

## Amsterdam Airport Schiphol Airline Reward Programme 1 April 2016

Amsterdam Airport Schiphol has an Airline Reward Programme (ARP) to stimulate the development of new air services to and from Amsterdam. The programme is targeted to strengthen the Mainport, which means rewarding the development of new destinations for Schiphol as well as more frequencies on existing long-haul routes, thus reinforcing Amsterdam's position as a top-tier hub in Europe.

The ARP consists of two parts: a refund to the airline and a dedicated route marketing fund to be spent on generating sales for airlines on the new or expanded service. Both elements are calculated on a per departing passenger basis.

The route marketing fund, as part of the ARP, is Schiphol's tool for co-investing in market development and driving passenger awareness and demand for new services. It will provide money directly to marketing activities for the airline's new services.

Airline Reward Programme Refund & Marketing Fund				
Amount per departing local boarding passenger	Long-haul Year 1	Long-haul Year 2	Short & medium-haul Year 1	Short & medium-haul Year 2
<b>New destination for Amsterdam Airport Schiphol</b>	€ 5.00 + € 5.00	€ 2.50 + € 2.50	€ 5.00 + € 5.00	€ 2.50 + € 2.50
<b>New destination for airline</b>	€ 5.00 + € 5.00	€ 2.50 + € 2.50	-	-
<b>Additional frequencies on existing route</b>	€ 5.00 + € 5.00	-	-	-

The reward per transfer passengers amounts to 50% of the amount per local boarding passenger.

### For more information:

Terms and conditions apply to the Airline Reward Programme, please refer to the following pages. If you are interested in the ARP, or would like to receive more details or a tailor-made calculation, please contact the Aviation Marketing Department:

Amsterdam Airport Schiphol  
 Aviation Marketing Department  
 P.O. Box 7501  
 1118 ZG Schiphol Airport  
 The Netherlands

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 E-mail [aviationmarketing@schiphol.nl](mailto:aviationmarketing@schiphol.nl)  
 Website [www.schiphol.com/routedevlopment](http://www.schiphol.com/routedevlopment)

**Terms & Conditions of the Airline Reward Programme Amsterdam Airport Schiphol**

1. The programme makes a distinction between short & medium haul flights and long-haul flights.
2. The Airline Reward Programme (ARP) only applies to regular scheduled passenger flights. Scheduled charter operations are eligible if the schedules are publicly published and can be booked directly by passengers other than via a tour operator.
3. With regard to short & medium-haul flights the following applies:
  - a. Short & medium-haul flights include all flights to Europe, North Africa and the Levant. Please refer to map further down.
  - b. Every airline operating flights to a new destination for Amsterdam Airport Schiphol will be eligible for the ARP. To qualify as a new destination, a service must be operated with a minimum of 3 weekly flights for a minimum of 20 weeks. This service may not have been flown with a minimum of 3 weekly flights in the previous season and/or the previous 12 months by any airline.
  - c. An airline which expands its existing service to a minimum of 3 weekly flights is also eligible for a reward for a new destination, provided that this new destination is not operated by any other airline with a minimum of 3 weekly flights.
  - d. A new seasonal service may qualify for the ARP if it is flown at a minimum of three times per week for a continuous period of 20 weeks as a non-stop service. A seasonal service to a new destination will not be rewarded in the second year of operating this new destination.
  - e. An airline which expands its seasonal operation to a year-round operation to a new destination with a minimum of 3 weekly flights for a minimum of 20 weeks, qualifies for a reward for this first new season, provided that there is no other airline operating to this destination with a minimum of 3 weekly flights in this new season.
  - f. The reward equals a refund of € 5.00 per departing local boarding passenger carried in the first year after the launch of the new destination and an amount of € 5.00 per departing local boarding passenger carried in the first year after the launch of the new destination which is placed in a marketing fund.
  - g. For the second year of operation after the launch of the new destination, the reward amounts to a refund of € 2.50 per departing local boarding passenger and an amount of € 2.50 per departing local boarding passenger which is placed in a marketing fund.
  - h. The reward equals a refund of € 2.50 per departing transfer passenger carried in the first year after the launch of the new destination and an amount of € 2.50 per departing transfer passenger carried in the first year after the launch of the new destination which is placed in a marketing fund.
  - i. For the second year of operation after the launch of the new destination, the reward amounts to a refund of € 1.25 per departing transfer passenger and an amount of € 1.25 per departing transfer passenger which is placed in a marketing fund.
  - j. In case of expansion of a seasonal operation as referred to in section 3e, the reward equals a refund of € 5.00 per departing local boarding passenger carried in this first season and an amount of € 5.00 per departing local boarding passenger carried in this first season which is placed in a marketing fund. The reward equals a refund of € 2.50 per departing transfer passenger carried in this first season and an amount of € 2.50 per departing transfer passenger carried in this first season which is placed in a marketing fund. No reward is applicable for subsequent seasons.
4. With regard to long-haul flights the following applies:
  - a. A long-haul route is defined as a destination outside Europe, North Africa and the Levant that is served on a non-stop basis from Amsterdam Airport Schiphol. Please refer to map further down.
  - b. Every airline starting a minimum of 1 weekly flight on a new long-haul route for that airline, or adding a minimum of 1 weekly extra flight to its existing long-haul passenger route to Schiphol will be eligible for the ARP.
  - c. A new service may qualify for the ARP if it is flown at a minimum of one time per week for a continuous period of 20 weeks as a non-stop service.

