

出國報告(出國類別：其他)

出席第 16 屆「亞洲航線發展論壇 (Routes Asia 2018)」報告書

服務機關：桃園國際機場股份有限公司

姓名職稱：丁源宏 副處長

楊雅筑 業務員

派赴國家：澳洲 布里斯本

出國期間：民國 107 年 3 月 16 日至 3 月 22 日

報告日期：民國 107 年 6 月 12 日

目錄

壹、目的.....	3
貳、過程及會談紀要	6
一、論壇行程.....	6
二、本公司會談配對時間表.....	8
三、展區配置及參展單位.....	10
四、特色機場主題展區.....	11
五、會談紀要.....	18
參、心得與建議	27
肆、附錄.....	28

公務出國報告提要

出國目的：出席第 16 屆亞洲航線發展論壇(Routes Asia 2018)

主辦單位：UBM Information 公司

出國人員姓名：丁源宏、楊雅筑

服務機關：桃園國際機場股份有限公司

職稱：副處長、業務員

出國類別：5.其他(參加國際會議)

出國期間：民國 107 年 3 月 16 日至 3 月 22 日

分類號：目：

關鍵字：航線、航線發展論壇、航線發展策略、時間帶、Routes

內容摘要：

本公司於 107 年 3 月 16 日至 3 月 22 日期間出席由英國 UBM 公司與布里斯本機場公司(Brisbane Airport Corporation)、布里斯本行銷(Brisbane Marketing)、昆士蘭州旅遊及活動推廣局(Tourism & Events Queensland) 及澳洲觀光局 (Tourism Australia)主辦之第 16 屆亞洲航線發展論壇(Routes Asia 2018)。此次會議舉辦地點為澳洲布里斯本，近幾屆亞洲航線發展論壇，本公司均派員與會，主要為與目標航空公司或國際機場公司代表討論具備開航潛力之航線市場或交流管理機場行銷建設計畫。

透過與航空公司及機場公司代表的會談，歸納出航空公司主要關心的議題包括現有航約航班容量或未來增約可能性、市場運量預測及未來發展、是否提供獎勵計畫、機場設施容量現況及中長程發展規劃。本公司將持續與航空公司保持聯繫且提供機場重大計畫之進展和商業案例，以供航空公司評估開發新航點之參考。

壹、目的

亞洲航線發展論壇為由英國 UBM Information 公司所舉辦之年度區域航空商業重要活動，本公司於 107 年 3 月 16 日至 3 月 22 日期間出席第 16 屆亞洲航線發展論壇(Routes Asia 2018)，此次會議舉辦地點為澳洲布里斯本，看好亞太地區航空市場的需求成長潛力，該論壇邀集眾多航空公司、機場公司管理代表、觀光旅遊業者與相關領域專家學者與會，提供一個拓展航線與促進網絡的多方交流平台。

本公司延續 106 年的航線發展策略，以發展成為東南亞-東北亞、東南亞-北美、大洋洲-歐洲間之樞紐地位為目標，並以航線發展研究計畫顧問團隊所進行的航線市場發展分析以及商業個案為基礎，分別針對參與會談的目標航空公司，提供目標航線市場現況、運量分析、運量預測、營運成本及三年獲利預測等資訊，以做為評估開發飛往桃園機場航線的決策輔助。

本公司在與航空公司及機場公司的會談，以及接受媒體採訪的過程中，主動更新桃園機場目前正在進行之重大計畫最新進度，包含第二航廈擴建、第三航廈已經進入細部設計階段且預定於 2020 年完工以及第三跑道的規劃；另外亦闡述桃園機場近五年的航網拓展成果及未來的發展目標。2017 年桃園機場以 6.11% 的旅客成長率、逾 4,488 萬旅客人次體驗，在全球機場中獲得亮眼佳績。

隨著亞洲地區一、二線城市航空需求的蓬勃發展，及配合政府新南向政策的推動，除了持續強化桃園機場在長程航線網絡的布局外，在此次論壇中亦積極與各東南亞及紐、澳航空業者進行會談。

與鄰近機場相比，本機場的航空相關收費費率較具競爭力，希望藉此優勢，說服外籍航空業者將桃園機場納入近期或未來拓展亞洲市場的選擇之一。近幾年越來越多國際機場祭出獎勵計畫以吸引航空公司開闢新航線，而航空業者亦將此視為評估開航的重要因素之一。為使桃園機場更具競爭力，本公司正著手擬定更具彈性的收費方式，隨著新費率的啟用，期望會有更多航空業者對於開航桃園機

場更感興趣。

[NEWS](#) > [NETWORKS](#) > [AIRPORTS](#) > [TAIPEI TAOYUAN EYES MORE SE ASIA AND LONG-HAUL LINKS](#)



Taipei Taoyuan eyes more SE Asia and long-haul links

21 MARCH, 2018 | SOURCE: FLIGHT DASHBOARD | BY: ELLIS TAYLOR | BRISBANE

Taipei Taoyuan International airport is looking to open up new connections to secondary cities in Southeast Asia as it continues to focus on connecting passengers through to North America.

"For now, we want to see more second tier cities in the Asian market," explains senior manager business planning and marketing Ting Yuanhung.

These include cities such as Surabaya in Indonesia, which Ting says is its largest unserved market. Other cities in Malaysia and Thailand are also high on the agenda, as are links to more cities in India.

On the long-haul front, the airport has been pleased to welcome the return of United Airlines' services to San Francisco, and is hopeful that more US carriers will follow suit.

Other recent wins include Air France returning to Taipei from Paris Charles de Gaulle, while Air New Zealand will return in November, operating five weekly nonstop services to Auckland.

Ting says the airport would also like to host more European carriers, with more non-stop services to London seen as "the biggest potential under-served market for us."

China Airlines started services to London Gatwick in December 2017 following a five-year absence, while EVA Air also flies to London Heathrow via Bangkok.

Ting acknowledges however that European services are complicated by overflight issues through Russian and Chinese airspace, which make flightpaths longer and thus impact the viability of non-stop services in particular.

In terms of facilities, the airport has a third terminal under construction that is set to be finished in 2020, which will take its handling capacity to 45 million passengers per annum.

Taoyuan is also planning to build a third parallel runway, targeted to open in 2025.

✈️ FlightGlobal 於大會期間採訪本公司企劃暨行銷處丁副處長源宏

貳、過程及會談紀要

一、論壇行程

Saturday 17 March	
12:00 – 15:00	Badge Collection Location: Brisbane Convention and Exhibition Centre
All day	Complimentary Tours
Sunday 18 March	
12:30 – 17:15	Registration, Diary Advice and Networking Area Open
14:00 – 15:35	Face-to-Face Meetings Location: Airline Meeting Hall
14:00 – 16:50	Routes Asia Conference Programme
15:35 – 16:05	Refreshment Break Location: Networking Area
16:05 – 17:15	Face-to-Face Meetings Location: Airline Meeting Hall
17:30 – 19:30	Welcome Reception Location: South Bank next to the Brisbane sign
Monday 19 March	
07:30	Registration, Diary Advice and Networking Area Open
08:30 – 10:55	Face-to-Face Meetings Location: Airline Meeting Hall
08:55 – 16:50	Routes Asia Conference Programme
10:55 – 11:25	Refreshment Break Location: Networking Area






11:25 – 12:35	Face-to-Face Meetings Location: Airline Meeting Hall
12:35 – 14:00	Networking Lunch
14:00 – 14:45	Face-to-Face Meetings Location: Airline Meeting Hall
14:50 – 15:35	Fast Track Location: Airline Meeting Hall
15:35 – 16:05	Refreshment Break Location: Networking Area
16:05 – 17:40	Face-to-Face Meetings Location: Airline Meeting Hall
19:00 – 23:30	Networking Evening and Routes Asia 2018 Marketing Awards
Tuesday 20 March	
08:00	Registration, Diary Advice and Networking Area Open
08:30 – 10:55	Face-to-Face Meetings Location: Airline Meeting Hall
09:45 – 12:00	Routes Asia Conference Programme
10:55 – 11:25	Refreshment Break Location: Networking Area
11:25 – 12:35	Face-to-Face Meetings Location: Airline Meeting Hall
12:35 – 14:00	Lunch hosted by Routes Asia 2019 Host and Handover Ceremony
14:00 – 15:35	Face-to-Face Meetings Location: Airline Meeting Hall
15:35 – 16:05	Refreshment Break Location: Networking Area
16:05 – 17:15	Face-to-Face Meetings Location: Airline Meeting Hall
17:40	Event Closes

二、本公司會談配對時間表

2018/3/14		Routes
08:30 - 08:50 20 Minutes	Chubu Centrair Intl Airport(NGO) - Taoyuan Intl Airport	
09:45 - 10:05 20 Minutes	Requested By: Yuan-Hung Ting Venue: Malaysia Airlines	Yuan-Hung Ting Meeting Hall View Profile
10:10 - 10:30 20 Minutes	Requested By: Vietnam Airlines Venue: Vietnam Airlines	Table 2 Meeting Hall View Profile
10:35 - 10:55 20 Minutes	Requested By: IndiGo Venue: IndiGo	Yuan-Hung Ting Meeting Hall View Profile
10:55 - 11:25 20 Minutes	Requested By: Mumbai International Airport Pvt Ltd Venue: Mumbai International Airport Pvt Ltd	Yuan-Hung Ting Diary Advice Desk View Profile
11:25 - 11:45 20 Minutes	Requested By: Philippine Airlines Venue: Philippine Airlines	Yuan-Hung Ting Meeting Hall View Profile
12:15 - 12:35 20 Minutes	Requested By: Qatar Airways Venue: Qatar Airways	Yuan-Hung Ting Meeting Hall View Profile
14:00 - 14:20 20 Minutes	Incheon Intl Airport - Taoyuan Intl Airport	
16:05 - 16:25 20 Minutes	Sendai Intl Airport Co., Ltd. - Taoyuan Intl Airport	
17:20 - 17:40 20 Minutes	Requested By: Lufthansa Group Venue: Lufthansa Group	Table 1 Meeting Hall View Profile

2/4

<http://requests.routesonline.com/DayIndex.htm?CurrentAttendeeId=42884>

2018/3/14		Routes
<p>      </p> <p> Meeting Requests Briefings / Conference Logout </p> <p> Routes Asia 2018 Brisbane, Australia, 18 Mar - 20 Mar 2018 </p>		
<p>Draft Diary for:</p> <p>Yuan-Hung Ting</p> <p>This diary is not final and is likely to change - Final diaries will be available from the Diary Advice Desk</p>		
<p>Sunday 18 Mar 2018 12:30 - 17:15</p> <p>Meetings / Meeting times to be confirmed</p>		
14:00 - 14:20 20 Minutes	Changi Airport Group - Taoyuan Intl Airport	
14:50 - 15:10 20 Minutes	Dallas Fort Worth Intl Airport - Taoyuan Intl Airport	
15:15 - 15:35 20 Minutes	Amsterdam Airport Schiphol - Taoyuan Intl Airport	
15:35 - 16:05 20 Minutes	Requested By: Spring Airlines Venue: Spring Airlines	Table 1 Meeting Hall View Profile
16:30 - 16:50 20 Minutes	Requested By: Norwegian Venue: Norwegian	Yuan-Hung Ting Meeting Hall View Profile
<p>Monday 19 Mar 2018 08:30 - 17:40</p> <p>Meetings / Meeting times to be confirmed</p>		

1/4

<http://requests.routesonline.com/DayIndex.htm?CurrentAttendeeId=42884>

Tuesday 20 Mar 2018		08:30 - 17:15	
Meetings / Meeting times to be confirmed			
08:30 - 08:50 20 Minutes	Requested By: Venue: Bangkok Airways	Yuan-Hung Ting Meeting Hall	View Profile
08:55 - 09:15 20 Minutes	Requested By: Venue: StarFlyer	Table 1 Meeting Hall	View Profile
09:20 - 09:40 20 Minutes	Requested By: Venue: Yakutia Airlines	Meeting Hall	View Profile
09:45 - 10:05 20 Minutes	Requested By: Venue: Jetstar Group	Table 2 Meeting Hall	View Profile
10:10 - 10:30 20 Minutes	Requested By: Venue: Thai AirAsia	Table 1 Meeting Hall	View Profile
10:35 - 10:55 20 Minutes	Cambodia Airports / VINCI Airports - Taoyuan Intl Airport		
11:25 - 11:45 20 Minutes	Brussels Airport - Taoyuan Intl Airport		
12:15 - 12:35 20 Minutes	Kansai Airports/ VINCI Airports - Taoyuan Intl Airport		
14:00 - 14:20 20 Minutes	Requested By: Venue: British Airways	Table 1 Meeting Hall	View Profile
14:25 - 15:10	Requested By:	Yuan-Hung Ting	

50 Minutes	Venue: Air New Zealand	Meeting Hall	View Profile
15:15 - 15:35 20 Minutes	Requested By: Venue: Vanilla Air	Yuan-Hung Ting Meeting Hall	View Profile
15:35 - 16:05 20 Minutes	Rome FCO Airport - Taoyuan Intl Airport		
16:05 - 16:25 20 Minutes	Requested By: Venue: AirAsia Group	Incentives Meeting Hall	View Profile
16:55 - 17:15 20 Minutes	Narita Intl Airport Corporation - Taoyuan Intl Airport		

