



Milan  
Airports

# MILAN AIRPORTS

Leading International Airports

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of business

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# 01 THE HEART OF BUSINESS



**SEA GROUP**  
MANAGES THE TWO  
MAIN MILAN  
AIRPORTS: **MALPENSA**  
**AND LINATE.**

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**Milano•Malpensa**



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**Milano•Linate**



Milan  
Airports

## DEMOGRAPHICS

Milan Malpensa Airport is located in **Lombardy**, Italy's richest region, where the population has topped **10 million**: the equivalent of the whole population of **Portugal**, **Belgium**, the **Czech Republic**, **Hungary** or **Sweden**.



# MILAN AND LOMBARDY PRIME BUSINESS VENUE

	LOMBARDY	ITALY	SHARE
Area (square Km)	23,864	302,073	7.9%
Population (01.01.2019)	10,060,574	60,359,546	16.7%
Workforce (thousand, 2018)	4,711	25,970	18.1%
GDP (nominal, millions euro, 2019)	400,744	1.789,747	22.4%
Value Added (per capita, 2018)	34,642	26,205	-
Import (millions euro, 2019)	134,045	422,914	31.7%
Export (millions euro, 2019)	127,200	475,848	26.7%

Source: Booklet Italy, Lombardy and Milan. Assolombarda, N° 09/July 2020; Statista.com



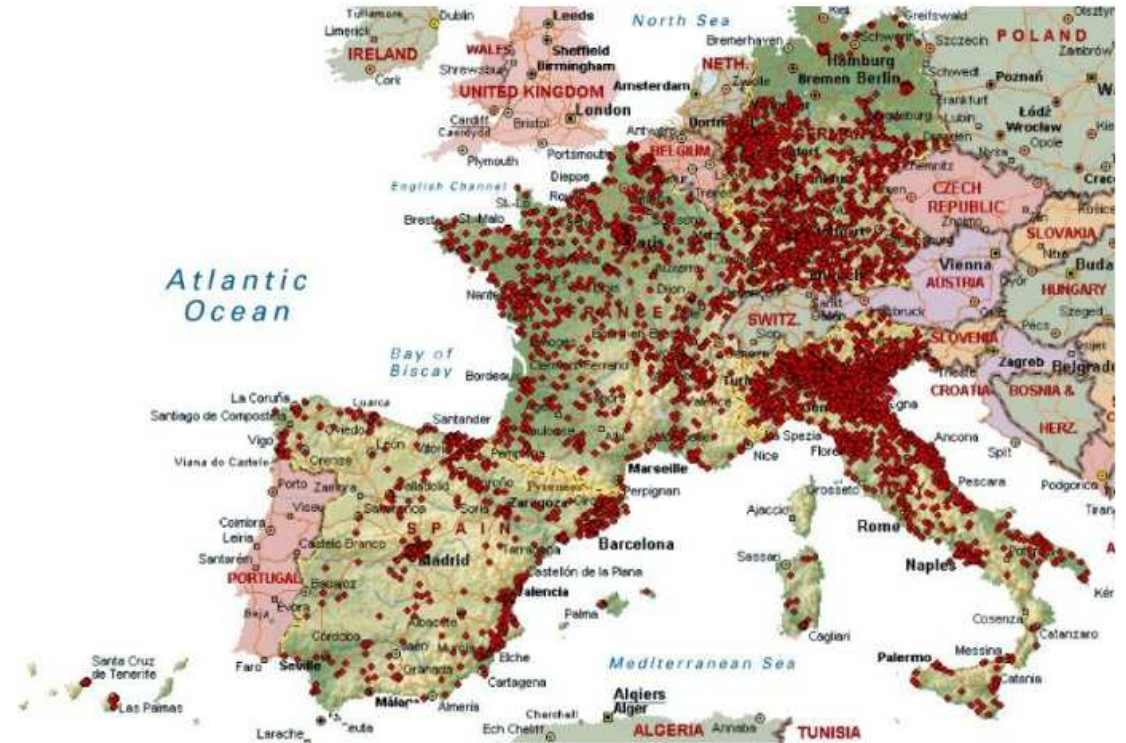
Milan  
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## 250 MANUFACTURING MEDIUM ENTERPRISES LOCATED IN MILAN, 1,100 IN LOMBARDY