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- d. An airline which expands its seasonal operation to a year-round operation with a minimum of 1 weekly flight for a minimum of 20 weeks, qualifies for a reward for this new service.
  - e. An airline proposing to launch new long-haul flights that wishes to be eligible for the ARP may not have operated those flights in the previous twelve months.
  - f. Every airline adding new flights to its existing long-haul route will be eligible for the ARP and will be rewarded for the additional number of passengers in comparison to the previous year on that route.
  - g. In case an airline changes its route schedule, either by adding or altering a destination served (in the case of a multi-stop operation), the ARP only applies for the additional passengers departing from Amsterdam carried on the combined route in the first year.
  - h. An airline which changes a seasonal service to a year-round operation will qualify for the ARP for the extra passengers added, as of the beginning of the previously unflown season.
  - i. The reward equals a refund of € 5.00 per departing local boarding passenger carried in the first year after the start of the new or additional flights and an amount of € 5.00 per departing local boarding passenger carried in the first year after the launch of the new or additional flights which is placed in a marketing fund.
  - j. For the second year of operation after the start of a new long-haul route, the reward amounts to a refund of € 2.50 per departing local boarding passenger and an amount of € 2.50 per departing local boarding passenger which is placed in a marketing fund.
  - k. The reward equals a refund of € 2.50 per departing transfer passenger carried in the first year after the launch of the new or additional flights and an amount of € 2.50 per departing transfer passenger carried in the first year after the launch of the new or additional flights which is placed in a marketing fund.
  - l. For the second year of operation after the launch of the new long-haul route, the reward amounts to a refund of € 1.25 per departing transfer passenger and an amount of € 1.25 per departing transfer passenger which is placed in a marketing fund.
  - m. In case of expansion of a seasonal operation as referred to in section 4d, the reward equals a refund of € 5.00 per departing local boarding passenger carried in this first season and an amount of € 5.00 per departing local boarding passenger carried in this first season which is placed in a marketing fund. The reward equals a refund of € 2.50 per departing transfer passenger carried in this first season and an amount of € 2.50 per departing transfer passenger carried in this first season which is placed in a marketing fund. No reward is applicable for subsequent seasons.
5. Part of this ARP is the creation of dedicated marketing funds for new or qualifying additional services. Amsterdam Airport Schiphol will contribute money to these funds on a per eligible passenger basis for qualifying flights. The money in the funds can then be used for activities that raise awareness or sales of the new service. The use and delivery of the marketing money is described below:
- a. Marketing fund money is to be used only on activities that will promote awareness, create publicity and raise sales of new flights from/to Amsterdam Airport Schiphol. Marketing fund money may be used on a wide range of actions in agreement with Amsterdam Airport Schiphol, including the following list of activities which are 'pre-approved':
    - i. Billboard or other outdoor advertising
    - ii. Television, radio, newspaper, magazine or other print advertising
    - iii. Travel agent educational actions, incentive promotions or events
    - iv. Travel media familiarisations, promotions or events
    - v. Sponsorship of a relevant event or function that targets a specific market of potential travellers, sellers or opinion leaders
    - vi. Internet advertising (other than on the airline's own website), or other online campaigns and promotions and their associated external costs
    - vii. Competitions, give-aways or merchandising directed at marketing the new route
    - viii. Co-sponsoring with national or regional tourism boards
  - b. Other activities may be eligible for marketing fund money if agreed with Amsterdam Airport Schiphol prior to commencement.
  - c. All actions to be funded from ARP marketing funds must be agreed with Amsterdam Airport Schiphol prior to commencement and be included in a Marketing Plan.