Contact Routes

Message to Routes

Enter your enquiry here

[Submit](#)

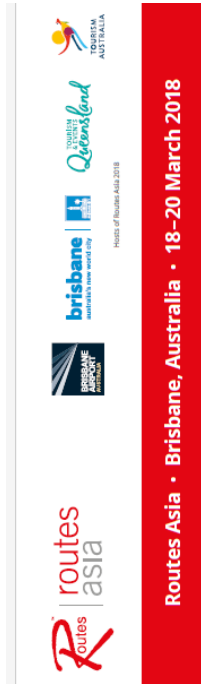


三、展區配置及參展單位

本次論壇共有超過 100 間航空公司、200 間機場公司代表以及約 30 間觀光旅遊業者與會，且超過 800 名航空專業人士出席。會議進行方式為機場公司及航空公司提出會談需求，再經由主辦單位配對會談時間，雙方可於會談桌進行 20 分鐘的一對一的面對面討論，本次會議共進行 2000 場一對一會談。此外，現場參展單位除了吉隆坡機場、宿霧機場、紐卡索機場、緬甸機場、仁川機場、泰國機場公司等機場管理單位外，亦有菲律賓觀光部、沖繩觀光局、日本觀光局、澳洲觀光局等觀光發展單位，亦有民航運輸發展、航線網絡研究或航空數據資料庫之業者，例如 Sabre、IATA、OAG、ASM、Flightglobal、anna aero 等出席與會。



➔ 論壇展場入口



Routes Asia • Brisbane, Australia • 18-20 March 2018



■ General Networking Stand
■ Meet/Conference Stand
■ Booth
■ Priority Airline
■ On-site Meeting Station

Exhibitors

HNS1	Indonesia	Philippine Department of Tourism
HNS2	China	Chengde Shuangliu International Airport (EDM)
HNS3	Mexico	Mexico-Cabo International Airport Authority
HNS4	Malaysia	Malaysia Airports Holdings Berhad
HNS5	Dubai	Dubai International Airport
HNS6	Tourism Australia	Tourism Australia
HNS7	Yongin	Yongin Aerobics Co., Ltd
HNS8	Japan	Japan National Tourism Organization (JNTO)
HNS9	Tourism Australia	Tourism Australia
HNS10	Sweden	Sweden International Airport
HNS11	Sweden	Sweden International Airport
HNS12	Chile	Chilean Airlines
HNS13	Southwest	Southwest Coast Airport
HNS14	Thailand	Airports of Thailand P.L.C. (AOT)
HNS15	Japan	Japan National Tourism Organization (JNTO)
HNS16	Indonesia	Indonesia Airport
HNS17	United States	United States Coast Airport
31	Korea	Korea International Airport Ltd
32	Australia	Australia
33	Malaysia	Malaysia International Airport
34	Malaysia	Aviation Research Technologies
36	Sweden	Sweden International Airport
37	Chile	Chilean Airlines
38	Malaysia	Malaysia International Airport
39	Malaysia	Malaysia International Airport
310	Chile	Chilean Airlines
311	Southwest	Southwest Coast Airport Group
312	Korea	Korea International Airport
314	Thailand	Department of Airports, Thailand
315	Japan	Japan National Tourism Organization
316	Malaysia	Malaysia International Airport
317	Malaysia	Malaysia International Airport Ltd
319	Malaysia	Malaysia International Airport
321	Malaysia	Malaysia International Airport
322	Malaysia	Malaysia International Airport
323	Malaysia	Malaysia International Airport
324	Malaysia	Malaysia International Airport
325	Malaysia	Malaysia International Airport
326	Malaysia	Malaysia International Airport
327	Malaysia	Malaysia International Airport

✈️ 展區配置及參展單位

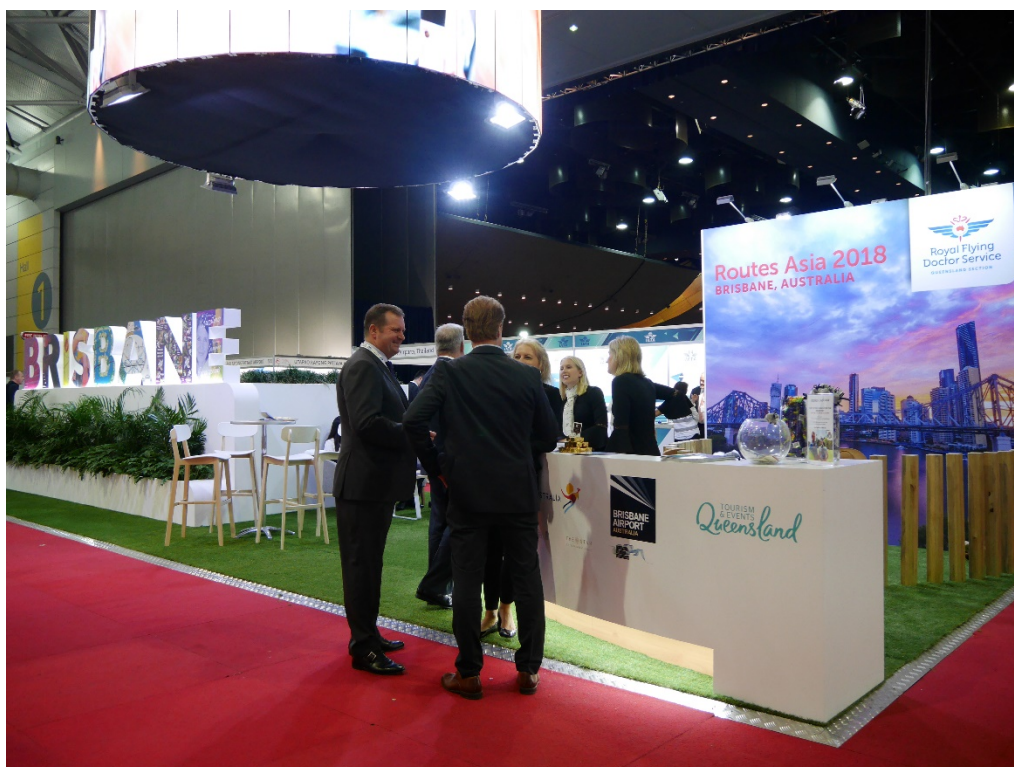
四、特色機場主題展區



✈️ 主辦單位展區：澳洲觀光局



✈ 主辦單位展區：澳洲布里斯本知名景點宣傳



✈ 主辦單位展區：澳洲布里斯本機場



✈ 參展單位攤位：韓國仁川機場，與 LINE 聯名推廣。



✈ 參展單位攤位：澳洲陽光海岸機場



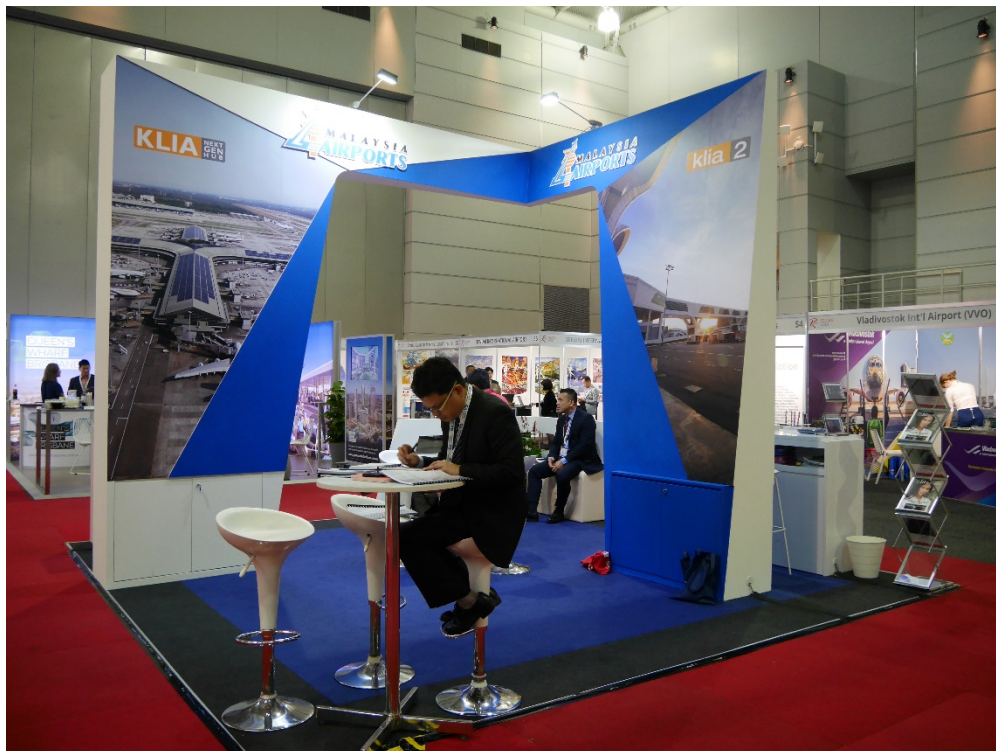
✈ 參展單位攤位：日本觀光局與多間日本機場聯合攤位



✈ 參展單位攤位：日本沖繩觀光局



✈參展單位攤位：澳洲紐卡索機場



✈參展單位攤位：馬來西亞吉隆坡機場



✈參展單位攤位：緬甸機場聯合攤位



✈參展單位攤位：菲律賓觀光部



✈ 參展單位攤位：泰國機場公司



✈ 下屆 Routes Asia 主辦單位攤位：菲律賓宿霧機場



✈ 本公司宣傳廣告旗幟

五、會談紀要

本公司與會人員針對參與會談的航空公司與機場公司，除介紹臺灣知名觀光景點特色、強調出國旅遊及來台觀光人數逐年成長趨勢，提供桃園機場客運量統計與各區域運量消長分析，並提供機場現況及中、長期規劃發展；另外亦與國外航線專業顧問合作，針對桃園機場目前缺口市場及目標航空公司製作航線商業個案分析簡報，提供目標航空公司在評估開航時的決策參考資料。

關於桃園機場現況及未來發展，介紹概述如下：

1. 近年桃園機場各項重大計畫陸續展開，我們主動於會談中說明機場各項計畫最新狀況，第二航廈擴建計畫預計今年年底前全部完工；第三航廈已經進入細部設計階段，預計於 2020 年完成航廈主體工程。
2. 2017 年桃園機場的旅客總人次超過 4,480 萬，成長率為 6.11%。主要運量成

長由東南亞地區 16.3%、北美地區 13.8%及歐洲及中東區地區 30.5%的成長率帶動。在新闢航點方面，2017 年加拿大航空復飛台北-溫哥華及中華航空開航台北-倫敦蓋威克；2018 年則有中華航空開航台北-安大略、法國航空復飛台北-巴黎、長榮航空開航台北-清邁及紐西蘭航空將於 11 月復飛台北-奧克蘭。

此次與本公司進行會談的航空公司有 17 家、機場管理單位 10 家，分別為亞洲航空、挪威航空、馬來西亞航空、越南航空、靛藍航空、菲律賓航空、曼谷航空、漢莎航空、星悅航空、Yakutia 航空、捷星航空、泰國亞洲航空、英國航空、紐西蘭航空、香草航空、卡達航空、春秋航空、樟宜機場、達拉斯福沃斯機場、阿姆斯特丹史基浦機場、名古屋中部機場、仁川機場、仙台機場、吳哥窟機場、布魯塞爾機場、羅馬機場、東京成田機場。

會談重點歸納如下：

- (1)台灣經濟發展簡介
- (2)臺灣觀光旅遊發展及國人出國旅遊成長趨勢
- (3)桃園機場近五年運量數據及各區域運量成長
- (4)分析目標航線市場並提供 3 年運量及獲利預測分析
- (5)提供桃園機場最新營運資訊與未來建設計畫進程
- (6)與會談航空公司及機場代表交流航空產業訊息，如機隊規劃、航線布局及機場重大建設計畫等。

會談照片

會談對象	照片
樟宜機場 Changi Airport	
亞洲航空集團 AirAsia Group	
阿姆斯特丹機 場 Amsterdam Airport Schiphol	