In Milan **7%** and in Lombardy **31%**  
of the **3,500** medium enterprises  
active in Italy



Number of manufacturing medium enterprises, with 50 up to 499 employed and sale volumes from 15 to 330 million euro (excluding subsidiaries of large corporations or those under foreign control)



# MILAN THE PRIME LOCATION FOR 4,700 MULTINATIONAL COMPANIES OPERATING IN ITALY

4,697 foreign multinational companies located in Milan (32,2% of those active in Italy) with 500,965 employees and € 236 billion turnover



## THE COMBINED STRENGTH OF LOMBARDY AND MILAN

Innovation and high end research

12

CNR (National Research Council) Institutes and 18 territorial sections of CNR Institutes

3

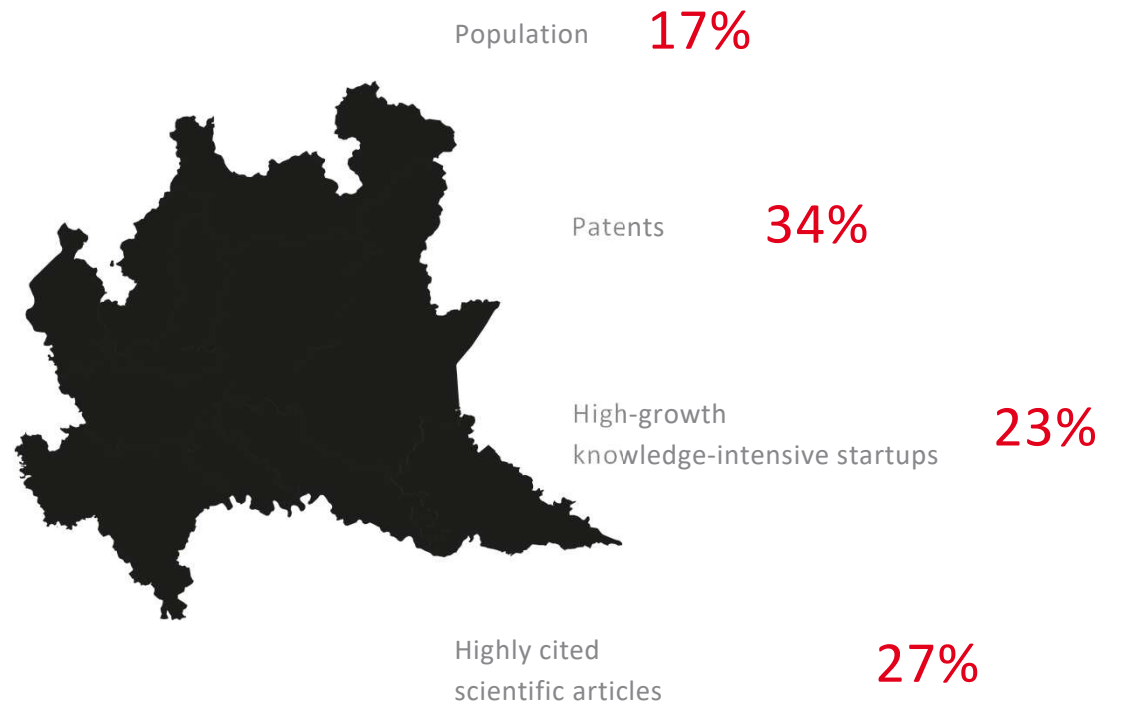
Sections of Italian National Institute for Nuclear Physics and one European Joint Research Center (JRC)