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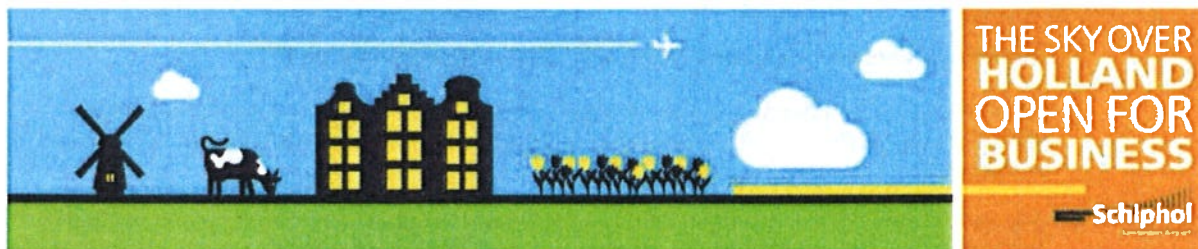
- d. An airline is allowed an 18 month period from the beginning of a new service to deliver marketing activities that are paid for from ARP marketing funds. Unused money at the end of this period will be retained by Amsterdam Airport Schiphol.
  - e. Amsterdam Airport Schiphol reserves the right to require examples and proof or marketing activities related to the routes rewarded through the marketing fund of the ARP.
6. The ARP only applies to an airline if its departing passenger volume at Amsterdam Airport Schiphol has grown in total in comparison to the previous year.
  7. The ARP has a maximum reward of € 1.5 million per airline per year.
  8. Changes of a route between alliance-partners or joint ventures are excluded from the ARP.
  9. If an airline contracts another airline, either as a franchise, operating company or as (full) lease operation, this will be considered to be one airline company.
  10. Chapter-2 aircraft and marginally compliant Chapter-3 aircraft are excluded from the ARP. These are aircraft which are certified in accordance with the noise standards of ICAO Annex 16 Chapter 2 or Chapter 3 for which the margin of the sum of the three certification noise levels, relative to the sum of the three applicable ICAO Annex 16 Chapter 3 certification noise limits, is less than 5 EPNdB.
  11. The airline is responsible for obtaining the necessary slots at Amsterdam and traffic rights in the Netherlands.
  12. If two airlines apply for the same new destination, the ARP will apply to the first airline to announce and open the route for sales and which complies with the terms and conditions.
  13. The application for the ARP by the airline must be done in writing by completing the application form. Applications for the ARP must be received no later than 60 days from the commencement of services to be eligible.
  14. Payment of ARP rewards and marketing funds will be to the airline's bank account as nominated on the application form.
  15. The refund for the first year of operation of the new/extra flights will be paid no more than 60 days after one full year of operation or after 20 weeks of operation in the case of a seasonal service. The refund for the second year of operation of the new/extra flights will be paid no more than 60 days after the second year of operation.
  16. There will be no interest compensation applicable on the reward.
  17. The airline must fully comply with the terms and conditions published in the Schiphol Airport Charges & Conditions of Amsterdam Airport Schiphol.
  18. The reward will not be paid to the airline in case the airline has not followed the payment obligations as mentioned in the Schiphol Airport Charges & Conditions of Amsterdam Airport Schiphol.
  19. Money from Amsterdam Airport Schiphol ARP funds may not be used, either in part or in whole, on actions that contravene usual community behavioural standards, illegal activities or activities that could bring Schiphol into disrepute.
  20. Amsterdam Airport Schiphol reserves the right to use the ARP and all related matters for promotional purposes.
  21. Amsterdam Airport Schiphol reserves the right to review and modify the application and rewards of the ARP.