挪威人航空
Norwegian



名古屋中部
機場
Nagoya
Centrair
Airport



馬來西亞航空
Malaysia
Airlines



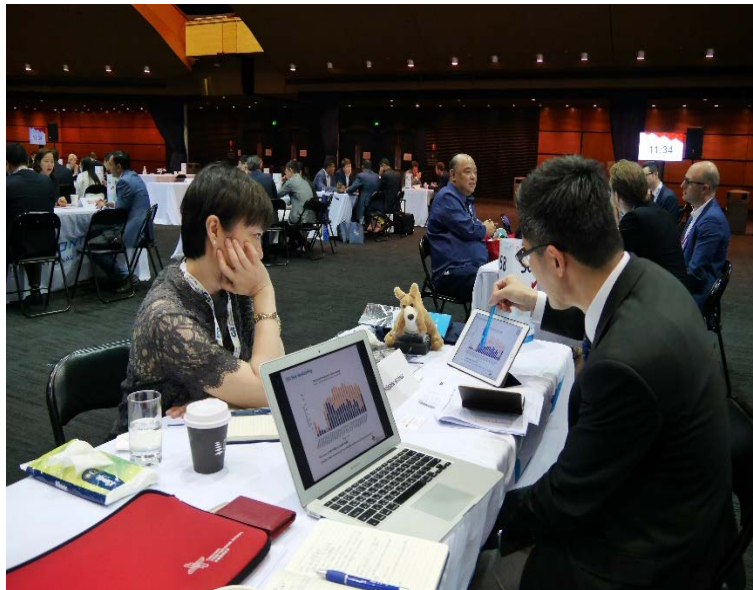
越南航空
Vietnam
Airlines



靛藍航空
Indigo



菲律賓航空
Philippines
Airlines



仁川機場

Incheon

Airport



卡達航空

Qatar

Airways



仙台機場

Sendai

Airport



漢莎航空
Lufthansa



星悅航空
Starflyer



泰國亞洲航空
Thai AirAsia



吳哥窟機場
Siem Reap-
Angkor
Airport



布魯塞爾機場
Brussels
Airport



英國航空
British
Airways



紐西蘭航空

Air New

Zealand



關西機場

Kansai

Airport



參、心得與建議

一、會談成果

本次會談與 17 家來自全球各地之航空公司代表進行會談，及 10 家國際機場代表進行交流。部分目前已在桃園機場營運的航空公司，表示有增開新航點或是增班之規劃；尚未開航的航空公司普遍認為臺灣航空市場尚未完全飽和，長程航線之發展具備高度發展潛力，將持續關注市場發展情況；另部分航空公司已將桃園機場列入其主要評估開航名單中，惟仍有航權、領空飛渡權或機隊規劃等相關議題待解決。與個別航空公司或機場代表會談紀錄因涉及各公司航網及機隊規劃，無法列入本報告中，已於本公司內部另行陳報。

二、議題彙整

經歸納會談紀錄內容，各航空公司向本公司提出之議題主要分為四大類：航權航約類、市場運量預測、桃園機場有無提供獎勵計畫及本機場時間帶容量和過夜機坪議題。

- (1) 航權航約類：歐洲航空業者主要受限於俄羅斯領空飛渡權的次數限制，導致其在亞洲區域的發展備受侷限；另外台灣目前與部分歐洲及中東地區國家尚未簽屬航約，或所簽屬之航約有航點及航班數量之限制，部分航空業者表示，希望雙方民航局能盡快展開協商。
- (2) 市場運量預測：本公司委託國際航線顧問團隊針對桃園機場航網缺口市場，開發具發展潛力之航點與目標航空公司，再利用 QSI 模型模擬及預測各目標航線 3 年客運量及獲利數字，提供航空公司內部評估開航使用。航空業者代表對此作法均持正面評價，希望本公司可持續提供相關數據。
- (3) 獎勵計畫：本公司目前提供之方案分為兩類，一為降落費補助，一為行銷露出補助。補助對象為新進駐航空公司或新開航定期航線之航空

公司，補助期間為一年。為提升國際競爭力，並有效吸引各國際航空公司開航桃園機場或新航點，將參考各國際標竿機場作法，定期調整方案內容與期間，以達到最大效益。

- (4) 時間帶容量及過夜機坪：目前桃園機場尖峰時段的时间帶多已達上限，為有效紓緩尖峰時段航廈設施容量不足問題，本公司鼓勵航空業者使用紅眼時段，並提供降落費折扣優惠；針對過夜機坪不足之問題，本公司鼓勵航空業者縮短地停時間，同時獎勵計畫亦配合祭出於紅眼時段提供空橋使用費折扣優惠。

三、建議事項

桃園機場目前約有 9 成運量來自亞洲地區，為讓航網組成更加多元，且不過度依賴單一區域運量消長變化，應持續與各國際航空業者建立及維持聯繫管道順暢，留意其機隊規劃、航網布局及營運狀況，且持續更新本公司重大計畫進度，以利未來開發新航線機會。

因航空業者進行內部開航評估時，多有大量運量資料需求，本公司除了與國外航線顧問團隊合作外，建議可針對自身需求採購國際客運資料庫，以開發更多潛力市場，強化及擴大桃園機場航線網絡。

在與航空公司一對一會談中，多間航空公司提及本公司所推出之新航點激勵方案的優惠幅度及期間，與其他機場相比仍有調整空間，然因激勵方案的施行需考慮本公司之財務狀況，建議可整合相關單位意見，並將航空公司意見納入考量後，進行檢討與調整。

肆、附錄

檢附本屆會議主要設定之目標航線簡報（IndiGo「孟買-桃園」及長榮航空-「慕尼黑-桃園」）。



A Unique Opportunity to Serve Munich from Taipei

Routes Asia 2018

Contents

Summary of Route Forecast TPE-MUC	4
Why Taiwan?	6
Links Between Taipei and Munich	14
TPE-MUC Market Background	22
TPE-MUC Forecast	27
Appendix	36
Forecast Methodology	37
Economy & Tourism	42



Why Munich?

EVA Air is a leading **5 star** airline that is well placed to exploit the Munich market

- MUC is ideally located as a **transfer hub for EVA Air** service
 - to Western and Eastern Europe
- Substantial indirect demand beyond Munich from Taipei – to **Europe 775,300**
- Substantial demand beyond Taipei from Munich – to **SE/NE Asia 763,200**
- **66,000 Germans** visit Taiwan annually and **96,000 Taiwanese** visit Germany
- Established and strong **Munich-Taiwan links**
 - trade & investment, technology, research & development, tourism and education
- Germany is Taiwan's **#1** European trading partner and **#2** foreign investor
- **250 German companies** have activities in Taiwan
- Both Munich and Taipei are global **Tech Cities**
- **TPE Award winning airport** customer service and range of facilities
- **High volume** and **premium market** between Taipei and Europe



Opportunity for Eva Air

Summary of Route Forecast



Connecting market potential beyond Munich

1,547,900

Point to point market

33,400

Connecting market potential beyond Taipei

1,133,800

Munich



Taipei

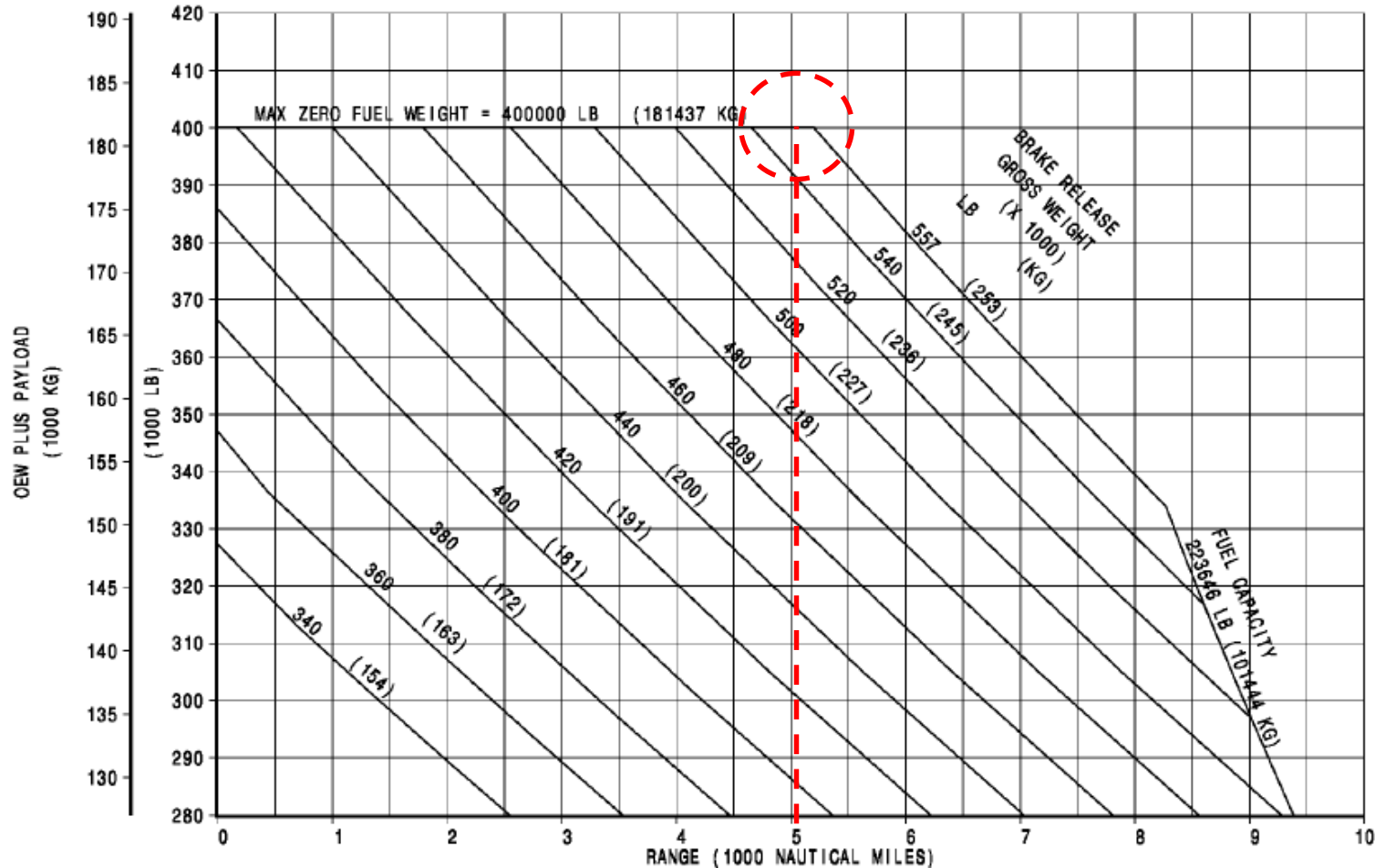
Schedule: B787-9

Sector	Dep. Time	Arr. Time	Op. Days	Aircraft	Seats	Annual Seats	Annual Pax	Seat Factor
TPE-MUC	23:00	05:35	1 345	B787-9	270	112,320	97,990	87.2%
MUC-TPE	09:35	05:10	2 456	B787-9	270			

Note: AviaSolutions analysis. Source for aircraft configuration is EVA Air's website

B787-9 Performance

B787-9 range allows a direct connection between MUC-TPE



B787-9 has sufficient range to serve Taipei from Munich



Why Munich?
Economy, Trade, Tourism

Market Fundamentals

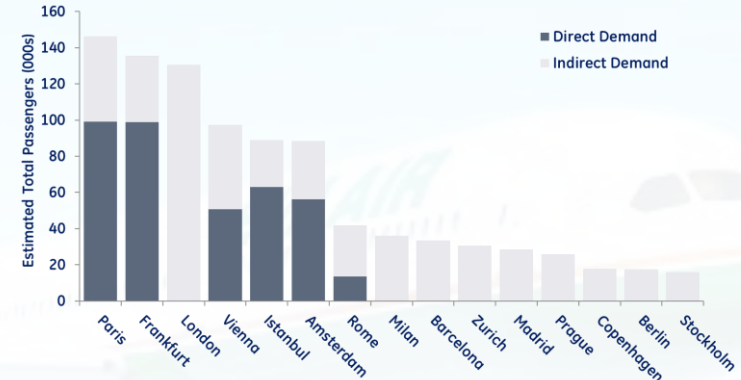
Established Business and Tourism Market for EVA Air to Serve

Demand and Trends

- **Connecting demand** beyond MUC
Europe: 775,300
- **High volume** and **premium market** between Taipei and Western Europe / North America
- High average one-way net business fares of **\$1,714**
- Strong fit with **BR premium customers**

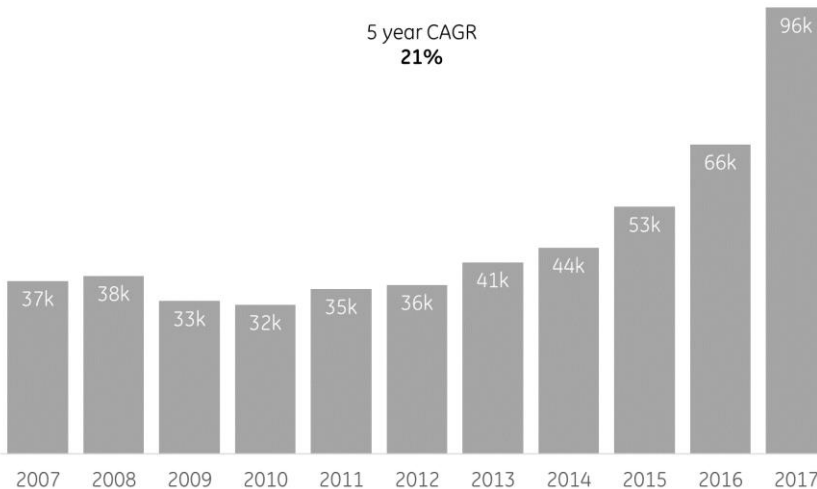
Strong Demand to Europe

Top 15 European City Pair Markets From Taipei Beyond Munich
Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Increasingly Popular Tourist Destination

Taiwan Residents Visits to Germany
Source: Tourism Bureau MOTC



Established Germany-Taiwan Links

- **US\$14.5bn** bilateral trade (2016)
- Germany is Taiwan's **#1** European trading partner
- More than **230 German businesses** have activities in Taiwan
- Over **1,600** German citizens live in Taiwan
- **96,000** Taiwanese visit Germany (2017)
- Taiwan-Germany **long-term cooperation agreement** on productivity to assist Taiwan manufacturing industry with German expertise

Munich and Bavaria are Leading Tourism Destinations

Increasing numbers of visitors every year from around the globe come to Munich for its museums, beer halls, shopping, castles and dramatic scenery

Numerous festivals throughout the year, including **Oktoberfest** and the **Munich Film Festival**. **58** theatres and **90** cinemas.

