

Swedavia – Marketing Support for scheduled traffic¹

Marketing support (MGS) is offered to all airlines that start a new route or expand on an existing route.

- At ARN, GOT and BMA: MGS is offered to all airlines that start a new route, or expand on an existing route with at least 20 departures.
- At MMX, LLA, UME, VBY, OSD, RNB and KRN: MGS is offered to all airlines that start a new route or expand on an existing route with at least 10 departures.
- The MGS shall be used to promote the new route or increase in frequency on the specific route.
- The 20 or 10 departures must be carried out within a period of five (5) months, counting from when the operation or increase in frequency starts. Due to the pandemic the increase in frequency on an existing route will be evaluated as follows:
 - W23 is compared to the higher capacity of W19 or W22
 - As of S24, the traffic increase is calculated per IATA season compared to the corresponding season of the previous year.
- An airline cannot obtain MGS for the same capacity increase several times.
- In case an airline does not offer a net growth at Swedavia airports, only new destinations will be eligible for MGS.
- Swedavia supports an airline's marketing costs with 50%—up to an agreed level.
- To be able to make use of the full marketing support the airline needs to show invoices of marketing spend on double the amount offered by Swedavia.

Example A	Example B	Example C
Swedavia Marketing support offer: 100 000 SEK	Swedavia Marketing support offer: 100 000 SEK	Swedavia Marketing support offer: 100 000 SEK
Airline total marketing cost: 2 000 000 SEK	Airline total marketing cost: 140 000 SEK	Airline total marketing cost: 200 000 SEK
Airline receives: 100 000 SEK	Airline receives: 70 000 SEK	Airline receives: 100 000 SEK

- The invoices need to be forwarded to Swedavia no later than 30 days after end of operation², counting from when the operation or increase in frequency starts.
- The airport and airline must jointly agree upon the marketing activities.
- The marketing activities must be carried out prior (see below) or during the time period for which the MGS is offered.
- The airline is able to use the offered MGS up to six months prior to operation start.
- The airline needs to confirm the offered marketing support to be able to obtain MGS.
- MGS is only paid out with a signed confirmation letter from both the airline and Swedavia, with the invoice sent to Swedavia on time.

¹ Valid from January 1st, 2024.

² End of operation means end of time period for which the marketing support is offered.

- The level of support that Swedavia will offer on a specific route is among other things based on characteristics of the route and capacity added to the airport. If the criteria that constitute the basis for calculating the MGS are changed after agreed MGS, an adjusted offer can be presented to the airline.

MGS is offered for scheduled services at Swedavia's 10 airports. Services are not included in this incentive program if a tour operator has bought 70 per cent or more of the available seat capacity on a scheduled flight.

Please note that a transfer of departures from one airline to another as a direct consequence of mergers, acquisitions or other similar transactions will not be entitled to MGS.

In cases where Swedavia suspects that an airline is manipulating its flight programme either independently or together with another airline in order to qualify for the MGS, the airlines will be disqualified from receiving any support from Swedavia's Incentive Programme. Any dispute arising in connection with the MGS shall be settled in a Swedish court under Swedish law.

For further information about the application procedure please contact your contact person or send an e-mail to aviationbusiness@swedavia.se