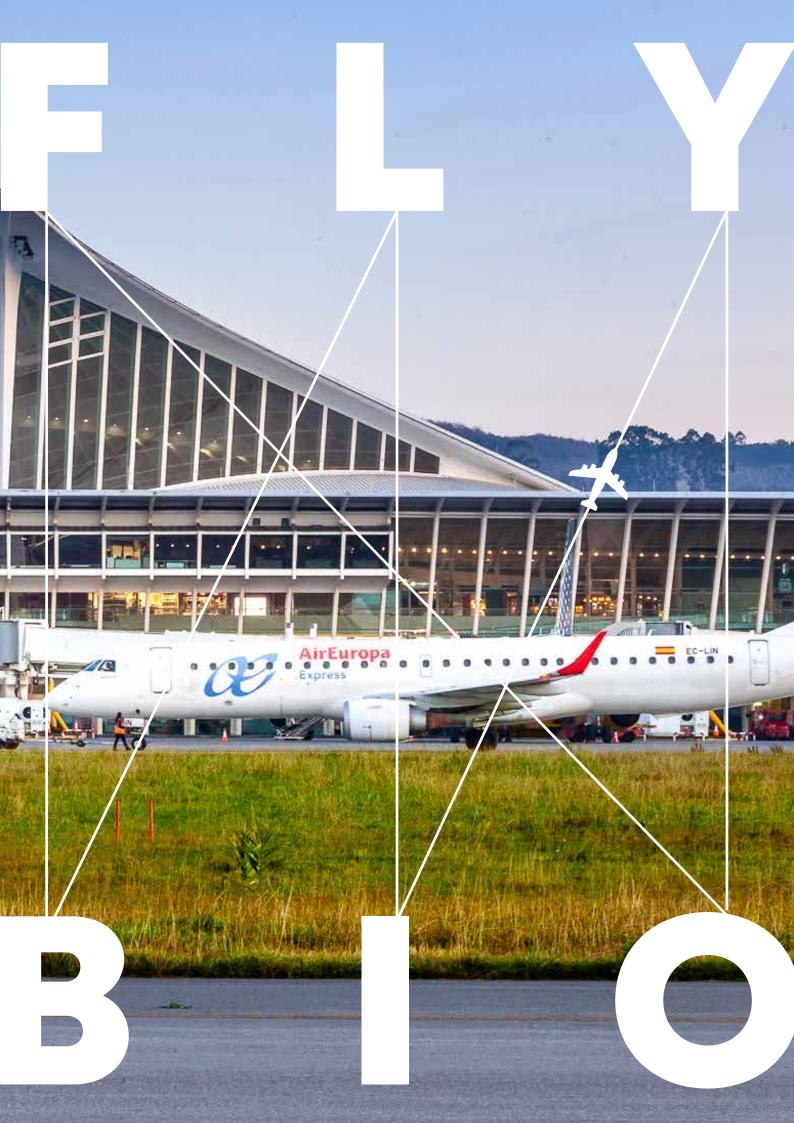
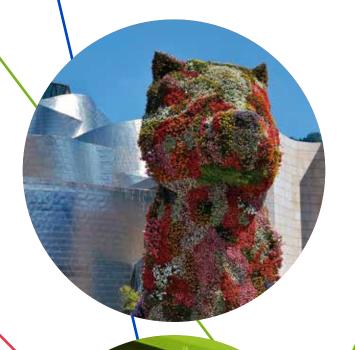


Bilbao, best European city 2018, a world benchmark in urban transformation, bringing in 1,615,918 visitors and expectations of growth in events, tourism, business and investment.

Come fly with us.







Interak Departures Salidas Manan Company Salidas Manan Company Salidas Manan Company Salidas Manan Mostrador Manan Mostrador Salidas Manan Mostrador Mostr



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MEMBERS: Basque Government, Biscay Provincial Council, Bilbao Town Hall, Aena-Bilbao Airport and Bilbao Air, along with the Chamber of Commerce.

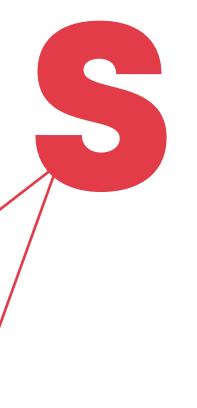
Bilbao Airport Route Development Committee

This is the Biscay Provincial Council body driving air connectivity in this province and in the city of Bilbao. It acts as go-between for the airlines and various authorities in the Basque Country to assist with growth or implementation.

The common goal of the public institutions and companies making up this group is to address air connectivity challenges as a single body able to work together to modernise the transport network. Its tasks are as follows:

- To draw up the specific strategy for Bilbao, Biscay and Basque Country air connections.
- To conduct research and analyses in relation to air connections and their impact.
- To table proposals to structure the sector around demand for and supply of Bilbao-Biscay air connections.
- To spearhead joint tourism communications in Bilbao-Biscay in relation to air connections.
- To produce courses of action that will drive relations with airlines and other players in the air sector.







Block 1 Bilbao / Biscay / Basque Country.