13

Universities

19

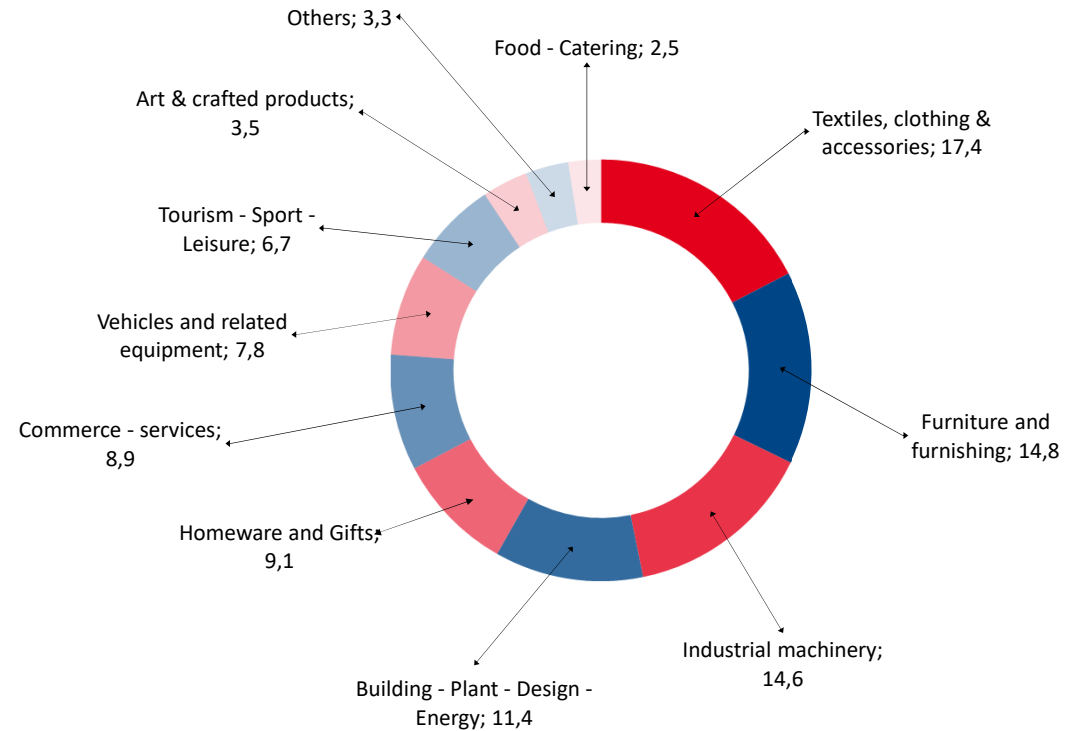
Institutes for Treatment and Research



## MILAN HOSTS INTERNATIONAL TRADE SHOWS

- World leader for rentals m<sup>2</sup>
- 5 M visitors
- Over 110 exhibitions
- 33,000 exhibitors
- Over 300,000 operators from more than 160 countries

## FAIRS AND EXHIBITIONS PORTFOLIO



# MILAN AVIATION KPIs

## MALPENSA CATCHMENT AREA

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### Within 120 km distance

- 14M residents
- 58M O&D pax, 38%  
of all O&D passengers to/from Italy
- 60% of residents departing from MXP

### Within 300 km distance

- 28,5M residents
- 92M O&D pax, 60%  
of all O&D passengers to/from Italy
- 68% of residents departing from MXP

## PASSENGER AIR TRAFFIC YIELDS: MILAN VS ITALY

World	International	Intercontinental
+3,9%	+4,2%	+5,7%



North America **+11,3%**



Asia **+4%**



South America **+6,4%**

# GROUND TRANSPORTATION

Malpensa Airport is connected to the city centre 24/7.

	TRAVELLING TIME	FREQUENCY
TRAIN	37 MIN (Cadorna Station) 51 MIN (Cadorna Station)	EVERY 15 MIN (in each directions)
BUS	50 MIN (approx) Milan Central Station	EVERY 20 MIN (in each directions)
TAXI & CAR	45 MIN (approx)	AVAILABLE 24/7

Milan is efficiently linked to Italy through the **High Speed Rail** network.

Italy is the only European country that has implemented an open access HSR market with two competing operators: **Trenitalia** and **Italo**



## TOURIST FLOW

In 2019 Lombardy welcomed **17.6 million** tourists, 13% of the total tourist arrivals to Italy

Milan, with **10.9 million** tourists arrivals in 2019, is one of the fast-growing tourist destinations among Europe's major cities.