#4 city worldwide for quality of life

Mercer Quality of Living Ranking, 2016

#7 Global City

AT Kearney's Global Cities, 2017

#1 airport in Europe - Munich Airport

Skytrax, 2017



Entertainment, Shopping and Sightseeing

Munich Markets



Olympic Park



Royal Castles Neuschwanstein & Linderhof



BMW World





Links Between Taipei and Munich

Established Links With Germany

Taiwan and Germany enjoy frequent and close exchange in trade and investment, technology, culture, tourism and education

Established business and tourism market for **EVA Air** to serve



Over **66,000 Germans** visited Taiwan in 2017
Over **96,000 Taiwanese** visited Germany in 2017

Germany is Taiwan's **#1 European** trading partner;
Taiwan is **Germany's #5** trading partner in Asia;
Two way trade reached **US\$14.5bn** in 2016

Taiwanese IT and IC manufacturing imports from Germany doubled in 2014 to **US\$983m** – making Germany **#7** largest market

15,000 staff are employed by German companies in Taiwan

1,500 Taiwanese study in Germany;
250 German companies operating in Taiwan;
1,600 German citizens live in Taiwan;
177 German-Taiwanese university partnerships

Taiwan's investments in Germany grew **207%** in 2013 and reached **US\$77m** in 2015

Germany is Taiwan's **#2 foreign investor**; its investments grew **120%** (2013) and **340%** (2014)

Public and Private Bodies Facilitate Bilateral Relations

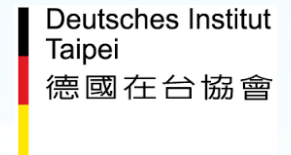
Taiwan External Trade Development Council (TAITRA) is the main non-profit trade promotion organisation in Taiwan. Jointly sponsored by the government, industry associations and commercial organisations – with an active **Munich office**



Other German institutions in Taiwan are **the Goethe Institute Taipei**, the **German Trade Office Taipei** run by the Association of German Chambers of Industry and Commerce (DIHT) and a **Germany Trade & Invest** office



German interests in Taipei are managed by the **German Institute Taipei**



German companies are active in **virtually all sectors in Taiwan**

Taiwan is highly interested in Germany's evolving **energy policy** and the accompanying development of **green technologies**

5,400 secondary school students learning German in Taiwan, making German #4 foreign language taught after English, Japanese and French

German courses are offered at many universities and private language schools including the Goethe Institute Taipei

A **Taiwan-Germany working holiday program** was inaugurated in 2010 – promoting international exchange and developing Taiwan's tourism industry by granting **visas without the need for work permits**

Taiwan is an Important Research Hub for German Firms

February 2018 – German utility firm **EnBW** acquired stakes in three offshore wind projects in Taiwan, its first outside Europe



December 2016 – a major **Taiwan-Germany agreement** was signed– **The Joint Declaration of Intent on Cooperation in the Field of Energy Transition** – focussing on renewable and green energy initiatives

The **world's largest supplier of automotive components**, Robert Bosch GmbH, currently has **four business operations in Taiwan**, including Robert Bosch Taiwan Co. Ltd., Bosch Rexroth Co. Ltd., Unipoint Electric MFG. Co. Ltd., and BSH Home Appliances Private Ltd

- Over **1,000** employees in Taiwan



Taiwan is one of only three countries worldwide where **Manz Group** (Germany) is pursuing R&D activities;

- Manz acquired **Taiwan's Intech** in 2008 for **US\$55.8m**



In 2012, Germany's **Evonik Industries**, a global leader in specialty chemicals, opened its **first Advanced Project House "Light & Electronics"** at one of **Taiwan's leading research institutes** – the Industrial Technology and Research Institute in Hsinchu



German pharmaceutical and chemical company **Merck**, a leader in the field of performance materials with more than 2,500 patents, opened its **New Business R&D and Application Lab in Taiwan** in 2013



2016 - Germany's **Linde Group**, the world's largest industrial gas supplier by market share, invested more than **US\$5.5m** in a **new research facility located in Taiwan**

Growing Cooperation Between Germany/Taiwan

January 2017 – Germany government officials held industry talks in Taiwan

Discussed **bilateral green energy and industry 4.0 cooperation**, as well as various other related issues



ROC Deputy Minister of Economic Affairs received Dr. Eckhard Franz, director-general for Extended Economic Policy at the German Federal Ministry for Economic Affairs and Energy (12 January, 2017)

Taiwan has the **world's highest density cluster of machine tool industries** concentrated along the Dadu Plateau, christened the 'Golden Valley'

The region has over 1,000 precision machinery manufacturers and over 10,000 downstream suppliers

3,00,000 jobs creating **\$3bn** revenue

Car components for several **German** manufacturers are made here

The Industrial Development Bureau (IDB) under the Ministry of Economic Affairs will establish a **long-term cooperation between Germany and Taiwan to assist Taiwanese companies embracing Productivity 4.0**

The **Taiwan-Germany Productivity/Industry 4.0 Forum** was held in NTUH International Convention Centre in 2016

Major German corporations were invited to collaborate with Taiwanese companies, **developing relationships between Germany and Taiwan's leading precision manufacturing industries**

September 2015 – the ROC Ministry of Education and the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany signed a **letter of intent on increasing cooperation in education**

October 2015 – the ROC Food and Drug Administration signed a joint declaration with the German Federal Institute for Drugs and Medical Devices to **enhance bilateral cooperation involving drugs and medical equipment**

March 2016 – Germany / Taiwan governments agreed to expand each side's annual quota for the **bilateral youth working holiday program** from 300 to 500 persons

September 2016 – Germany / Taiwan governments signed a **letter of intent** enhancing **bilateral cooperation in high tech-related fields**

Munich, Bavaria – Biotech and Pharma Cluster



The European Metropolitan Region of **Munich** is home to the **most important Biotechnology location in Germany** – circa 270 companies from the biotech and pharma sector provide **~20,000 jobs**

Circa **350 Life Science companies**, including 118 small and medium sized enterprises

Location benefits in particular from close interaction between **academic research** and the **biotech industry** – **90,000 students** in Munich

Two elite universities: Ludwig-Maximilians-Universität and Technische Universität München
3 medicinal-biological Max Planck Institutes
2 incubators (innovation and start-up centers) specialising in biotechnology

Campus Martinsried-Großhadern

- 1 Innovations- und Gründerzentrum
- 2 Max-Planck-Institut für Biochemie
- 3 Max-Planck-Institut für Neurobiologie
- 4 Biozentrum der LMU
- 5 Universitätsklinikum Großhadern, LMU
- 6 Departments für Chemie und Pharmazie der LMU
- 7 ZNS-Forschungszentrum
- 8 Hämatologikum, Helmholtz Zentrum München
- 9 Institut für Neuropathologie
- 10 Genzentrum, LMU
- 11 Biomedizinisches Zentrum, geplant 2014
- 12 Forschungszentrum Demenz, geplant
- 13 Biotech-Unternehmen

Quelle: Innovations- und Gründerzentrum Martinsried GmbH

Shared Interests – Munich and Taipei are Tech Cities

Munich, Bavaria – A European Silicon Valley

Bavaria is home to **hundreds of biotech, IT and environmental technology firms** that have emerged in the past 20 years

For over two decades, **Munich** has had Germany's **highest share of technology patents** by population

Munich has circa **27,000 ICT and Media firms** with **€70B** annual revenue

Bavaria is Germany's **most prosperous** state and has the lowest unemployment rate

Implementing and managing digitization has formed a cornerstone of **German policy-making**



Taiwan Tech – The Asian Silicon Valley

Globally recognised brands contribute to a **\$130bn tech sector**



Tech sector

contributes over **20%** to Taiwan's GDP

Taiwan's National Development Fund and Ministry of Science and Technology are funding **\$120m** venture capital for tech start-ups



Hsinchu Science and Industrial Park

One of the oldest tech industry parks in Asia generates **\$31bn** per year

Taoyuan Start-Up Hub

Helps start-ups with existing R&D and manufacturing capabilities





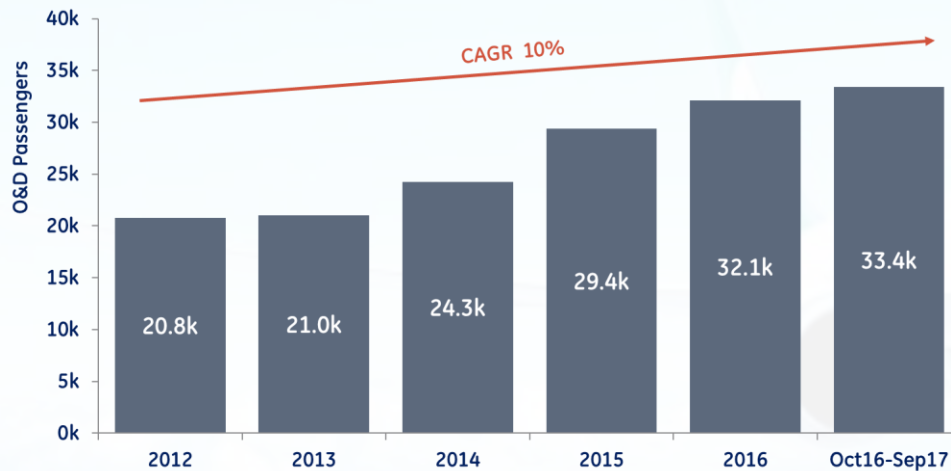
MUC-TPE Market Background

Market Background

Point to Point Traffic

Munich - Taipei Point to Point Indirect Traffic 2012-2017

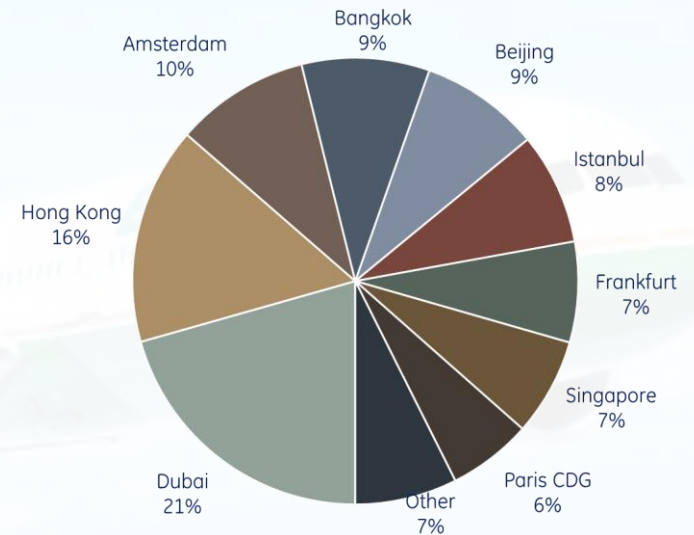
Source: Sabre MI 2012-September 2017, AviaSolutions analysis



Indirect traffic increased by **10.0% CAGR** since **33.4k** passengers flew indirectly between Taipei and Munich (Sabre MI data October 2016–September 2017)

Major Connecting Points for Demand Between Munich and Taipei

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Several hubs share indirect traffic connecting Taipei and Munich
Dubai (21%) provided the most connections followed by **Hong Kong (16%)** and **Amsterdam (10%)**

Market Background

Point to Point Fares

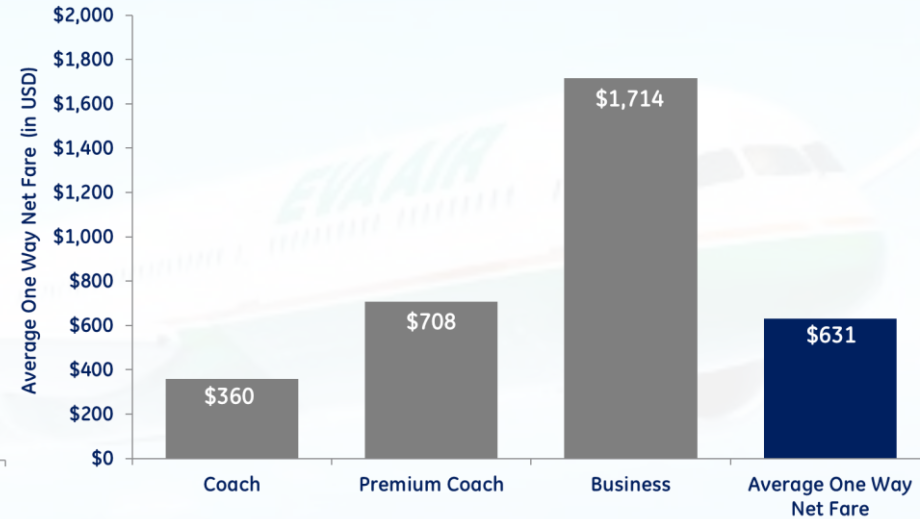
Munich - Taipei Point to Point Fares 2012 - 2017

Source: Sabre MI 2012-September 2017, AviaSolutions analysis



Munich - Taipei Point to Point Fares by Class

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Average O&D one way net fares between Taipei and Munich declined from **\$978** in 2012 to **\$631** in 2017 (Sabre MI data October 2016-September 2017)