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- 22. Amsterdam Airport Schiphol reserves the right to refuse and/or withdraw any application to the ARP that does not meet the terms and conditions mentioned above.**
- 23. Amsterdam Airport Schiphol's decision on all above matters relating to the ARP is final.**
- 24. The ARP is subject to and may be modified or terminated in accordance with all applicable laws and mandatory or other directions of competent authorities.**
- 25. Amsterdam Airport Schiphol shall not be liable for any costs, expenses or damages in relation to or resulting from the above programme.**
- 26. This ARP is valid as of 1 April 2016.**

Overview of short-haul, medium-haul and long-haul destinations





### Amsterdam Airport Schiphol Airline Reward Programme 1 April 2017

Amsterdam Airport Schiphol has an Airline Reward Programme (ARP) to stimulate the development of long-haul services to and from Amsterdam. The programme is targeted to strengthen the Mainport, which means rewarding the development of new long-haul destinations for Schiphol as well as new services on existing long-haul routes, thus reinforcing Amsterdam's position as a top-tier hub in Europe.

The ARP consists of two parts: a refund to the airline and a dedicated route marketing fund to be spent on generating sales for the airline on the new service. Half of the amount is a refund and the other half will be made available via the marketing fund. Both elements are calculated on a per departing passenger basis.

The route marketing fund, as part of the ARP, is Schiphol's tool for co-investing in market development and driving passenger awareness and demand for new services. It will provide money directly to marketing activities for the airline's new services.

Airline Reward Programme Refund & Marketing Fund		
Amount per departing passenger	Long-haul Year 1	Long-haul Year 2
New destination for Amsterdam Airport Schiphol	€ 7.50	€ 5.00
New destination for airline	€ 7.50	€ 0.00

These rewards apply to all eligible departing passengers (local boarding and transferring).

#### For more information:

Terms and conditions apply to the Airline Reward Programme, please refer to the following pages. If you are interested in the ARP, or would like to receive more details or a tailor-made calculation, please contact the Aviation Marketing Department:

Amsterdam Airport Schiphol  
 Aviation Marketing Department  
 P.O. Box 7501  
 1118 ZG Schiphol Airport  
 The Netherlands

Tel: + 31 20 601 3924  
 E-mail: [aviationmarketing@schiphol.nl](mailto:aviationmarketing@schiphol.nl)  
 Website: [www.schiphol.com/routedevlopment](http://www.schiphol.com/routedevlopment)



**Terms & Conditions of the Airline Reward Programme Amsterdam Airport Schiphol**

1. The Airline Reward Programme (ARP) only applies to long-haul flights.
2. For a new long-haul destination for Amsterdam Airport Schiphol, the ARP applies for a period of two years; for a new long-haul route for an airline, the ARP applies for a period of one year.
3. The Airline Reward Programme (ARP) only applies to regular scheduled passenger flights. Scheduled charter operations are eligible if the schedules are publicly published and can be booked directly by passengers other than via a tour operator.
4. The following applies:
  - a. A long-haul route is defined as a destination outside Europe, North Africa and the Levant that is served on a non-stop basis from Amsterdam Airport Schiphol.
  - b. Every airline launching service on a long-haul route that is new for that airline can be eligible for the ARP.
  - c. A new service may qualify for the ARP if it is flown at a minimum of one time per week for a continuous period of 20 weeks as a non-stop service.
  - d. An airline proposing to launch new long-haul flights that wishes to be eligible for the ARP may not have operated those flights in the previous twelve months.
  - e. To qualify for the second year, the airline must have operated the new service on a year-round basis in the second year.
  - f. In case an airline changes its route schedule, either by adding or altering a destination served (in the case of a multi-stop operation), the ARP only applies for the additional passengers departing from Amsterdam carried on the combined route in the first year.
  - g. For the first year the reward equals a € 7.50 per departing passenger of which half is a refund to the airline (€3.75) and half is put in the route marketing fund (€3.75).
  - h. For the second year the reward equals € 5.00 per departing passenger of which half is a refund to the airline (€2.50) and half is put in the route marketing fund (€2.50).
5. Part of this ARP is the creation of dedicated marketing funds for new services. Amsterdam Airport Schiphol will contribute money to these funds on a per eligible passenger basis for qualifying flights. The money in the funds can then be used for activities that raise awareness or sales of the new service. The use and delivery of the marketing money is described below:
  - a. Marketing fund money is to be used only on activities that will promote awareness, create publicity and raise sales of new flights from/to Amsterdam Airport Schiphol. Marketing fund money may be used on a wide range of actions in agreement with Amsterdam Airport Schiphol, including the following list of activities which are 'pre-approved':
    - i. Billboard or other outdoor advertising
    - ii. Television, radio, newspaper, magazine or other print advertising
    - iii. Travel agent educational actions, incentive promotions or events
    - iv. Travel media familiarisations, promotions or events
    - v. Sponsorship of a relevant event or function that targets a specific market of potential travellers, sellers or opinion leaders
    - vi. Internet advertising (other than on the airline's own website), or other online campaigns and promotions and their associated external costs
    - vii. Competitions, give-aways or merchandising directed at marketing the new route
    - viii. Co-sponsoring with national or regional tourism boards
  - b. Other activities may be eligible for marketing fund money if agreed with Amsterdam Airport Schiphol prior to commencement.
  - c. All actions to be funded from ARP marketing funds must be agreed with Amsterdam Airport Schiphol prior to commencement and be included in a Marketing Plan.
  - d. An airline is allowed an 18 month period from the beginning of a new service to deliver marketing activities that are paid for from ARP marketing funds. Unused money at the end of this period will be retained by Amsterdam Airport Schiphol.