**17.6 million** tourist arrivals in Lombardy  
 8.1 million Italians  
 9.5 million from abroad

**40.5 million** total overnight stays in Lombardy  
 16.2 million Italians  
 24.3 million from abroad

	TOURIST ARRIVAL	OVERNIGHTS
Germany	1,408,917	5,194,641
USA	701,761	1,448,593
France	624,689	1,274,530
China	616,757	971,143
UK	544,927	1,629,143
Switzerland and Liechtenstein	544,517	1,129,582
Spain	333,448	692,377
Netherlands	329,357	1,304,973
Russia	303,151	730,517
Belgium	234,511	688,778
Poland	204,198	627,884
Japan	201,793	364,373
South Korea	197,031	273,621
Middle East	176,362	474,085
Brazil	173,351	385,744

The first 5 countries represent 57% of the top 15 countries that visited Lombardy in terms of arrivals.

## DESTINATION MARKETING

SEA Milan Airports can supply you with an ideal mix of marketing devices capable of achieving your goals.

### Comarketing activities:

- Display ADV, Social Media and E-mail marketing
- Promotional videos
- Advertising: inside the airport and out of home
- Communication activities: press conferences, Launching, PR, shopping campaigns
- Special services: branded areas, Fast Track
- City2City a win-win format between two destinations: promotion of new routes within the local business community and support for the organization of fam trips.