Increased competition over hubs with lower fares has led to increased demand

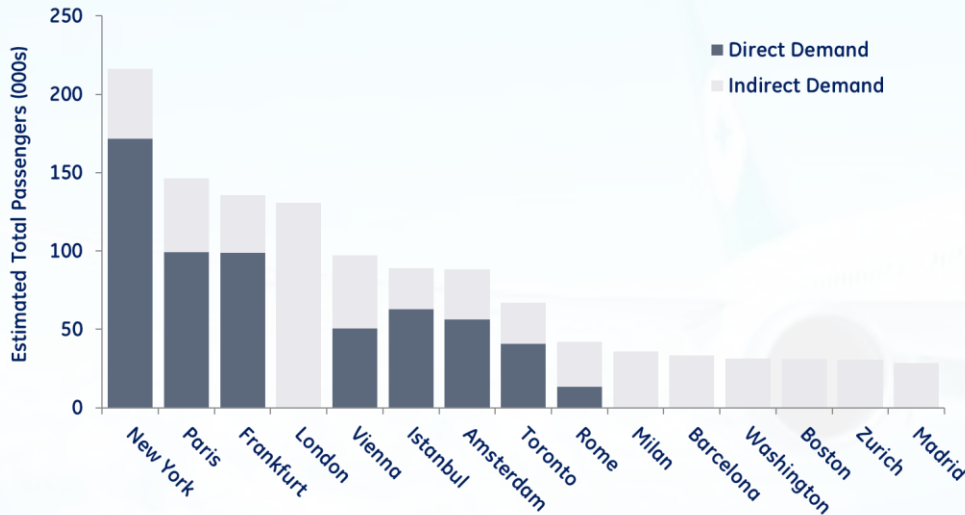
Average O&D one way net fares between Taipei and Munich show low fares in Coach (**\$360**) and high fares in Business (**\$1,714**)

Market Background

Connecting Traffic from Taipei beyond Munich

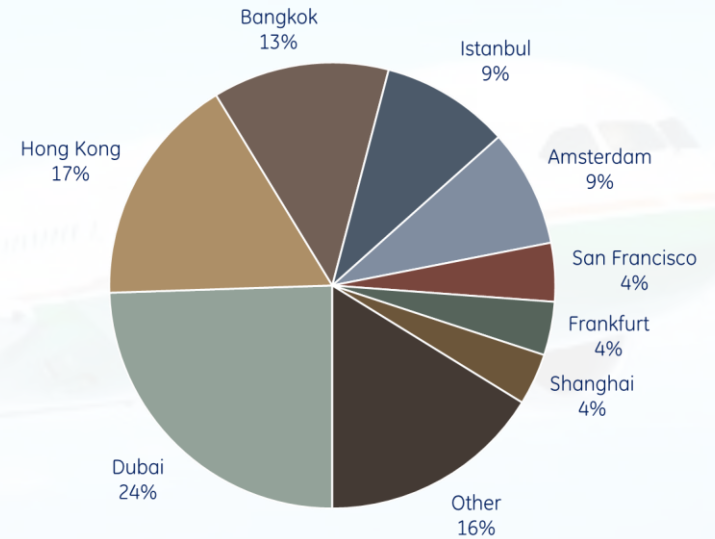
Top 15 City Pair Markets From Taipei Beyond Munich

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Taipei to Cities beyond Munich - Major Connecting Points

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Largest markets from Taipei beyond Munich are **New York, Paris** and **Frankfurt**

Several hubs share indirect traffic connecting Taipei with destinations beyond Munich

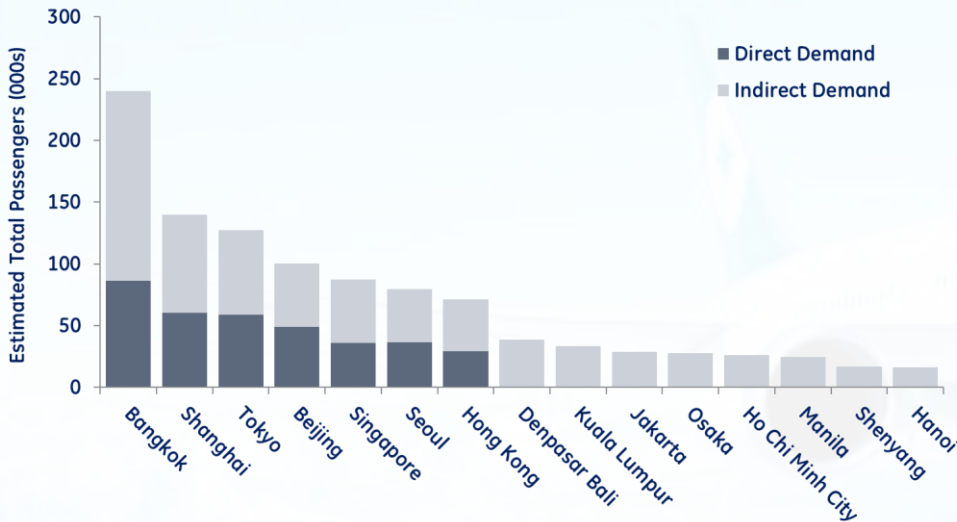
Dubai (24%) is the main connecting point followed by **Hong Kong (17%)** and **Bangkok (13%)**

Market Background

Connecting Traffic from Munich beyond Taipei

Top 15 City Pair Markets from Munich beyond Taipei

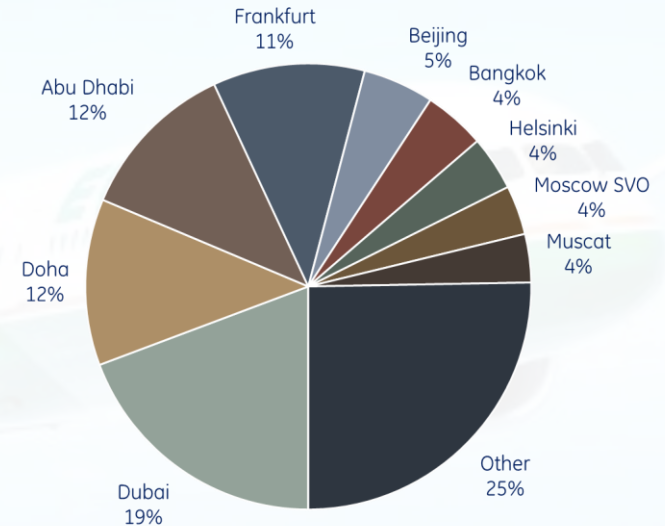
Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Largest markets from Munich beyond Taipei are **Bangkok, Tokyo and Tokyo**

Munich to Cities beyond Taipei - Major Connecting Points

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Several hubs share indirect traffic connecting Munich with destinations beyond Taipei

Dubai (19%) is the main connecting point followed by **Doha (12%)** and **Abu Dhabi (12%)**



Contact

Mr Tim Yuan-Hung Ting

Senior Manager Business Planning & Marketing Department

Taoyuan International Airport Corporation Ltd.

No.9, Hangzhan S. Rd., Dayuan Dist.,

Taoyuan City 33758, Taiwan R.O.C

Tel: +886 3 273 5555

Email: yhting@mail.Taoyuan-airport.com



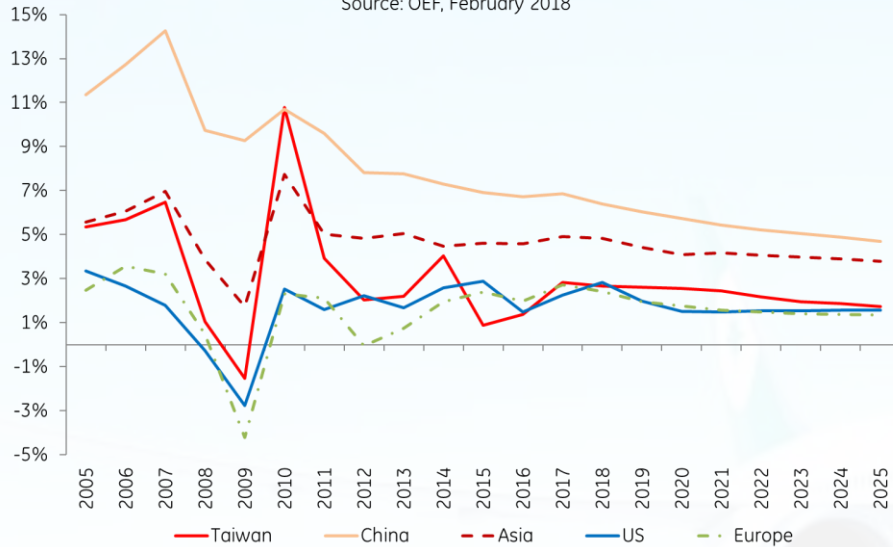


Appendix

Taiwan has a healthy economy and strong GDP growth

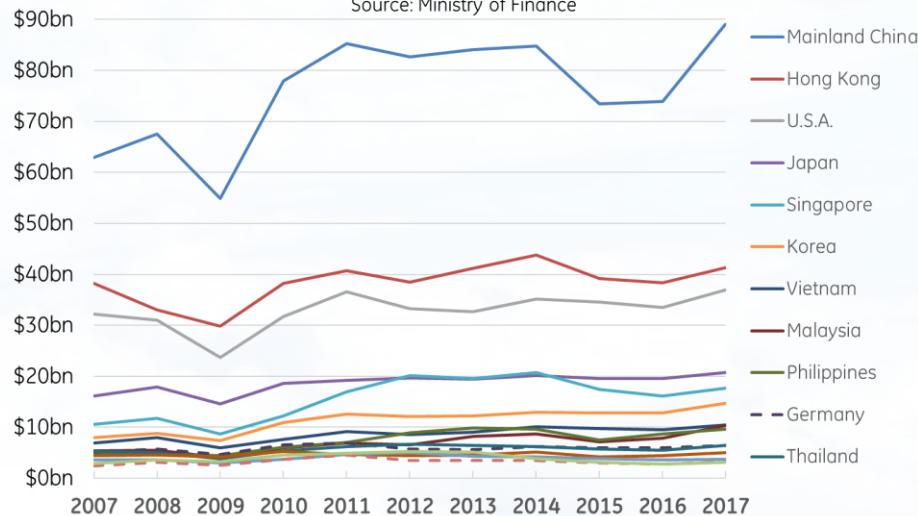
Real GDP Growth 2005-2025

Source: OEF, February 2018



Taiwan Exports by Country
Top 15 Markets by Value

Source: Ministry of Finance



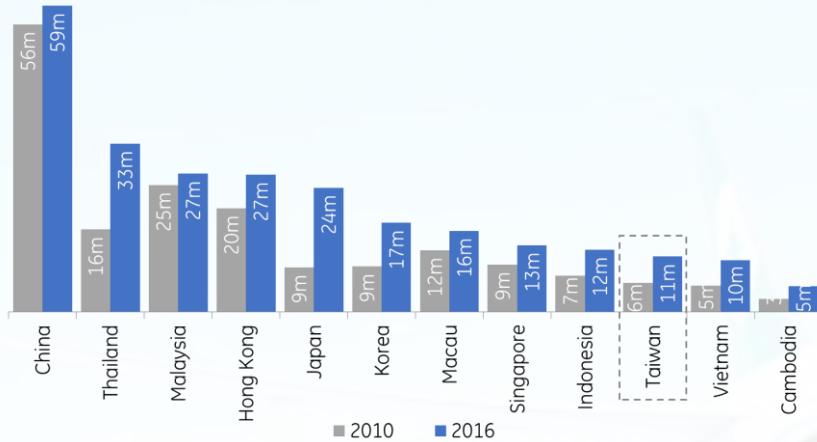
- The buoyant external backdrop should help maintain steady employment growth, solid levels of **consumer confidence** and **rising wages** – all supporting consumer spending.
- Economy remains on track for improved growth of **2.6% for 2018**
- The outlook for Taiwan **political stability** for 2017-21 is good.

- Taiwan intends to become **less dependent on the Chinese market** for exports.
- Currently it exports twice as much to China than to its second-largest export market, the 6 core members of the Association of Southeast Asian Nations (ASEAN).
- Besides these economic drivers, stable political relations with China will be important for Taiwan's trade prospects, wider business confidence and tourism.

