

## Aviation Business Press Release

### MISSION POSSIBLE FOR MILAN

#### SEAMILAN ATTENDS ASIAN ROUTE DEVELOPMENT CONFERENCE IN CEBU, PHILIPPINES TO ATTRACT MORE ROUTES TO AND FROM THE REGION



**Caption:** Milan’s passengers deserve the best in class of Asian carriers’ fleets. In October 2018, Milan Malpensa became Air China’s first international A350 destination, beating European points like Frankfurt and London to this accolade.

**Cebu, 11 March 2019** – “Asia and Australia are key growth regions for Milan,” confides Andrea Tucci, VP Aviation Business Development at SEA, Linate and Malpensa airports operator. “In 2018, we registered 1.2 million direct Asian passengers [+11%], but there is a total O&D annual demand of 3.3 million [+13%] passengers to this region, so we are only catering for around one-third [36%] of our potential Asian traffic.” While Tucci, who is in Cebu this week, is happy that SEA’s indirect services act as ‘pioneer’ flights helping to build up economic and tourism relations to the region, he is keen for more direct routes. “We are working on some interesting projects which will boost the economic exchanges between Asia and Milan, always with an eye on emerging markets, that are in some cases being tested by leisure services. The new connectivity opportunities offered by Air Italy’s domestic network also adds value for potential Asian carriers.”

When considering Milan’s top 10 Asian country markets, all have grown in 2018 from 2017 levels, however eight of them increased their respective total direct and indirect traffic by double-digit rates. While China (+14%) and Maldives (+32%), which both already have direct services from Milan, have shown some sparkling annual growth, it is perhaps the Philippines market that is of the most interest given

this week's event, as it is currently unserved but has increased by 14% annually. Other noteworthy traffic development outside Milan's top 10 have come from country markets like Bangladesh (+38%), Vietnam (+29%), Singapore (+26%) and New Zealand (+23%). Given these impressive traffic hikes it should be no surprise to see destinations like Guangzhou, Chengdu, Manila and Ho Chi Minh City/Hanoi close to the top of Tucci's to-do list, in terms of wanted Asian services. "We are also at Routes Asia to secure services to places like Tokyo Haneda, Taipei and Mumbai."

In terms of accessing ethnic demand for travel, Northern Italy can not be beaten, as it commands 53% of the country's overseas communities. "Lombardy is home to some significant Asian diaspora, with nearly 70,000 Chinese, 60,000 Filipinos and 50,000 Indians in the region. These figures are higher than any other region in Italy," adds Tucci. "We also have a disconnect between the demand and capacity to China. Milan has 8% more O&D passengers than Rome, yet it has 30% less annual seats. I am here in the Philippines to reset the balance!"

Milan's airports and the Lombardy region will host World Routes in 2020, so SEA is busy upgrading its infrastructure ready for when the world's network planners descend into Italy. "Over the next year or so, both Terminals 1 and 2 will be upgraded, and we will also welcome some enhancements to our cargo infrastructure," concludes Tucci.



**Caption:** The A350 actually arrived at Malpensa in 2017 and was the first airport in Italy (fifth in Europe) to be served by Singapore Airlines' new fleet. Immediately after its introduction, the route was increased from five times weekly to six, and from this July the service becomes daily.

**ENDS**



## Notes to Editors

SEA Group manages the two main airports of Milan, Malpensa and Linate.

Malpensa is located in Lombardy, Italy's richest region and the third richest in Europe, where the population is over 10 million inhabitants.

The Milan catchment area is wealthier, bigger and more dynamic than any other city in the country, with almost 70% of total Italian outbound traffic originating in Northern Italy. As a result, Milan's routes generate a high share of premium traffic, equivalent to other major European hubs.

The Milan airport system is the biggest Italian generator of origin and destination traffic: 47 million passengers in Milan area (plus another nine million within 150-minute radius).

Malpensa handled 24.6 million passengers in 2018, with Linate processing 9,2 million passengers during the same period, making them the second and fifth busiest airports in Italy respectively.

Malpensa is also the busiest cargo airport in Italy, handling more than 50% of the nation's air freight. The airport is also the sixth busiest in Europe in terms of cargo volumes.

More than 210 global destinations are served direct from the city's airports, which are operated by 105 airline partners.

SEA Milan, on behalf of Milan and the Lombardy Region, will host World Routes 2020 network development event, taking place between 5-8 September next year.

### **New routes already launched in 2019:**

13 January – **Neos**, weekly service to Guiyang (new destination);

22 February – **Wizz Air**, daily service to Vienna.

### **New routes still to launch in 2019:**

12 March – **Ernest**, twice-weekly service to Kharkiv (new destination);

14 March – **Neos**, weekly service to Luxor;

19 March – **Wizz Air**, twice-weekly service to Ohrid (new destination);

31 March – **Air Italy**, daily service to Cagliari;

1 April – **Ryanair**, daily service to Madrid;

2 April – **Ryanair**, twice-weekly service to Almeria (new destination);

3 April – **Air Italy**, four times weekly service to Los Angeles (new destination);

9 April – **TWIN JET**, three times weekly service to Strasbourg (new destination);

10 April – **Air Italy**, four times weekly service to San Francisco (new destination);

6 May – **Air Italy**, four times weekly service to Toronto Pearson;

21 May – **Neos**, weekly service to Mersa Matruh (new destination);

26 May – **Ryanair**, twice-weekly service to Bristol (new destination);

1 June – **Neos**, weekly service to Samos (new destination);

3 June – **Neos**, weekly services to Malaga and Corfu;

3 June – **Ryanair**, three times weekly service to Heraklion and Malaga;

7 June – **Neos**, weekly service to Larnaca;  
12 June – **Neos**, weekly service to Chania;  
29 June – **SAS**, weekly service to Stavanger (new destination);  
30 June – **SAS**, twice-weekly service to Bergen (new destination);  
27 October – **Ryanair**, five times weekly service to Manchester.