European Atlantic Axis hub

Tourist destination with a prestigious brand

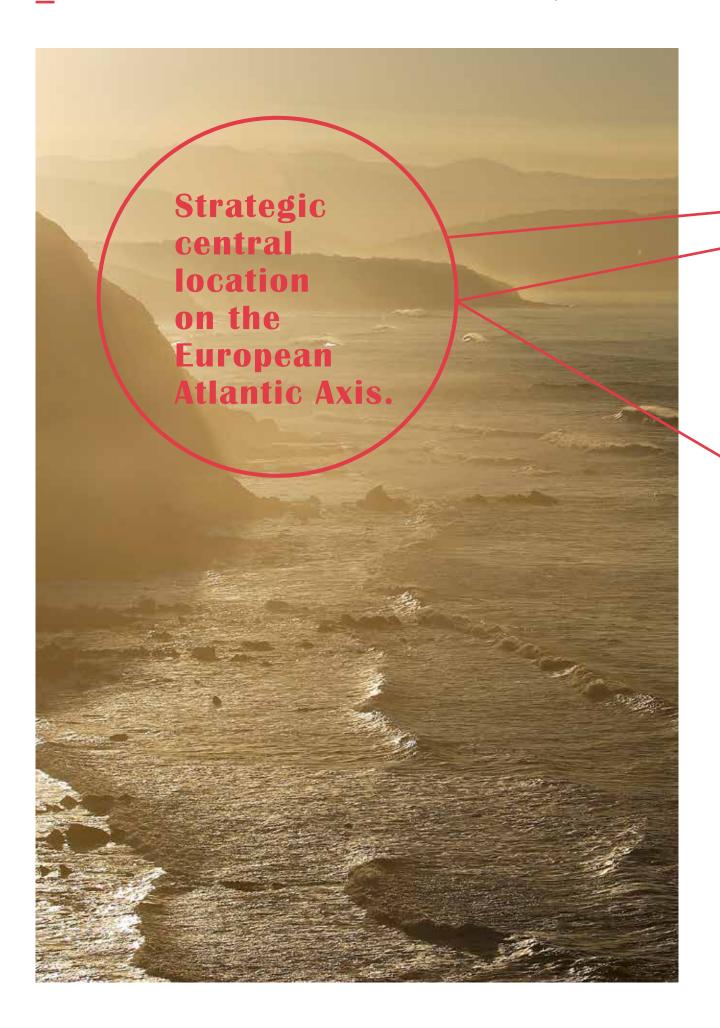
European competitive region

Excellent external and internal connectivity









European Atlantic Axis hub

Bilbao is the capital of Biscay province, its largest city, and the Basque Country's economic and financial hub. Some 1,150,000 people live in the province of Biscay, most of them in Greater Bilbao, as the metropolitan area is known locally.

At 2,217 km², it is the most densely populated area, and also boasts the greatest portion of its economic activity. Local per-capita GDP stood at 33,896 euros in 2019, well above the figure for the State as a whole, similar to that of Europe's fully industrialised regions, and also above the EU-28 average.

Its strategic central location on the European Atlantic Axis to the north of the Iberian peninsula puts Bilbao at the crossroads between the EU's main north-south transport route and the emerging east-west corridor. Institutional commitment has helped the Basque Country fund an ambitious plan to reinforce its communication structures and boost its competitiveness along this axis.



Air connectivity is an essential factor. Thanks to its connections, Bilbao Airport helps Basque companies and companies elsewhere with interests in the Basque Country to maintain constant interaction between customers and suppliers. For many passengers it is also the gateway to the Basque Country and what the region can offer them: mountain scenery, coast and beaches, gastronomy, cultural identity, its own language, an excellent standard of living etc.

The Atlantic Corridor runs for **2,000 kilometres**, and accounts for almost 40% of the European **Union's Gross Domestic Product.** This area has a population of 80 million. It is a key factor in the transportation of goods between the peninsula and Europe. 50% of all traffic moves along the corridor. More than 60 ports are dotted along the coastline, handling a total volume of goods of more than **650 million T/year**, and here Bilbao Port is playing an increasingly active role. In fact, its traffic grew by 4% in 2018 with a volume of 35.6 million tonnes.

The arrival of the so-called Basque "Y", a high-speed rail transport network, will boost goods and passenger transport along the Atlantic Axis thanks to the corridor known as Madrid-Vitoria-Bordeaux (France). To make the Basque Country a key link on the axis, work is also continuing on construction of the Port of Bilbao's southern railway bypass, on implementation of the Júndiz and Pasaia-Lezo logistics platforms, and on the logistics centre at Vitoria Airport.



2,217 km²

most densely populated area of Basque Country

people

live in the province of Biscay

Basque Country

†††††††††††††† 2,188,01<mark>7</mark>

people

more than 52% of the population of Biscay

6

€33,896

Per-capital GDP in 2019.

Well above the figure for the State as a whole, similar to that of Europe's fully industrialised regions, and also above the EU-28 average.







Tourist destination with a prestigious brand

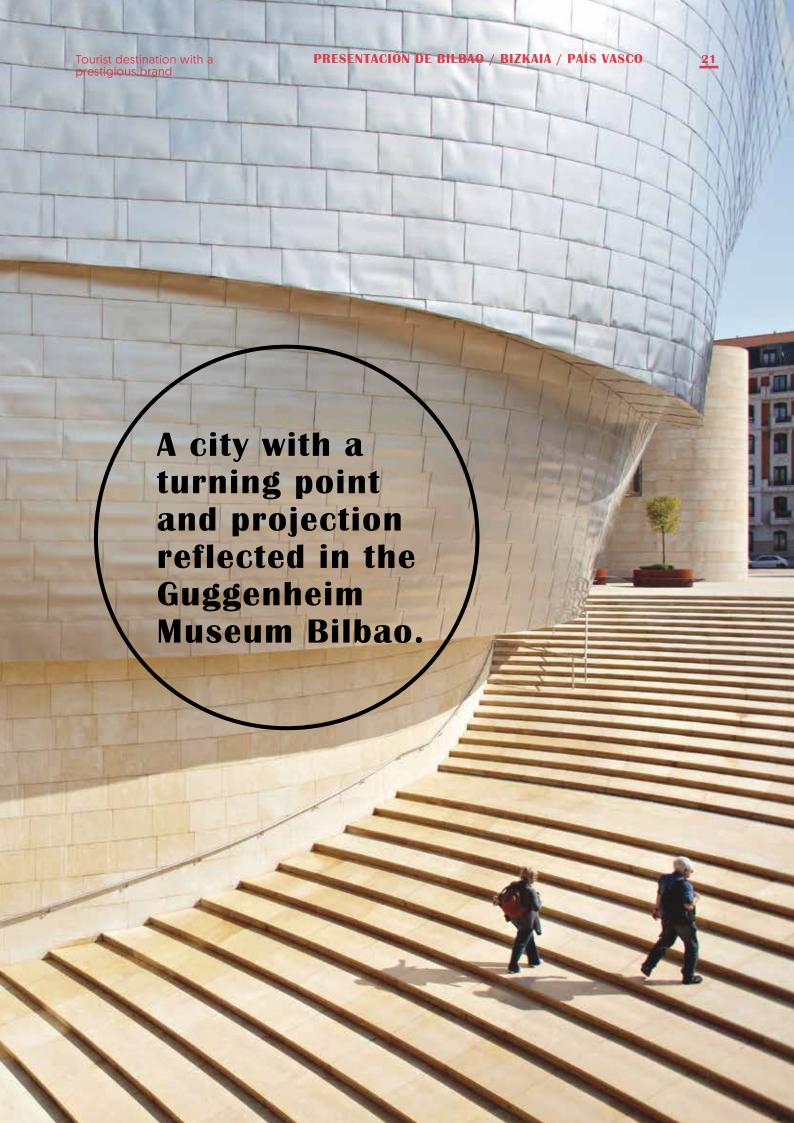
Bilbao is the gateway to the Bay of Biscay's scenery and a wealth of Basque culture. A city with a turning point and projection reflected in the Guggenheim Museum Bilbao, which down through the years has succeeded in maintaining a culture and distinguishing features that make it unique and singular.