Expanding Tourism Market

International Tourist Arrivals to NE/SE Asia

Source: UNWTO



10.7m overseas visitors to Taiwan in 2017 (+8% 5yr CAGR)

Foreign visitors to Taiwan grew +11% CAGR in the last 5 years

Of the top 12 countries for international tourist arrivals in North East and South East Asia, **Taiwan ranks #3 for the highest increase** in share of arrivals 2015 versus 2016 (+1.2%)

Conversely, China's share reduced from 31% to 23% over the same period

World Travel & Tourism Council forecast visitor growth to Taiwan (Foreigners + Chinese) of **4.1% CAGR** over the next 10 years

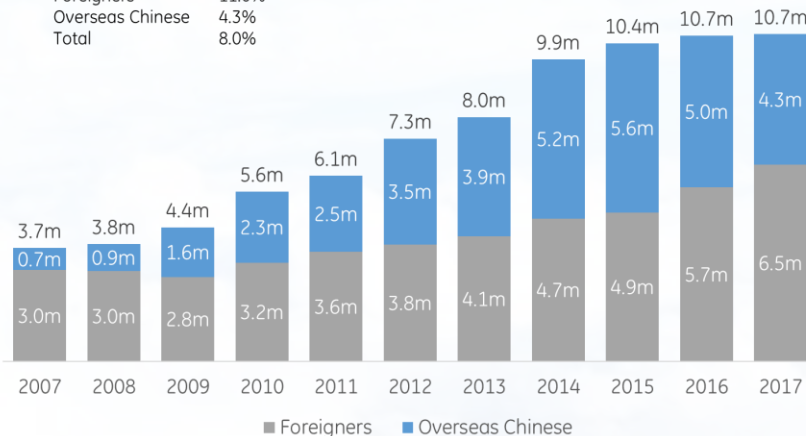
66,000 German residents visited Taiwan (2017), with **8% CAGR** growth over the last 5 years

Overseas Visitors to Taiwan

Source: Tourism Bureau MOTC

5 year CAGR

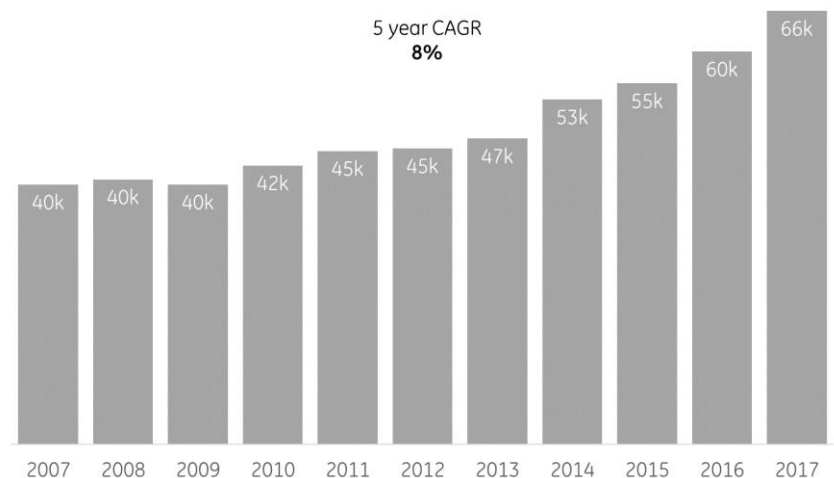
Foreigners 11.0%
Overseas Chinese 4.3%
Total 8.0%



German Residents Visits to Taiwan

Source: Tourism Bureau MOTC

5 year CAGR
8%





A Unique Opportunity to Serve Taipei from Mumbai

Routes Asia 2018

Contents

Summary of Route Forecast BOM-TPE	4
Why Taipei?	6
BOM-TPE Market Background	11
Taoyuan International Airport	16



Why Taipei?

IndiGo is a modern growing airline, well placed to serve the Taipei market

- TPE is ideally located as **a point to point** destination from Mumbai and a **transfer hub**
- Substantial connecting demand from Taipei beyond Mumbai:
 - *to Europe: 209,700 India & Middle East: 83,300*
- Substantial connecting demand from Mumbai beyond Taipei:
 - *to N. America: 646,000 SE/NE Asia: 482,015*
- Over **35,000 Indians** visit Taiwan annually and over **26,000 Taiwanese** visit India
- Established and strong **Mumbai-Taiwan links**
 - *trade & investment, technology, research & development, tourism and education*
- **Taiwan-India bilateral trade** is predicted to nearly double in the next 5 years to **US\$10BN**
- **100+ Taiwanese companies** have activities in India
- Both India and Taiwan are major global **IT / Tech** centres
- **TPE Award winning airport** customer service and range of facilities
- **High volume** and **premium market** between Taipei and India/Middle East



Opportunity for IndiGo

Summary of Traffic Demand

IndiGo®

Point to point market

18,700

Mumbai

Total Connecting market
potential beyond Mumbai

504,800

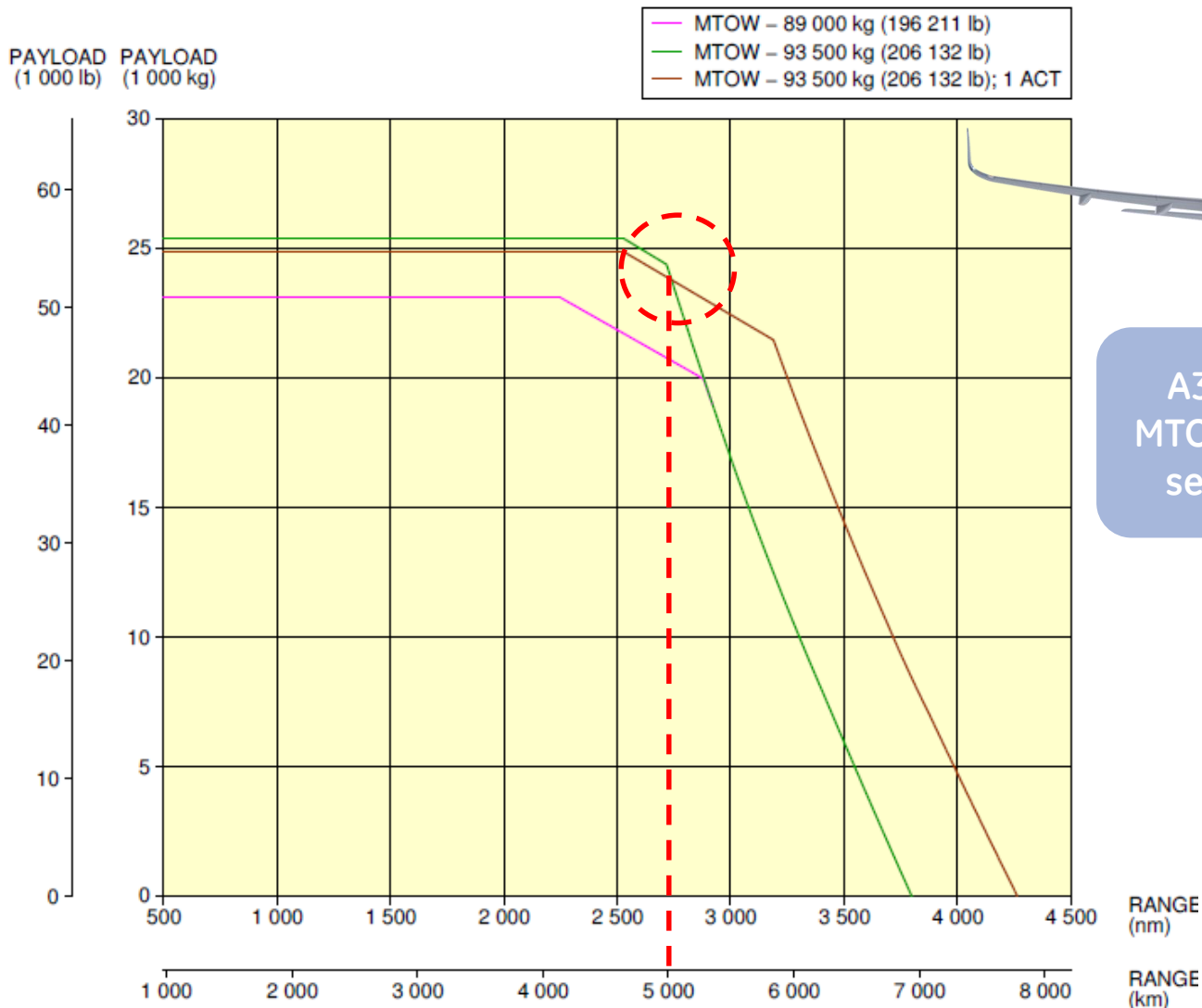
Taipei

Total Connecting market
potential beyond Taipei

1,682,200

A321neo Performance

A321neo range allows a direct connection between BOM and TPE



A321neo with 93.5 tonnes MTOW has sufficient range to serve Mumbai from Taipei

NOTE -



Why Taipei?

Economy, Trade, Tourism

Market Fundamentals

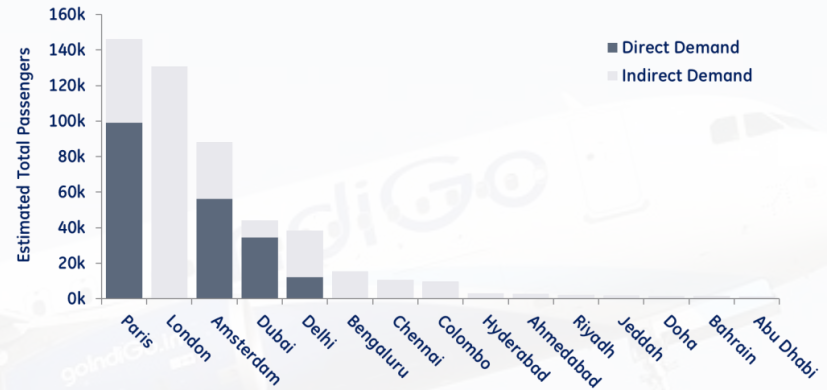
Established Business and Tourism Market for IndiGo to Serve

Demand and Trends

- **High point to point demand**
18.7k
- **Connecting demand** beyond BOM
Europe 209,700; India & Middle East: 83,300
- **High volume** and **premium market** between Taipei and Western Europe and India
- High average 1-way net fares of **\$509**
- Strong fit with **IndiGo customers**

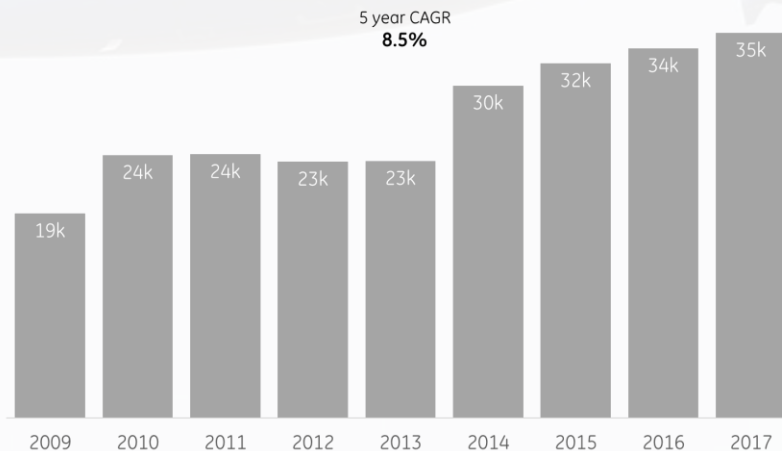
Strong Demand to India & Europe

Top 15 City Pair Markets From Taipei Beyond Mumbai
Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Increasingly Popular Visitor Destination

Indian Residents Visits to Taiwan
Source: Tourism Bureau MOTC



Established India-Taiwan Links

- **US\$6.3BN** bilateral trade (2017)
Five fold increase since 2001; +20% 2017 v 2016
- Taiwan imports from India increased from US\$0.5BN in 2001 to **US\$3.0BN** in 2017
- **100+ Taiwanese companies** have activities in India
- Taiwan's new **Southbound Policy** is targeting Asian countries, with focus on **India**
- Over **35,000 Indians** visit Taiwan annually and over **26,000 Taiwanese** visit India
- Over **3,000** Indian citizens live in Taiwan

Established Links With India

India and Taiwan enjoy economic cooperation, cultural and educational exchange

Established **business** and **tourism** market for **IndiGo** to serve



Bilateral trade has grown **five-fold** from US\$1.19BN in 2001 to **US\$6.3BN** in 2017

- **Taiwan exports to India** increased **17%** in 2017 to **US\$3.3BN**
- **Taiwan imports from India** increased **40%** in 2017 to **US\$3.0BN**

Trade is **forecast to nearly double** in the next 5 years to **US\$10BN**

100+ Taiwanese companies have business operations in India; with investment of **US\$1BN**

Key sectors are **auto parts, consumer electronics, construction** and **financial services**

Over **3,000** Indians live in Taiwan of which **1,000** are students

35,000 Indians visited Taiwan in 2017
26,000 Taiwanese visited India in 2017

Shared Interests – Mumbai and Taipei are Tech Cities

India is the world's largest sourcing destination for the IT industry and represents huge opportunity for Taiwan IT / Tech firms

Strong partnership opportunities exist in IT
"India has software, we have the hardware"

Taipei Government official, October 2016

India's **IT-business process management (BPM)** sector is forecast to expand at a **CAGR of 9.5%** to **US\$300bn** by 2020

Cloud services represent the **#1 IT opportunity in India**, increasing at 30% CAGR to around US\$650-700bn by 2020

Social media is **#2 most lucrative segment for IT firms in India**, offering a US\$250bn market opportunity by 2020

Government's **'Digital India Initiative'** could help boost India's GDP by US\$550bn to **US\$1 trillion** by 2025

85% of PCs installed worldwide with Windows® OS are produced by **Taiwanese IT companies**

80% of worldwide data communications equipment is produced by **Taiwanese** networking communications equipment companies

Major Taiwan-based ICT companies like **Acer**, **BenQ**, **DLink** and **Transcend** have support operations in India