## SOCIAL MEDIA



## DISPLAY ADV



## MONTHLY NEWSLETTER



## ADV INSIDE THE AIRPORT



CITY2CITY



# 02 MXP – MULTIPLY YOUR POTENTIAL

## SOUND FIGURES

### DIRECT DESTINATIONS FROM MALPENSA

Direct destinations from Malpensa

**210**

European

**124**

Extra European

**86**

Countries worldwide

**85**

2019 figures

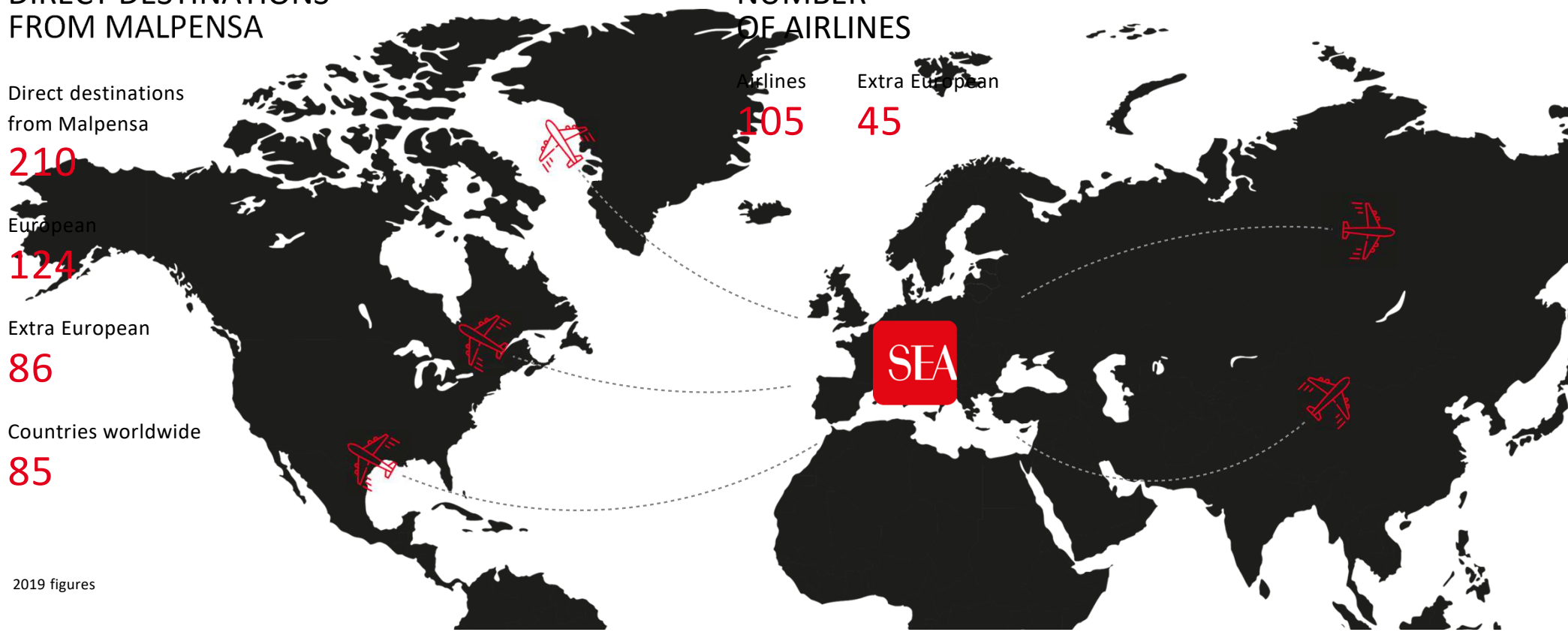
### NUMBER OF AIRLINES

Airlines

**105**

Extra European

**45**





# INTERNATIONAL DESTINATIONS

SEA MALPENSA



## TRAFFIC SHARE

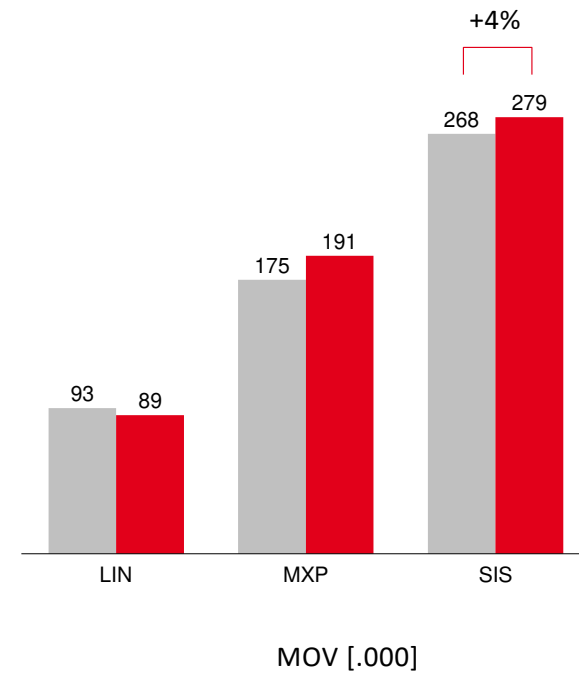
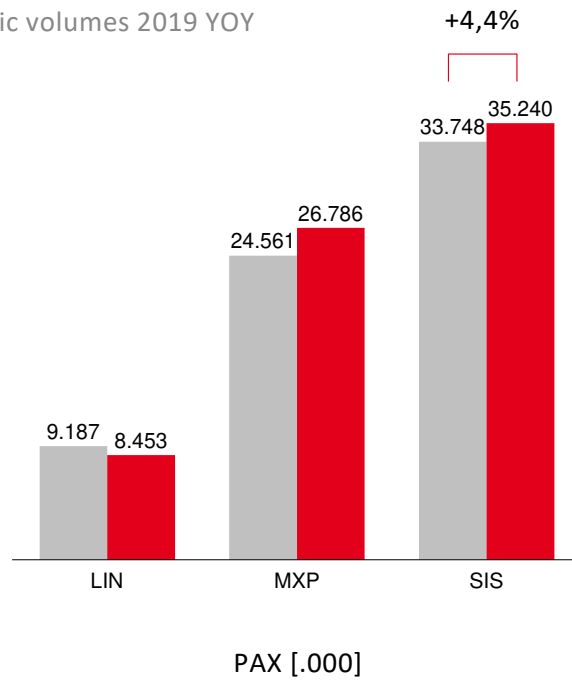
Milan handles almost **20%** of Italian passenger traffic and more than **50%** of Italian air cargo.

	PASSENGERS 2019	% ON TOTAL ITALY	CARGO 2019 [tons]	% ON TOTAL ITALY
Northern Italy	83,292,619	43	808,157	75
Lombardy	49,098,285	26	710,058	66
Milan (MXP + LIN)	35,243,300	18	566,067	53
Central Italy	59,274,041	31	233,005	22
Southern Italy	49,861,295	26	32,376	3
Total Italy	192,426,955	100	1,073,538	100