- e. Amsterdam Airport Schiphol reserves the right to require examples and proof or marketing activities related to the routes rewarded through the marketing fund of the ARP.
6. The ARP only applies to an airline if its departing passenger volume at Amsterdam Airport Schiphol has grown in total in comparison to the previous year.
7. The ARP has a maximum reward of € 1.5 million per airline per year.
8. Changes of a route between alliance-partners or joint ventures are excluded from the ARP.
9. If an airline contracts another airline, either as a franchise, operating company or as (full) lease operation, this will be considered to be one airline company.
10. Chapter-2 aircraft and marginally compliant Chapter-3 aircraft are excluded from the ARP. These are aircraft which are certified in accordance with the noise standards of ICAO Annex 16 Chapter 2 or Chapter 3 for which the margin of the sum of the three certification noise levels, relative to the sum of the three applicable ICAO Annex 16 Chapter 3 certification noise limits, is less than 5 EPNdB.
11. The airline is responsible for obtaining the necessary slots at Amsterdam and traffic rights in the Netherlands.
12. If two airlines apply for the same new destination, the ARP will apply to the first airline to announce and open the route for sales and which complies with the terms and conditions.
13. The application for the ARP by the airline must be done in writing by completing the application form. Applications for the ARP must be received no later than 60 days from the commencement of services to be eligible.
14. Payment of ARP rewards and marketing funds will be to the airline's bank account as nominated on the application form.
15. The refund for the first year of operation will be paid no more than 60 days after one full year of operation or after 20 weeks of operation in the case of a seasonal service. The refund for the second year of operation will be paid no more than 60 days after the second year of operation.
16. There will be no interest compensation applicable on the reward.
17. The airline must fully comply with the terms and conditions published in the Schiphol Airport Charges & Conditions of Amsterdam Airport Schiphol.
18. The reward will not be paid to the airline in case the airline has not followed the payment obligations as mentioned in the Schiphol Airport Charges & Conditions of Amsterdam Airport Schiphol.
19. Money from Amsterdam Airport Schiphol ARP funds may not be used, either in part or in whole, on actions that contravene usual community behavioural standards, illegal activities or activities that could bring Schiphol into disrepute.
20. Amsterdam Airport Schiphol reserves the right to use the ARP and all related matters for promotional purposes.
21. Amsterdam Airport Schiphol reserves the right to review and modify the application and rewards of the ARP.
22. Amsterdam Airport Schiphol reserves the right to refuse and/or withdraw any application to the ARP that does not meet the terms and conditions mentioned above.
23. Amsterdam Airport Schiphol's decision on all above matters relating to the ARP is final.

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**24. The ARP is subject to and may be modified or terminated in accordance with all applicable laws and mandatory or other directions of competent authorities.**

**25. Amsterdam Airport Schiphol shall not be liable for any costs, expenses or damages in relation to or resulting from the above programme.**

**26. This ARP is valid as of 1 April 2017.**