Taiwan has amongst the highest **GDP per capita** in Asia, double that of China

Taiwan Tech – The Asian Silicon Valley

Globally recognised brands contribute to a **\$130bn tech sector**



Tech sector

contributes over **20%** to Taiwan's GDP

Taiwan's National Development Fund and Ministry of Science and Technology are funding **\$120m** venture capital for tech start-ups



Hsinchu Science and Industrial Park

One of the oldest tech industry parks in Asia generates **\$31bn** per year

Taoyuan Start-Up Hub

Helps start-ups with existing R&D and manufacturing capabilities





BOM-TPE Market Background

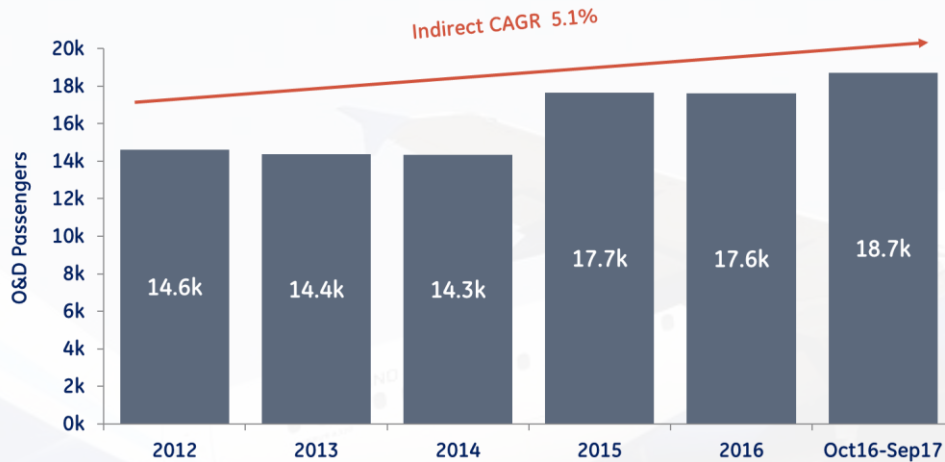


Market Background

Point to Point Traffic

Mumbai - Taipei Point to Point Indirect Traffic 2012-Sept2017

Source: Sabre MI 2012 - September 2017, AviaSolutions analysis

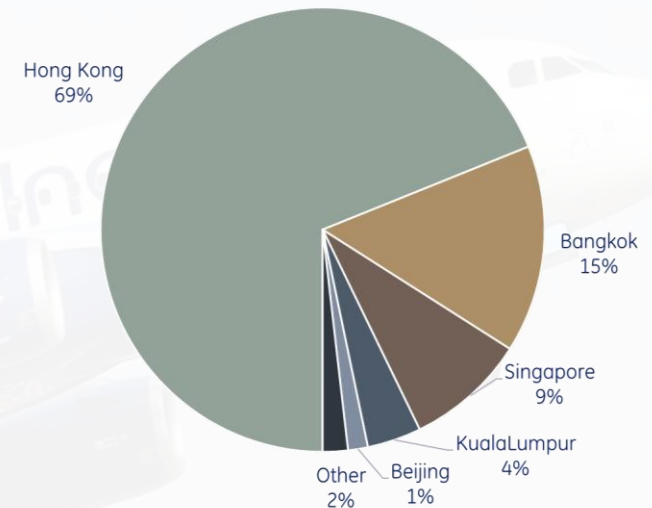


Indirect traffic grew by **5.1%** CAGR between 2012 – September 2017

18.7k passengers flew indirectly between Taipei and Mumbai (Sabre MI data year ending September 2017)

Major Connecting Points for Demand Between Mumbai and Taipei

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Several hubs share indirect traffic connecting Taipei and Mumbai

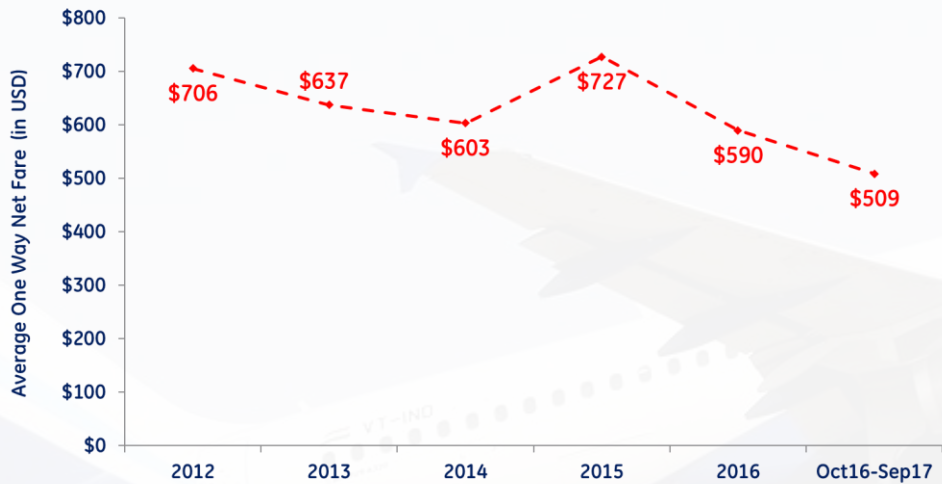
Hong Kong (**69%**) provided the most connections followed by Bangkok (**15%**) and Singapore (**9%**)

Market Background

Point to Point Fares

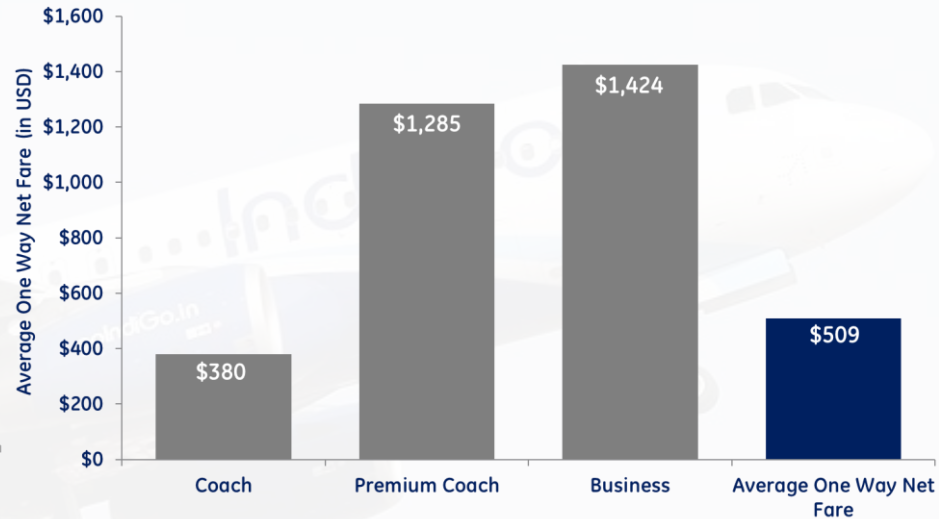
Mumbai - Taipei Point to Point Indirect Fares 2012 - Sept2017

Source: Sabre MI 2012 - September 2017, AviaSolutions analysis



Mumbai - Taipei Indirect Point to Point Fares by Class

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Stable average O&D one way net fares between Taipei and Mumbai at **circa \$509** in September 2017 (Sabre MI data year ending September 2017)

Increased competition over hubs with lower fares has led to increased demand

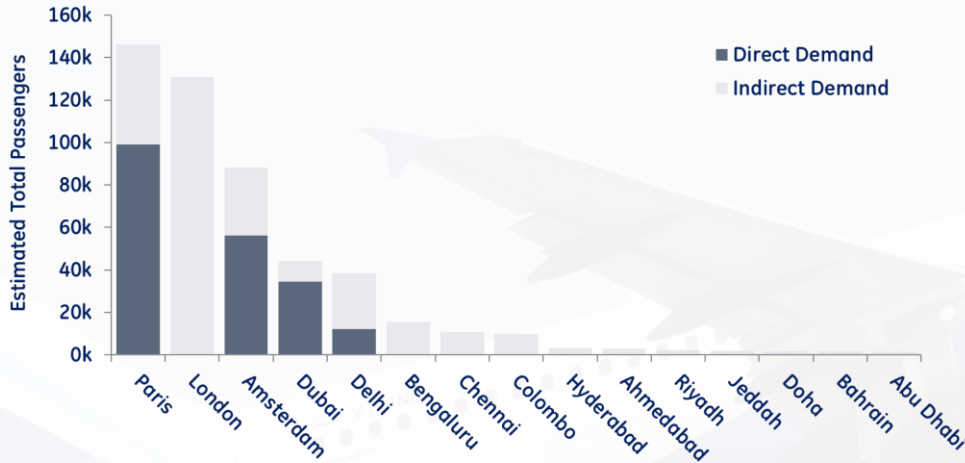
Average O&D one way net fares between Taipei and Mumbai show low fares in Coach (**\$380**) and high fares in Business (**\$1,424**)

Market Background

Connecting Traffic from Taipei beyond Mumbai

Top 15 City Pair Markets From Taipei Beyond Mumbai

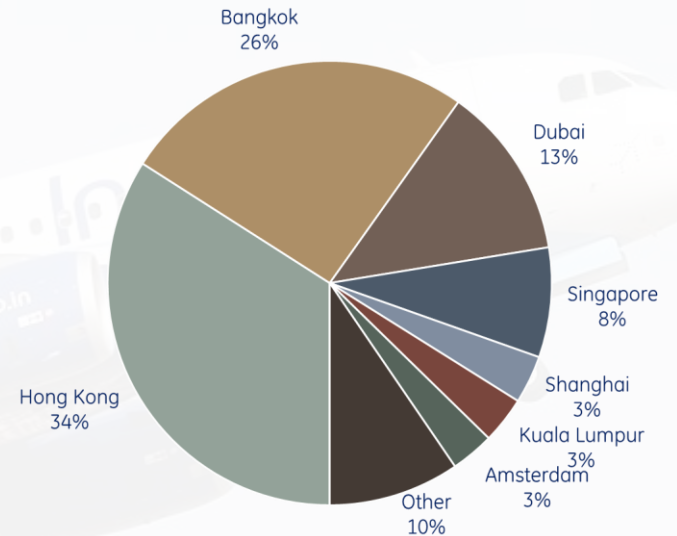
Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Largest markets from Taipei beyond Mumbai are to **European cities** i.e. Paris, Frankfurt, London, Amsterdam

Taipei Cities beyond Mumbai - Major Connecting Points

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Several hubs share indirect traffic connecting Taipei with destinations beyond Mumbai

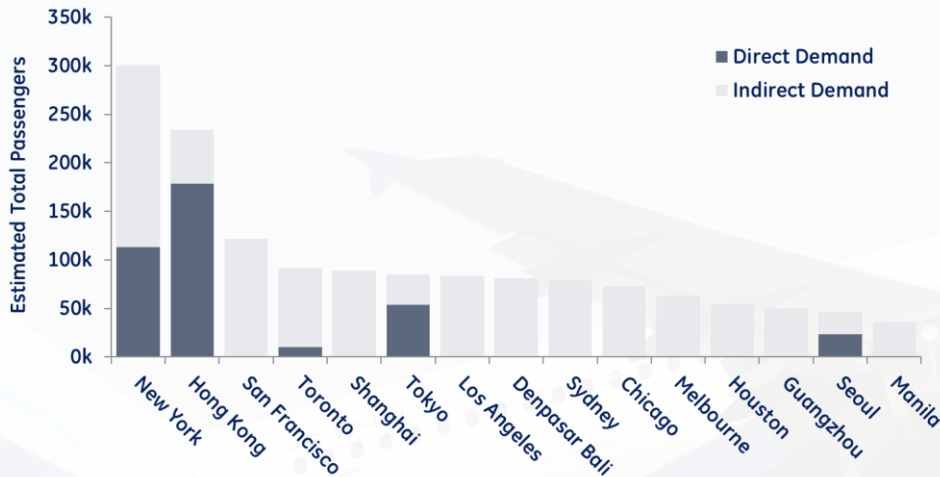
Hong Kong (34%) is the main connecting point followed by **Bangkok (26%)** and **Dubai (13%)**

Market Background

Connecting Traffic from Mumbai beyond Taipei

Top 15 City Pair Markets from Mumbai beyond Taipei

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis

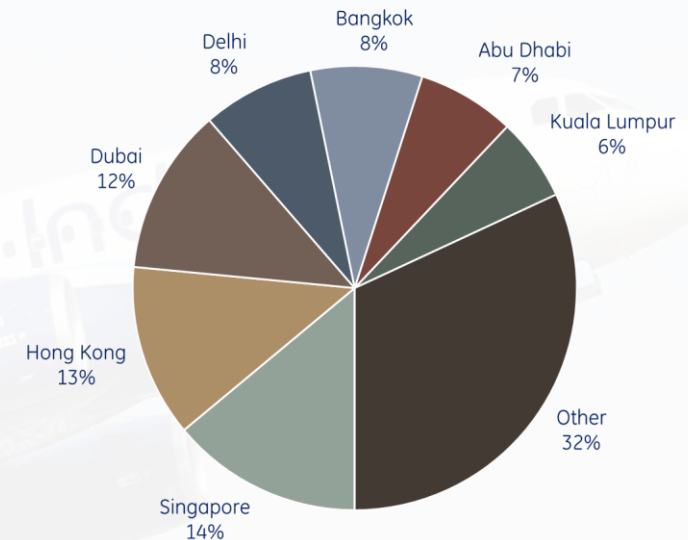


The largest markets from Mumbai beyond Taipei are to **North America** (New York, San Francisco, Toronto) and **Hong Kong**

