

you
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SBZ

WELCOME TO THE WORLD OF
SIBIU INTERNATIONAL AIRPORT



We are:

YOUR BEST AIRPORT partner in Romania

We want:

MORE DESTINATIONS

SIBIU International Airport is unique for its market: an ideal mix of business people, upscale tourists, affluent local consumers and expatriates, the natural first choice on the air highway to Romania.

Sibiu's excellent location in the south of Transylvania together with its recognition as an attractive business and holiday destination, as well as being one of the eight most idyllic place to live in [according to Forbes Magazine] and the **only city in Romania with 3 stars** in Michelin Green Guide, all these represent an unique opportunity for connectivity and air service development. It serves 15 cities, 5 counties and is 5 minutes of driving from Romania's main highway.

In contrast to other airports in the region, **SIBIU** International Airport **passenger yield** is 0.11 euros (revenue pax/km), 0.02 euros higher than its competition, while the **average paid fare** is 200 euros/round trip, 60 euros higher than its competition. Therefore, **SIBIU** International Airport enjoys a **different and highly attractive competitive situation**.



We are:

The place where **business meets tourism**

We want:

ADD VALUE TO YOUR BUSINESS

SIBIU International Airport, conveniently located in a dynamic and prosperous region, offers a great price/value ratio for airlines. With a low LCC penetration and with a strong legacy presence, **SIBIU's** International Airport traffic **grew +36%** in the first half of 2015 [according to ACI Europe], **the highest passenger growth in Romania**. In 2015, passenger traffic grew +28% to 2014 with almost 300.000 embarked-disembarked passengers.

With a considerable perspective of economic growth, our **GDP is 8% higher** than the national average, along with a **regional GDP growth of +6.7%**. The **average wage** in the region is **+3% higher** than the national level, while the **active working force** is 30%, higher than the national level of 22%.

- Placati / Departure / Abflug
- Security / Antritte / Antritte
- Baggage / Gepäck / Gepäck
- CHECK IN
- VTC



We are:

A family of 300.000 passengers

We want:

EVEN MORE

SIBIU International Airport, is the preferred starting point for those looking to discover Transylvania both for business and leisure, an ideal mix of passengers for all airlines. Our family travels to/from Europe or the rest of the world for **business (34%), tourism (37%), VFR (28%)** and to **study (1%)**.

Travellers enjoy **fast road connections** to/from **SIBIU** International Airport to all major cities all over Romania and to interest points in the region. Sibiu is offering a **great connectivity by bus**, with more than 50 daily departures or daily departures (more departures on demand) with a **shuttle service for nearby cities from the airport**.



We are:

A **HUB** for tourism and business

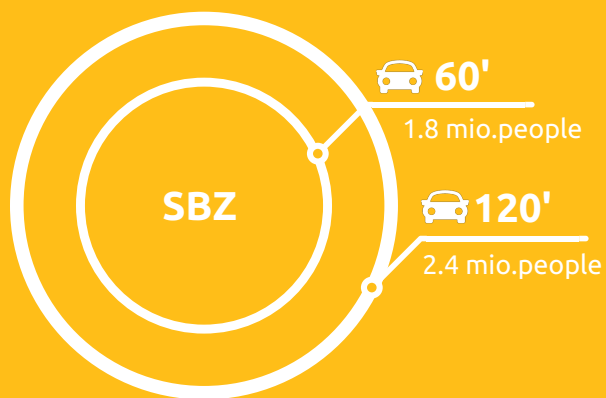
We want:

MORE YOU

SIBIU International Airport lies in the **most attractive investment region** in Romania, a magnet area for major international companies, both for tourism and business. Recognized as a top class tourism and business destination, **SIBIU's** International Airport catchment area is cementing its position as a hub for international investments.

Attracting a large number of upscale tourists, the average daily spend/tourist in the region is 210 euros, with an average of 5 lodging nights. The **seasonal variation in touristic demand** is **extremely lower** compared to other regions in Romania - tourism activities suitable for every season (cultural tourism, winter and summer sports).

No wonder so many **major international automotive, IT , telecommunication, pharmaceutical and retail companies** already **call SIBIU home**: Continental, Marquardt, Siemens, Bosch, Star Transmission, Takata, Esarom, Polisano, Kuhne, Brandl, Scandia etc. Which is why you should be doing business in **SIBIU**.