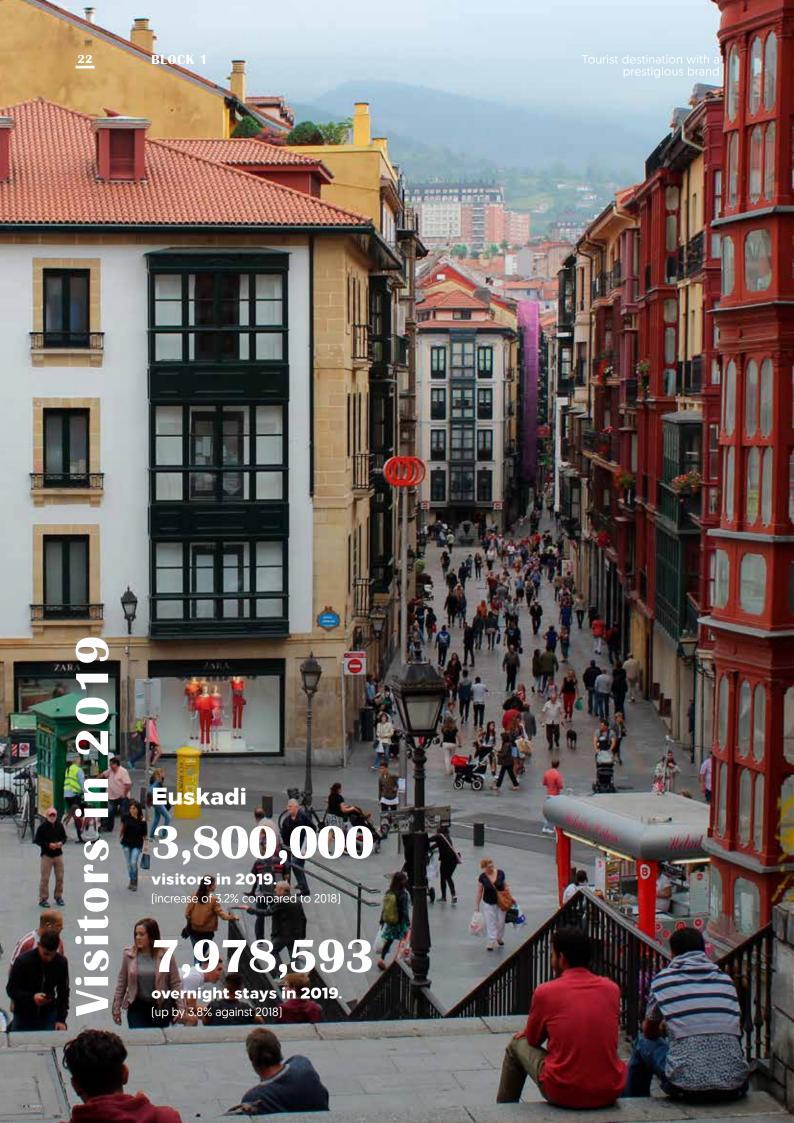
Bilbao, the brand of an international city

The Bilbao brand has a huge capacity to draw in visitors. On the strength of the Guggenheim Museum's international image, as Best European City 2019, the capital of Biscay has turned culture into a major asset arousing the interest of thousands of travellers.

Guggenheim Museum Bilbao is a world icon, one of the 20th century's major architectural creations, and continues to draw in thousands of visitors year after year. The museum closed 2019 with a total of 1,170,669 visitors.







Biscay

1,615,918

visitors in 2019.

(up by 3.9% against 2018)

3,194,427

overnight stays in 2019.

(increase of 2.6% compared to 2018)



Visitors, foreign market



Visitors, state market



Average length of stay

Record number of visitors

Numbers of visitors for leisure and business purposes have risen steadily in recent years. 3,8 mill. people visited Euskadi in 2019, an increase of 3.2% compared to the previous year.

Biscay province registered 1,615,918 visitors, up by 3.9%, and the number of foreign tourists also rose to 6%, with increases in target markets with high spending potential. One out of every two visitors to the Basque Country passes through Biscay. The foreign market increased significantly in the course of the year. A total of 7,978,593 overnight stays were recorded in the Basque Country last year. Overnight stays in **Biscay account** for 46.5% of the total by tourists in Euskadi.

Source: ETR Survey by Eustat. In-house. 2019

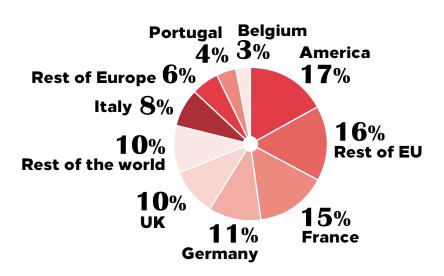
Visitors Biscay	
total state	total forei

Overnight stays Biscay

year	total state	total foreign	total state	total foreign
2008	667,709	334,775	1,183,088	645,753
2009	685,529	301,708	1,187,803	594,193
2010	748,129	349,911	1,358,126	674,152
2011	801,579	377,744	1,450,624	737,707
2012	774,650	399,977	1,434,623	783,117
2013	733,413	411,641	1,335,785	779,990
2014	720,635	420,197	1,372,787	816,139
2015	784,840	464,371	1,483,307	887,216
2016	842,140	499,580	1,604,000	970,955
2017	851,184	563,276	1,593,099	1,100,795
2018	865,589	597,752	1,664,326	1,193,484
2019	888,992	629,169	1,193,484	1,242,323
/ar. (%)	+29.68%	+108.54%	+0.48%	+109.08%