Only 2 destinations to mainland China are among the top 15 – **Shanghai (#5)** and **Guangzhou (#13)**

Mumbai to Cities beyond Taipei - Major Connecting Points

Source: Sabre MI October 2016 - September 2017, AviaSolutions analysis



Several hubs share indirect traffic connecting Mumbai with destinations beyond Taipei

Singapore (14%) is the main connecting point followed by **Hong Kong (13%)** and **Dubai (12%)**



Taoyuan International Airport

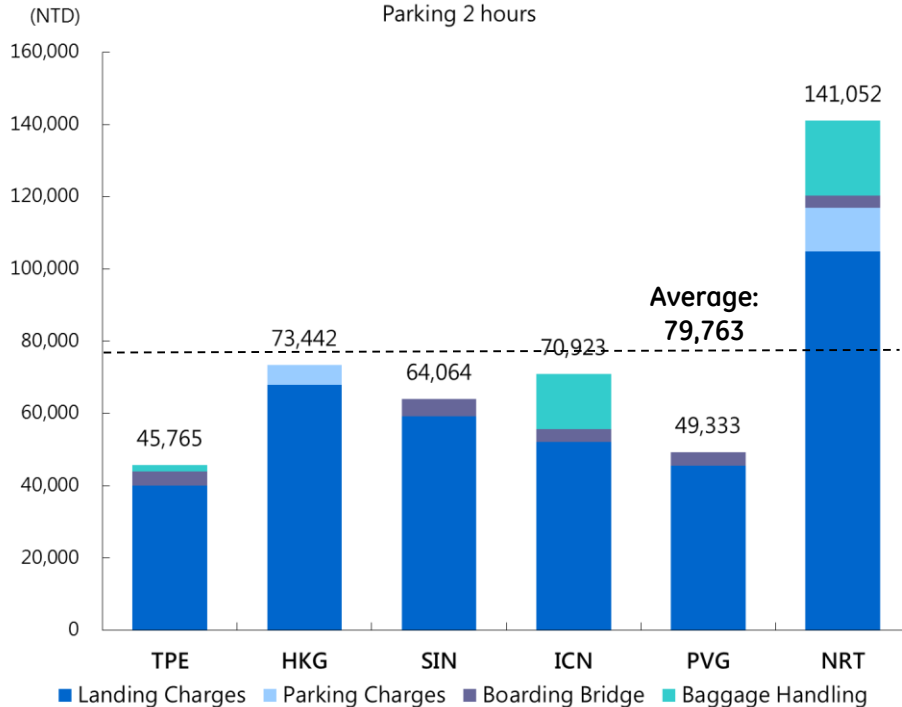


TPE Airport Charges

TPE Airport Charges do not exceed average charges of main East Asian airports

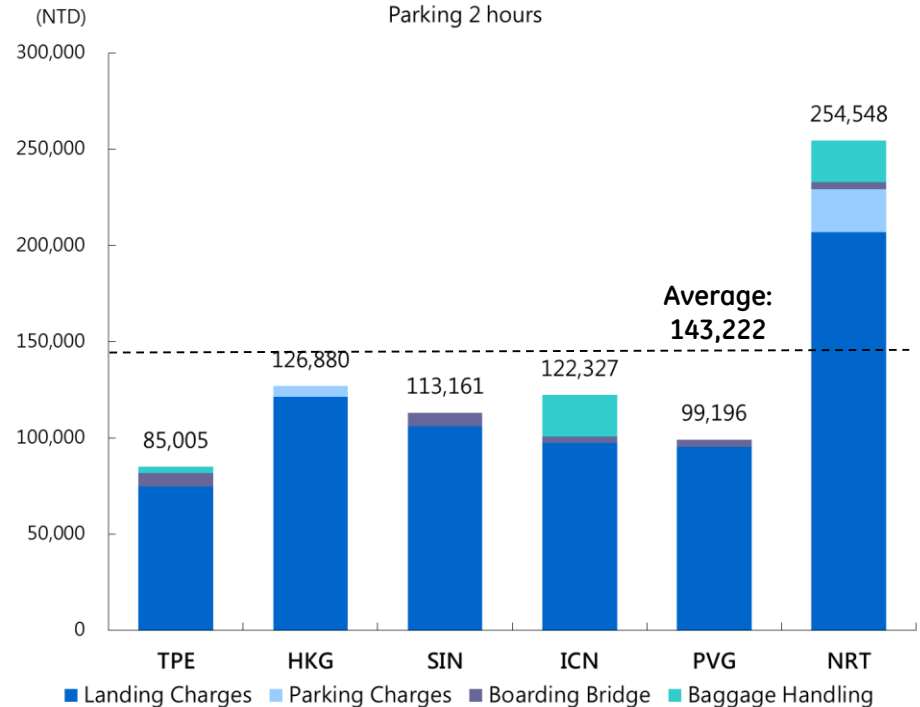
A330-300 (PAX 295)

Parking 2 hours



B747-400 (PAX 416)

Parking 2 hours



TPE Incentive Scheme

Program aims to invite air carriers to operate and develop new routes at TTIA.

Applicable flights:

- **scheduled direct flights**

Eligibility:

- **New route for Taoyuan Airport (new routes should not have been opened for the last year before application date.)**
- **Flights must inaugurate within 3 months after TTIA has approved the application.**

Incentive Scheme	Details
Landing Fee	Qualified flights have landing fee 50% off.
Boarding Bridge Charge	Qualified flights arriving and departing between 0:00~04:59 a.m. (same day) and departing in 2 hours have boarding bridge charge 50% off.

TPE Incentive Scheme application deadline is **December 31, 2018.**

All applications must be completed before the deadline.

TPE Marketing Support Program

TTIA New Airlines and Routes Promotion Incentive Programs

Program aims to invite new air carriers to operate and develop new routes at TTIA

Candidates categories:

- **Category 1** - New air carrier entrant, operating regular flights from TTIA
- **Category 2** - Newly opened regular direct route to TTIA

Category 1 should be air carriers that have not operated on any route at TPE.

Category 2 routes should not have been opened for the last two years before application.

Qualified candidates will obtain one-time FREE marketing exposure of TTIA New Airlines and Routes Marketing Support Program.

TTIA New Airlines and Routes - Promotion Incentives Program



Media	Content	Times	Comments	
TPE Social Media	Facebook post	Chinese and English content + pictures	Once	1. Airlines should provide TIAC with marketing content upon application.
	Instagram post	English content + pictures	Once	2. TIAC reserves the right to edit any submitted material.
	Twitter post	English content (less than 140 words) + pictures	Once	
Other Channels (one option only)	Option I	Print media	Twice	1. Select one option only
		Internet media	Once	2. All the media items including print media, internet media and outdoor media are selected from the attached list.
	Option II	Print media	Once	3. Airline logo and city image of the new route should be submitted to TIAC in AI format for TIAC to complete the artwork production and arrange media exposures.
		Internet media	Once	4. Airlines should provide TIAC with words, pictures and website link for internet media exposure.
		Outdoor media	Once	5. No specified position and date should be appointed.
	Option III	Print media	Once	6. TIAC reserves the right to revise the submitted materials.
		Internet media	Twice	
	Option IV	Internet media	Triple	
	Option V	Internet media	Twice	
Outdoor media		Once		

Candidates are required to submit a copy of Air Route Certificate issued by CAA and filled application form to TIAC no later than 45 days before inauguration.

TPE Incentive Scheme & Marketing Support Program

Application Procedure



IndiGo Route Certificate (issued by CAA, MOTC)

Application Forms

Promotion Materials

Submission



**Business Planning and
Marketing Department of TIAC**

Incentive Scheme: emilyycyang@mail.taoyuan-airport.com

Marketing Support: amanda0603@mail.taoyuan-airport.com

*Marketing evidence one
month after promotion
materials release*



Program expires on **31 December 2018**.

TIAC will revise the budget execution and effectiveness to extend program.

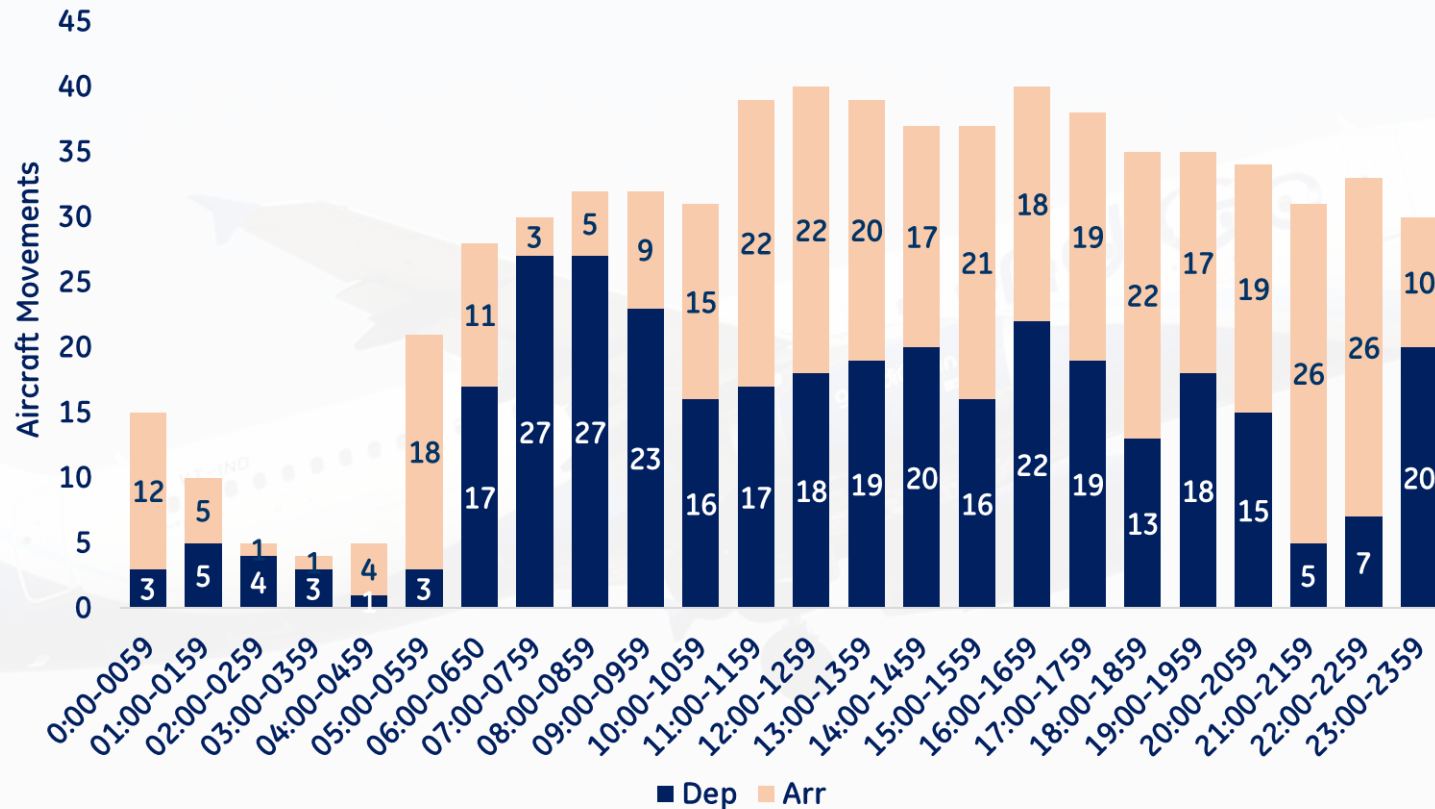
Program takes effect after official announcement.

TIAC has the right to extend, revise program.

TPE Slot Availability

TPE Aircraft Movements - Daily Average

Source: Taoyuan International Airport, January 2018



Peak hours **11:00–14:00** and **16:00–18:00**

Capacity of **50** movements per hour and **90** movements in **2** consecutive hours

New TPE Terminal 3 under Construction

A world class hub for East Asia

State of the art world-class T3 facility opening 2020

45mppa initial capacity with 26 boarding gates



Steps to Commence Operations at Taipei

Decision to serve



Taoyuan
International Airport
桃園國際機場

*Contact CAA for
official permission
to operate at TPE*

Application for IndiGo®

- Air Route Certificate
- Application for Station Manager Office, if applicable

*Discuss
operations
with TIAC*

Confirmation on

- Terminal choice
- Check-in counter arrangement
- Boarding gate arrangement
- IT & communication system
- Office rent agreement
- Other administration issues

Contact Person

Mr. Tom Chen

TEL: +886-3-273-5333

FAX: +886-3-273-5322

Email: tomchen@mail.taoyuan-airport.com



Taoyuan
International Airport
桃園國際機場





Taoyuan
International Airport
桃園國際機場

Contact

Mr Tim Yuan-Hung Ting

Senior Manager Business Planning & Marketing Department

Taoyuan International Airport Corporation Ltd.

No.9, Hangzhan S. Rd., Dayuan Dist.,

Taoyuan City 33758, Taiwan R.O.C

Tel: +886 3 273 5555

Email: yhting@mail.Taoyuan-airport.com