# SOUND FIGURES

Milan Airport System:  
Passenger Traffic volumes 2019 YOY

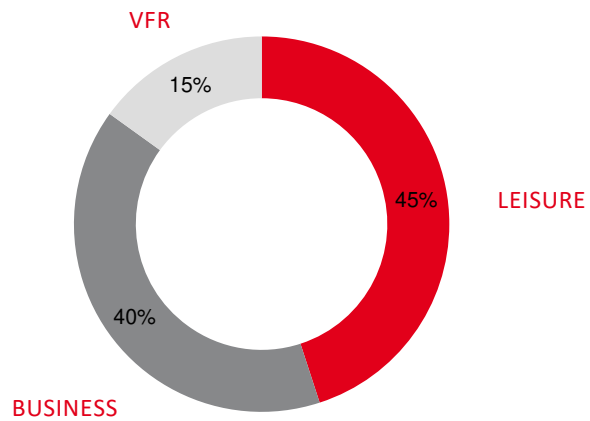
- 2018
- 2019



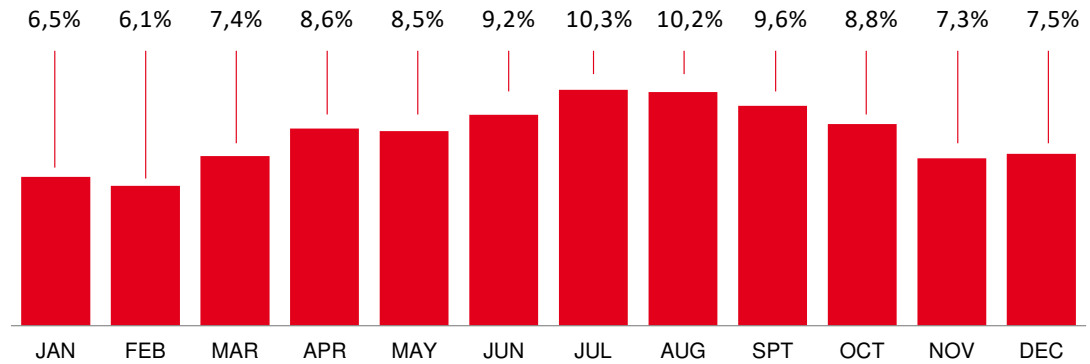
# SOUND FIGURES

The balanced combination of customers ensures an even distribution of passengers all year round.