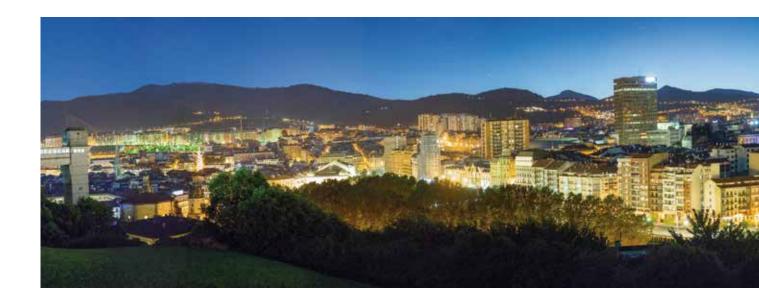
Source: ETR Survey by Eustat. In-house. 2019

Main foreign source markets 2019 (%)



Bilbao's ability to draw in visitors has increased exponentially over the last years. More than 1,022,113 travellers visited the city in 2019, up by 7.34% against the figures for 2018. The same can be said of overnight stays, rising 1,977,943, up by 6.45% against the previous year. The variation of entries, overnight stays and average lenght of stay against 2018 is positive. Visitors from state market grew by 2.70%, adding a total of 23,402. Turning to foreign visitors, entries from this market increased up by 5.26% and overnight stays, up by 4.09%.





Spain's most transparent city in 2008, 2009, 2011, 2012, 2014 and 2017, according to Transparency International

Best e-Administration in Spain, according to the Spanish Internet Users' Association (2010)



€663.1

Average spending per stay.

Average spending by foreign visitors was substantially higher at 791.90 euros.

Source: ETR Survey by Eustat. In-house. 2019

Average spending per stay by visitors to Biscay was 663.1 euros in 2019. Average spending by foreign visitors was substantially higher, 211.5 euros more than tourists from state market. Due to the country's proximity, most foreigners visiting Biscay are still French, and 94,300 tourists were registered in 2019. Following behind are Germany and the United Kingdom, with over 70,027 arrivals and 62,322, respectively. The substantial increase in numbers of visitors from Benelux countries continues, with 53,005. The United States, with over 52,939, Italy with 47,790, and the Nordic countries, with 29,221, complete the ranking of foreign visitors. 100% of US visitors arrive in the Basque Country by air, and the airport is also used by almost 90% of German and British tourists.



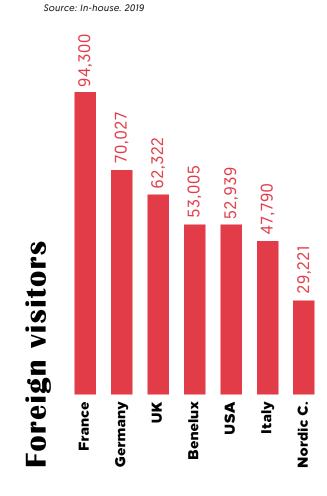


One of the major indicators for Bilbao- Biscay as a tourist destination is the extent to which most visitors recommend it.

Full marks as a recommended tourist destination

One of the major indicators for Bilbao- Biscay as a tourist destination is the extent to which most visitors recommend it.

Surveys by public tourism bodies put the general level of recommendation at 9.22 points. Breaking the figures down into origins, those arriving from abroad recommend this tourist destination more than national visitors (8.98 points).







Events in 2019



1,406

643 763

organised by businesses

organised by associations



regional

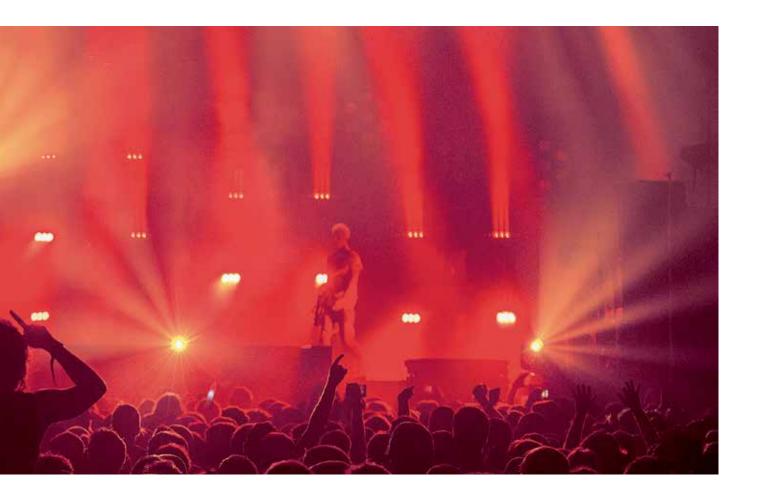
international

78.02%

In relation to Culture, **Economics and Medicine**

Source: Convention Bureau

Bilbao-Biscay has hosted outstanding international events including 'The World's 50 Best Restaurants', the MTV Music Awards ceremony, and the Challenge **Cup and the Rugby Champions Cup.** Next year, Bilbao will host the **UEFA EURO 2021.**



Congresses and events with an international projection

Bilbao-Biscay has a long history of organising and hosting international congresses and events thanks to modern infrastructure, professionalism in the sector, a quality hotel service, an internationally renowned gastronomic "carte", and a packed cultural and leisure schedule. A destination with the tag of excellence to guarantee a unique comprehensive experience

for those who choose it as their venue. Bilbao-Biscay has proven its extraordinary ability to stage major international events. In 2014 it hosted the World Basketball Championship, a challenge to which it proved more than equal, and organisation of the event won international acclaim. The city is also the annual venue for one of Spain's major mustsee music festivals. Bilbao BBK Live. Furthermore, this mass event is sponsored by multinationals such as Heineken or Red Bull, adding in an unbeatable projection.

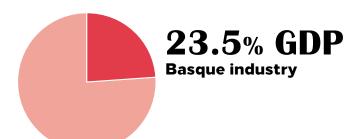
2019 was a year in which the city of Bilbao and the territory of Biscay crossed borders once again. 'The World's 50 Best Restaurants', the MTV Music Awards ceremony, and the Challenge Cup and the Rugby Champions Cup were the most outstanding international events hosted by the city. Next year, Bilbao will hold the **UEFA EURO** 2021. San Mamés stadium will host several matches of this important tournament in june and july.