We are:

YOUR key catchment area

We want:

YOU TO KNOW THESE FACTS

Infrastructure and Operations facts:

- ⊕ **longest regional runway** [2.630x45m] with a **PCN** of **56** (R/D/W/T)
- ⊕ 20 mixed operations every hour , no curfew or slots constraints
- ⊕ apron capacity of **15 parking positions** AVO cat B,C,D
- ⊕ turning bays on both sides, length of 100x60m
- ⊕ ICAO reference code 4C, RFF cat 7
- ⊕ lighting system cat II, ILS cat II
- ⊕ 3 rolling concrete surfaces (taxiways) - E,W,N 4C according to ICAO

Other facts:

- ⊕ 30 minutes turnaround
- ⊕ 10 check-in desks
- ⊕ value for passengers: Wi-Fi, business lounge



We are:

Part of the future's economy of aviation

We want:

LONG-TERM PARTNERS

At **SIBIU** International Airport we believe **aviation is strongly shaping our future economy**. With an incentive scheme based on the number of landings every month, you can benefit from an attractive landing charge rebate. Moreover, you can benefit from a state-aid grant support for new routes, -50% applied for airport and handling fees) between 1 and 3 years within the European Union.

At **SIBIU** International Airport, your airline doesn't have to worry about any decreasing traffic. Based on our **SVID analysis** (Seasonal Variation in Demand) our **traffic is constant all year round**, with a slight decrease during winter. The SVID result is 7.043 [on a 0-100 scale] which positions our airport as **GOOD**!

To **support your growth** at **SIBIU** International Airport, we provide analysis and active search for route development opportunities using useful tools, traffic reports and statistics, regular monthly reports, passenger profile or country information including economical and tourism facts. We also provide PR or online/offline marketing support.



We are:

SIBIU

We want:

YOU TO BE IN THE PLACE OF CULTURAL TOURISM&ADVENTURE

With a fascinating history, surrounded by medieval and baroque architecture, with multicultural values and **The European Capital of Culture in 2007**, **SIBIU** is the first choice for a city break destination, securing a significant number of tourists. Main attractions of **SIBIU** include the Lower Town, the Upper Town, the Grand Square, the Lesser Square, Huet Square, the Passage of the Stairs, the Village Museum or Brukental Museum.

SIBIU is the only city in Romania to receive three Michelin stars, in 2011 edition of the **Green Guide**, featuring **SIBIU** as a location to be visited, both in the "*Ideas for the weekend*" and "*An essential tour of Romania (a journey of 17 days in Romania)*". Formerly the centre of the Transylvanian Saxons, the old city of **SIBIU** was ranked as "Europe's 8th most idyllic place to live" by Forbes in 2008.

The city of **SIBIU** is unique in Romania, due to the presence of Romania's largest stock exchange outside Bucharest, the "**SIBIU** Stock Exchange".



We are:

SIBIU Region

We want:

YOU TO EXPERIENCE TRANSYLVANIA

SIBIU and its surroundings are among the most visited areas in Romania due to the fascinating history, medieval, baroque architecture and fortified churches.

Bâlea - the winter adventure on top of the Romanian Carpathians, located in the heart of Făgăraș Mountains is the perfect place with magnificent landscapes of unique beauty, overwhelming in the summer, but especially during the white season. The Ice Hotel near Bâlea Lac is a challenge, a thought born from the desire to bring something unexpected to Romanian tourism, something that combines adventure and fun with the latest concepts of tourism marketing.

Transfăgărășan, the place where clouds meet highway - 92 km of adrenaline, is the road that climbs to the highest altitude in Romania. Along with Transfăgărășan, Transalpina is the highest road in Romania, connecting Transylvania and Gorj (in the southwest of Romania).



We are:

YOUR favourite contact

We want:

YOU TO KNOW WHO YOUR CONTACT IS

We want to ensure a smooth, problem-free communication and cooperation.

Marius Ioan Gîrdea - **GENERAL MANAGER**

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Iulia Cristina Ivancea - **COMMERCIAL MANAGER**

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MARKETING TEAM

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Data sources

- ASM Route Development
- Romanian National Institute of Statistics
- ACI Europe
- The image and market potential - SBZ Airport 2015 Market Study (Romanian Institute of Evaluation and Strategy)

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