase the load factors of our airlines.

→It would include airlines's international destination information; promotions; information to passengers about ISG while entertaining them

→**Advertisements on Publications:** Advertisements to Chamber of Commerce magazines, big company newsletters (like Unilever – HQ on Asian side), target audience being the businessmen & businesswomen.

→It would promote our airport, destinations and airlines.

→**TURSAB (Association of Turkish Travel Agencies) Publicity Day:** A summit for reaching to the IATA member agencies; getting support and recommendation for flag carriers

→It would be helpful to present ourselves to selected ticket agencies.



The Limit is the Sky!

→ Beside our growing figures and success in 2011, our marketing team's hardwork resulted in more agreements which led to new destinations in 2012.

New Destinations:

Transavia.com – Eindhoven

AirBlue – Manchester, United Kingdom

AirBlue – Islamabad, Pakistan

Pegasus – Almaty, Kazakhstan

Pegasus – TelAviv, Israel

Pegasus – Şanlıurfa, Turkey Domestic

Azerbaijan Airlines + Pegasus – Baku, Azerbaijan

Syphax – Sfax, Tunisia

New Airlines for the existing Destinations:

BoraJet – Skopje, Macedonia

THY – İzmir, Turkey Domestic

THY – Antalya, Turkey Domestic

THY – Bodrum, Turkey Domestic

THY – Dalaman, Turkey Domestic

AtlasJet – Bodrum, Turkey Domestic

AtlasJet – Dalaman, Turkey Domestic

Now we have **31 Airlines** flying to **30 Domestic** and **79 International**, in total **109 Destinations!**

TO SUM UP...

We are motivated ...
We have ambition ...
We add value !!!



**RED CARPET
TREATMENT
FOR YOUR
PASSENGERS**

With the vision and motivation of our success oriented airport staff, each airline is well cared with the smooth combination of professional approach, unique marketing solutions and traditional Turkish hospitality. Consequently, we commit ourself in the most productive tasks and cooperations by using our work force efficiently for the best market research, brand awareness, retail and environmental strategies, and most important of all, customer satisfaction. That is why we love to say “welcome” to our existing and future guests at Istanbul Sabiha Gökçen International Airport...

THANK YOU
on behalf of all our staff and partners

ISTANBUL SABİHA GÖKÇEN INTERNATIONAL AIRPORT
Investment Development and Operation Inc.



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