European competitive region



Source: ETR Survey by Eustat. In-house. 2019

Basque industry accounts for 23.5% of GDP, and its main features are efficiency, quality, technical excellence and its commitment to internationalisation.

It offers an attractive business environment, legal certainty, the coverage of its own financial system and high levels of self-governance. A joint effort by all public institutions and their collaboration with the private sector have made the Basque Country one of Europe's most competitive and attractive European regions for investment.

As part of economic development policy, industry has always received specific incentives due to its great impact on wealth, employment, technology development and the promotion of other added-value sectors.

The Basque Country's percapita GDP outstrips the EU-28 average by 19%, with a productivity ratio of 130%.

It is a region brimming over with talent. It has renowned R+D centres working side by side with the authorities to implement new production processes, enhance current processes and deploy Industry 4.0.

The Basque Country's institutions have produced financial support mechanisms through programmes focusing on investment, innovation and the internationalisation of business.

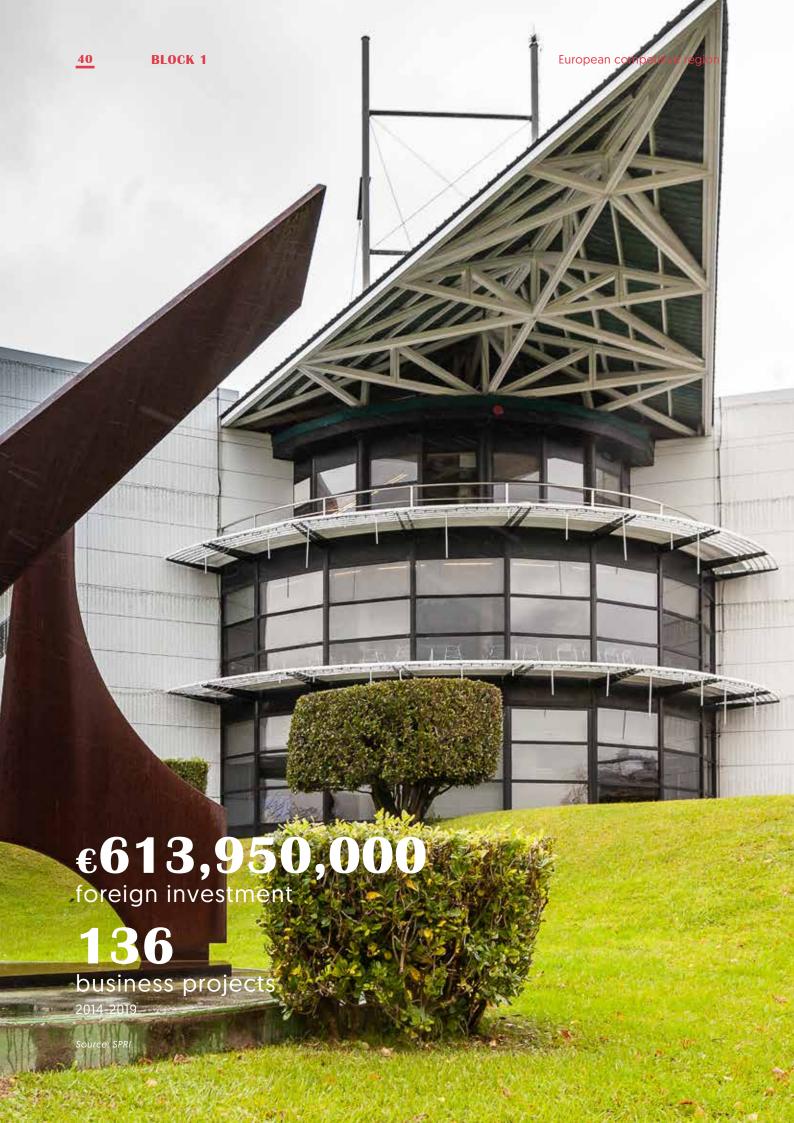
Investment in R+ beyond the EU average.

With only 4.7% of the population of Spain, exports (chiefly to France and Germany) account for almost 9% of the total figure for the Spanish state.















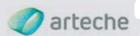


















Source: In-house.

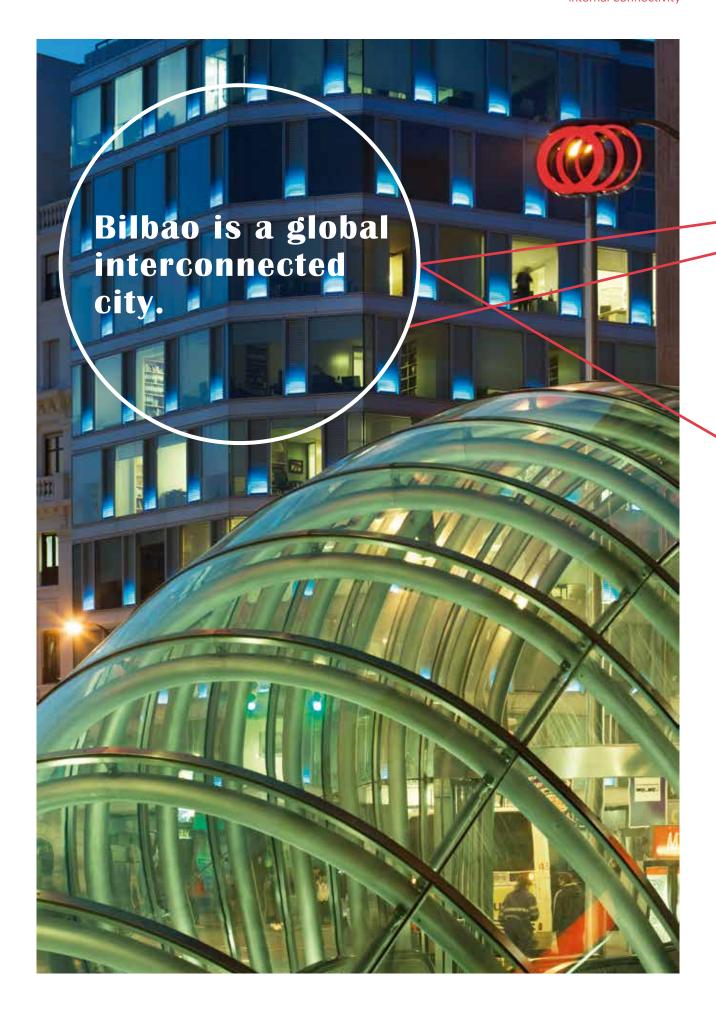
Head office of leading multinationals

Companies based in the Basque Country lead the way in fiercely competitive sectors such as energy, aeronautical construction and rail infrastructures, bioscience, automotive, machine tools and shipping, among others. Companies

with a strong international presence, generating a significant flow of business travellers.