## PASSENGERS TRAVEL PURPOSE



## TRAFFIC MONTHLY BREAKDOWN



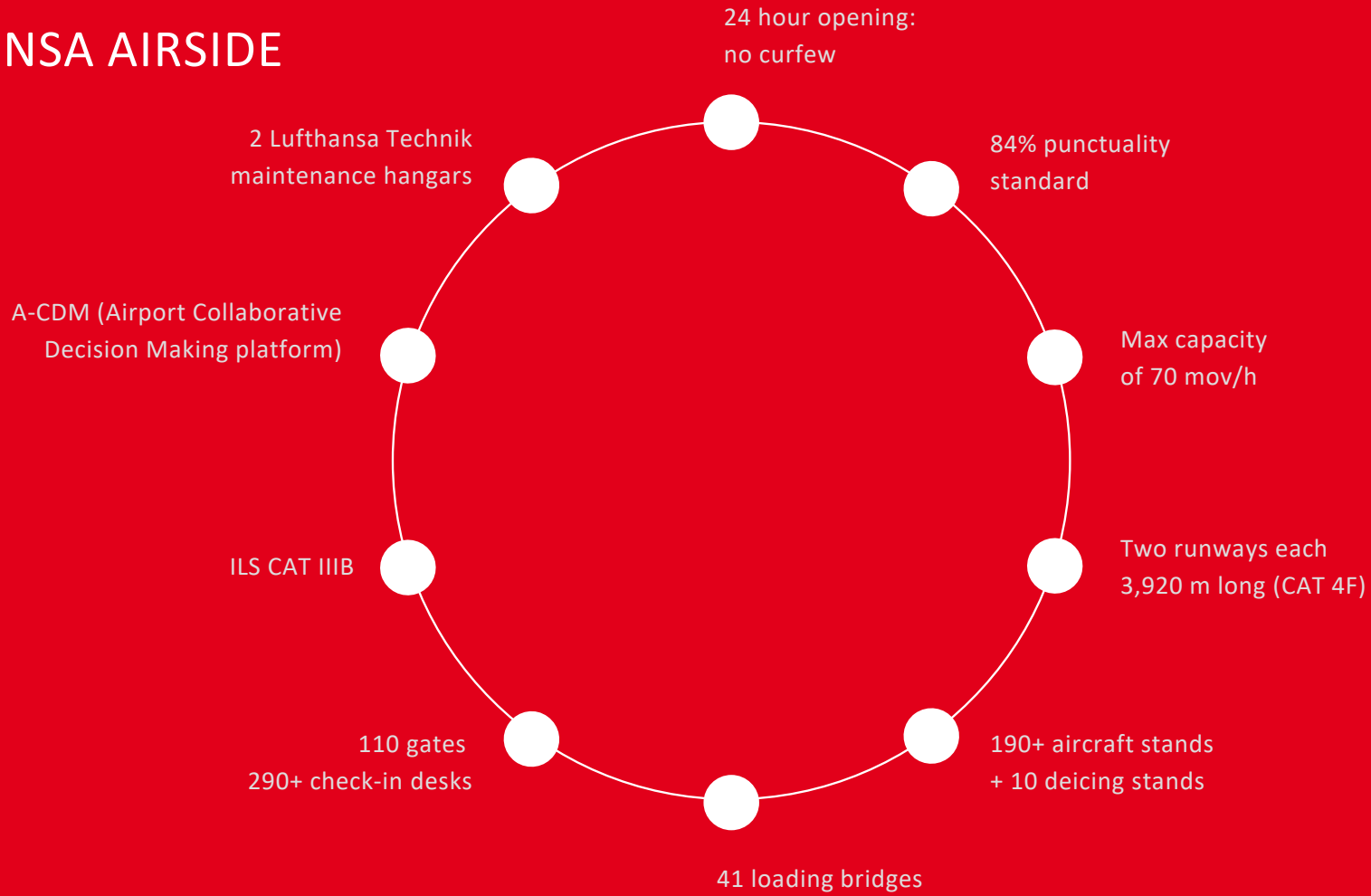
# OUR MAIN NON-EUROPEAN CUSTOMERS

 AIR ALGERIE	 CATHAY PACIFIC	 ETIHAD AIRWAYS	 MIDDLE EAST AIRLINES	 SINGAPORE AIRLINES
 AIR CANADA	 DELTA AIR LINES	 IRAN AIR	 OMAN AIR	 THAI AIRWAYS INTERNATIONAL
 AIR CHINA	 EGYPTAIR	 KOREAN AIR	 PAKISTAN INTERNATIONAL AIRLINES	 TUNISAIR
 AIR INDIA	 EL AL AIRLINES	 KUWAIT AIRWAYS	 QATAR AIRWAYS	 UNITED AIRLINES
 AMERICAN AIRLINES	 EMIRATES	 LATAM AIRLINES	 ROYAL AIR MAROC	 UZBEKISTAN AIRWAYS
 AZERBAIJAN AIRLINES	 ETHIOPIAN AIRLINES	 MAHAN AIR	 SAUDI ARABIAN AIRLINES	

# 03

# BESPOKE SOLUTIONS

# MALPENSA AIRSIDE





# 04 AN EXTENSIVE RANGE OF SERVICES

# AIRPORT SERVICES

## VIP Services

- Multilingual assistance at check-in
- Porter service
- Access to VIP Lounges and Fast Track
- Private vehicle transfer to aircraft stand

## ViaMilano Fast Track

A priority lane through security. Passengers can whizz through security controls and reach gates quickly.

## SEA Vip Lounges

- 2 Milano Linate
- 3 Milano Malpensa

## Milano Malpensa Boutique

An opportunity to book on line special offers exclusively dedicated to MXP passengers who can then pick them up upon departure at the pick-up point in Terminal 1.

## Meet & Greet

For passengers who like to be pampered. The hospitality team will guide passengers through airport processes ensuring stress free travel both during Arrival and Departure.

## Digital network

Free WiFi, multi-language communication, mobile and smartwatch app.

## Otello Tax refund

This real time link between shops, tax refund companies and Customs Agency speeds up and simplifies tax refunds.