Euskadi's location and the sound reputation of its honest, serious business fabric are highly valued guarantees that have helped create a recognised and tractive country brand - Basque Country.

The Basque Government brought in over 476 million euros of foreign investment between 2014 and 2019 for 136 business projects, most of which came from Germany, the United States and the United Kingdom.



Excellent external and internal connectivity



Bilbao is a global interconnected city thanks to its airport, northern Spain's largest, a modern port, an extensive modern road network, and a local rail service to most Basque towns.

The public transport system has a metro, trains, trams and buses. The dimensions of the territory and Bilbao's close proximity to major infrastructures make connections and transfers fast and simple.

Various types of public transport have been perfectly structured to act as complements to each other, providing an efficient alternative to the use of private cars.



Public transport network

The Biscay Transport Consortium is composed of all operators in the territory's public transport network, thereby providing comprehensive internal and external connections.

Interconnection between all Biscay Transport Consortium operators allows a single card to be used for all systems in the network. The Barik card proved extremely popular with the general public - it is a fast, comfortable and secure method of payment which puts Biscay at the forefront of integration of its public transport systems.

The Bilbao Metro forms part of the Transport Consortium. It is one of Europe's most modern systems, with a growing network that carried over 91 million passengers in 2019, 1.84% more than the previous year. 96% of Metro Bilbao users are satisfied with the service, and the average score by passengers is 8.35. The Basque Country's commitment to sustainability and the reduction of greenhouse gases is demonstrated in its focus on electrifying public transport systems. Bilbobus, the municipal bus service in Bilbao, now operates four 100% electric buses, and new units will shortly be added. They are manufactured by Basque company Irizar, using local technology.



96% of Metro Bilbao users are satisfied with the service, and the average score by passengers is 8.35.











35,600,000 tonnes in 2019 4% increase in goods traffic

Source: Bilbao Port

Bilbao Port

Bilbao Port is the largest harbour on the entire Cantabrian coast. Its ability to attract traffic is increasing by the year, and not only in terms of its main activity as a means of transport. The port and local institutions have worked to promote Bilbao as a stopover port in the competitive market of cruise ships and sea passenger traffic.

Bilbao Port finished 2019 with a 4% increase in goods traffic, pushing up volumes by 1.4 million tonnes. This is **a record for the last 12 years**, and faithfully reflects the positive performance of the port thanks to the continuation of traditional markets and new traffic routes to emerging destinations. 66% of its business is accounted for by imports, and 34% by exports, and the latter are still rising.

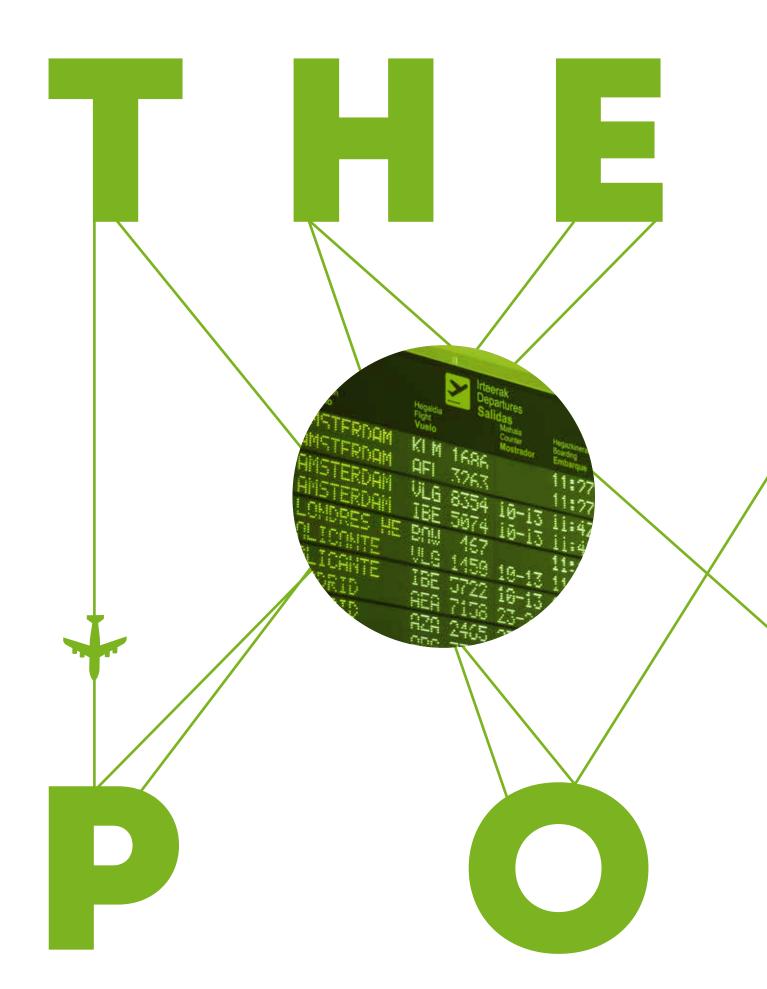
Bilbao Port is still hard at work promoting the facility on the international front to bring in new flows of traffic, and arranged over 100 direct publicity events in 2017.

The plan to maintain and enhance Bilbao Port's competitive edge is considering a gradual reduction in harbour fees.

Another of the Port Authority's priorities is to drive up passenger traffic. 132 ferries and 59 cruise ships used the Bilbao

Port facilities in Getxo in 2019, including the new passenger terminal, boosting the harbour's competitiveness to offer added-value services for operators and passenger comfort. 200,631 passengers used Bilbao Port in 2019.

An increase in cruiser activity in Getxo Port also entails a major growth possibility for Bilbao Airport because both infrastructures are in close proximity - only 20 minutes by public transport or by car.

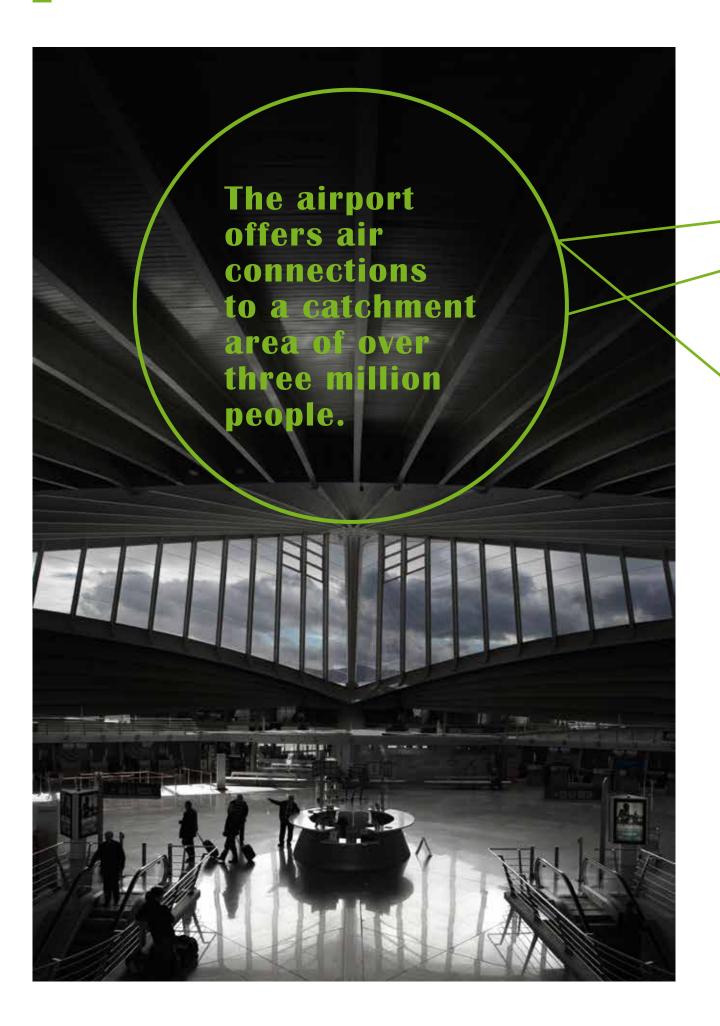


Block 2 Bilbao Airport. Bilbao Airport Constant growth in passenger numbers

A great infrastructure moving forward with the sector



52 BLOCK 2 Bilbao Airport



Bilbao Airport BILBAO AIRPORT 53

Bilbao Airport

Catchment area



This is northern Spain's main airport, and the Basque Country's principal external connectivity hub.

This is northern Spain's main airport and the Basque Country's principal external connectivity hub. By year-end` 2019 it had handled a total of **5,905,804** passengers, up by 8% and setting an all-time record. Bilbao Airport continues to expand in terms of both domestic and international flights, with a total volumen of **51.591** take-off and landing operations, up by **3.3%** tan in 2018.

It has a major business traffic component. Bilbao Airport's area of influence is not cofined to the Basque Country alone, but also extends to neigbouring communities to the south, east and west, such as Cantabria, Burgos, La Rioja and Navarra, with a population of over three million. The airport is located only 12 kilometres from Bilbao, and has extensive parking facilities for those travelling to it by car, in addition to regular bus services and taxis.

54 BLOCK 2 Bilbao Airport

Bilbao Airport



5,905,804

passengers

in 2019

Up by 8% over the previous year



51,591 operations

in 2019

Up by 3.3% over the previous year

34% business

Source: Aena. Provisional non audited data 2019 (round trip)





Largest airport in Northern Spain

Ranked 14th in terms of passenger numbers

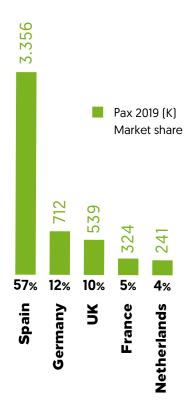
Ranked 12th, disregarding island airports

An airport with a major business traffic component (34%)





Bilbao Airport BILBAO AIRPORT 57

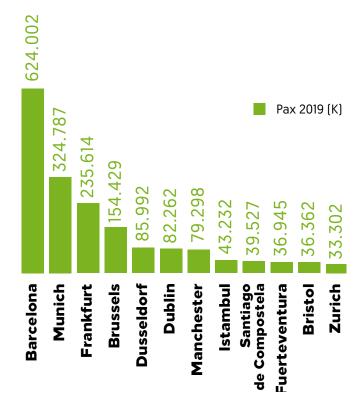


Main countries

The Basque airport's main strengths are a balanced mix of networked airlines compared to point-to-point companies, and the balance between traditional companies and low-cost operators. Furthermore, links to major international transport hubs make for an exponential increase in the number of routes available to and from Bilbao airport.

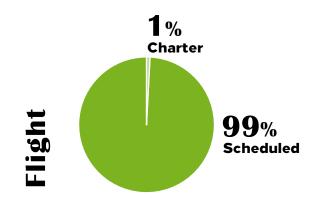
Some of its other strengths are:

- A range of domestic and European destinations (50 in 2019)
- Links to major hubs: Madrid, London, Amsterdam, Frankfurt, Munich, Paris, Brussels, Zurich and Istanbul
- Substantial increase in international traffic (43%), up by 100% over the last 15 years