## ViaMilano Parking

A parking network on the airport grounds.

## AIRPORT SERVICES

### E-gates

30 automated passport gates are installed in the Departure and Arrivals area of Malpensa ensure the highest levels of security controls and reduced passenger waiting times. The automated technology E-gates replace face-recognition with passport chip verification.

### FaceBoarding (Linate)

A new biometric technology based on facial recognition algorithms have been introduced in Linate Airport allowing passengers to be recognized through their face and quickly passing through security and the boarding gate simply showing for a few seconds their face to the camera, experiencing a seamless and touchless way of travelling

### New Smart Security Check-point (Linate)

First fully EDSCB (Explosive-Detection-Systems-for-Cabin-Baggage) equipped airport in Europe. Passengers, thanks to the Computed Tomography (CT) screening technology on hand luggage, are no more required to remove electronic devices and liquids from their hand luggage. A UVC sanitizing system for trays is embedded with all machines and grants that every tray is sanitized after each use.

### APOC (Airport Operation Center)

The project consists in the construction of a single control room where the main airport stakeholders can collaborate with each other to achieve a real time control of airport operations and the maximum operational efficiency as possible.

### Airport Community App

A cloud messaging and alert platform for mobile devices designed for all staff working within the airport (Security, Operations, Retailers, Restaurants, Ground staff, Airlines etc.) offering real-time airport status that may impact their activity. The App collects data from numerous sources around the airport and delivers notifications to users.

# 05 THE CARGO GATEWAY OF SOUTHERN EUROPE

# MAIN CARGO DESTINATIONS

SEA MALPENSA

2019 545,000 TONS      FORECAST 2021 727,000 TONS

- Passengers and cargo services
- All cargo services



● São Paulo

## SOUND FIGURES

Consolidation of Italian leadership and ranking of **Malpensa** as **1st Italian and 7th European Cargo airport**

### ITALIAN AIR CARGO TRAFFIC DISTRIBUTION

AIRPORT	2019 % MARKET SHARE	2021 (JAN-AUG) % MARKET SHARE
MILAN	53	70
ROME	20	11
BERGAMO	11	3
VENICE	6	4
BOLOGNA	4	4
BRESCIA	2	4
PISA	1	1
NAPLES	1	1
OTHERS	2	3
TOTAL	100	100

# ALL CARGO OPERATORS



AIRBRIDGE CARGO



ASIANA AIRLINES



ASL FRANCE



CARGOLUX



CARGOLUX ITALIA



CATHAY PACIFIC CARGO



DHL



EGYPT AIR CARGO



ETHIOPIAN AIRLINES



FEDEX



KOREAN AIR CARGO



MNG AIRLINES



NIPPON CARGO AIRLINES



QATAR AIRWAYS CARGO



SAUDI AIRLINES CARGO



SILK WAY AIRLINES



TURKISH CARGO



VIRGIN ATLANTIC



# 06 OPPORTUNITIES

## OUTSTANDING OPPORTUNITIES

**EASY ACCESSIBILITY** thanks  
to continuous upgrading  
of the rail on road system

**STRONG BUSINESS**  
traffic potential

Relevant **POINT-TO-POINT  
TRAFFIC FLOWS** in & out  
of all the main world regions

**MALPENSA INFRASTRUCTURE  
DEVELOPMENT**  
with customization possibilities

**INNOVATIVE SOLUTIONS**  
to create collaborative airport environments

**THE LARGEST ETHNIC  
COMMUNITIES** In Italy are hosted  
in Milan catchment area

**REGULAR  
PASSENGER TRAFFIC**  
distribution all year round

Great majority of Italian  
**OUTGOING TOURISTIC FLOWS**

**HUGE BALANCED  
CARGO FLOWS**  
to all major world destinations

**SELF CONNECTIVITY**  
to boost airline traffic  
potential at MXP

## SEA AVIATION TEAM

An active partner to ensure your success:

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- Bespoke support for the take off of the flights departing from MXP.
- Route development research and marketing intelligence for your projects.
- Constant contact support for slots, traffic right authorizations, service providers and airport facilities, etc.
- Marketing tools to sustain partner's business.
- Your specific agent for Milan, Lombardy and Italy.



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