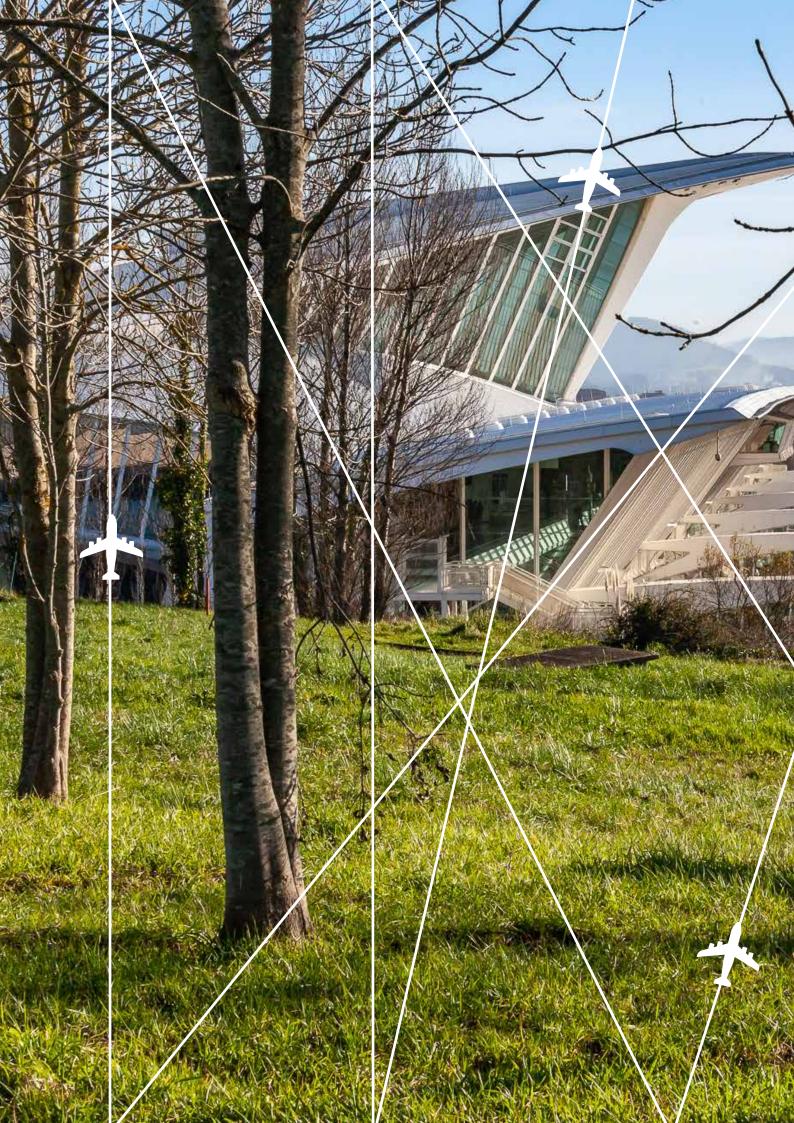


Source: Aena. Provisional non audited data 2019 (round trip)

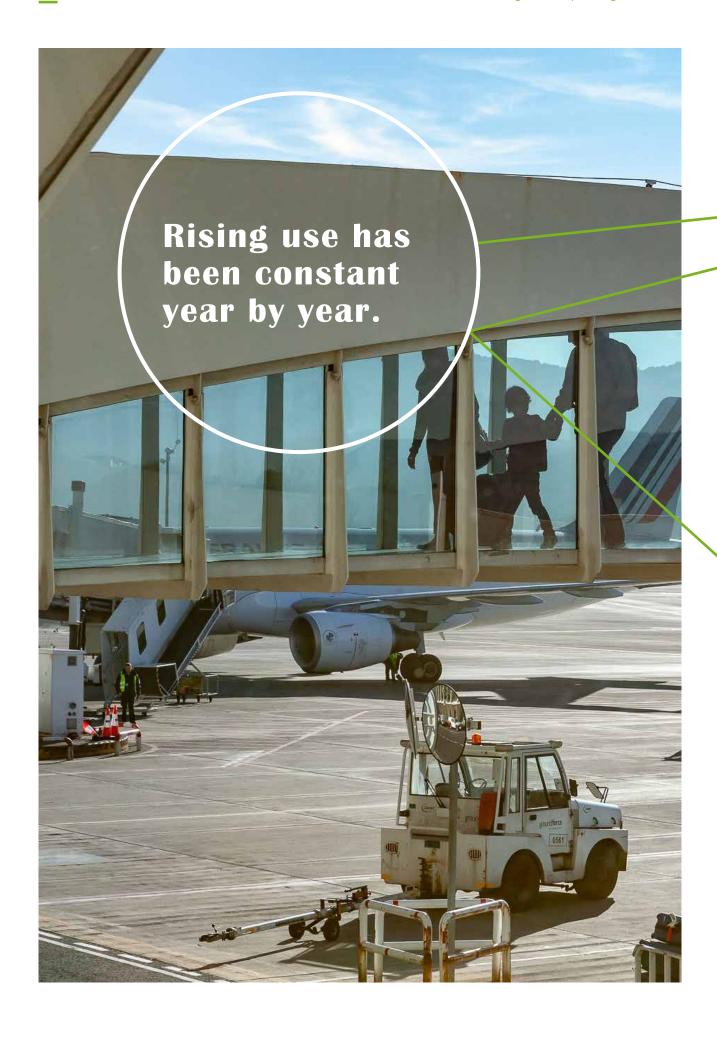
Destinations operated only by one airline



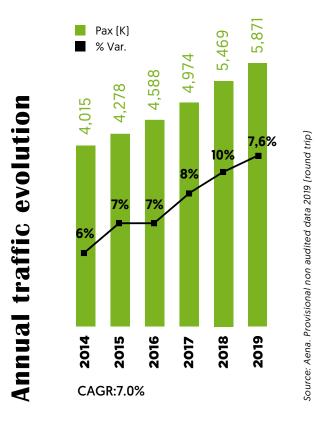
Source: Aena. Provisional non audited data 2019 (round trip)







Constant growth in passenger numbers



Bilbao airport finished last year with 5,469,453 passengers, an increase of 8% on the previous year. Rising use has been constant, with percentage increases of 6% in 2014, 7% in 2015 and 2016, 8% in 2017, 10% in 2018 and 8% last year.

Highlights 2020



operating airlines

Source: Aena. INE. +5000 pax/year



destinations



countries



Biscay Region



Rest of Spain



Foreign

New routes in 2020 Rotterdam, Lyon, Almeria, Cagliari, Murcia, Atenas

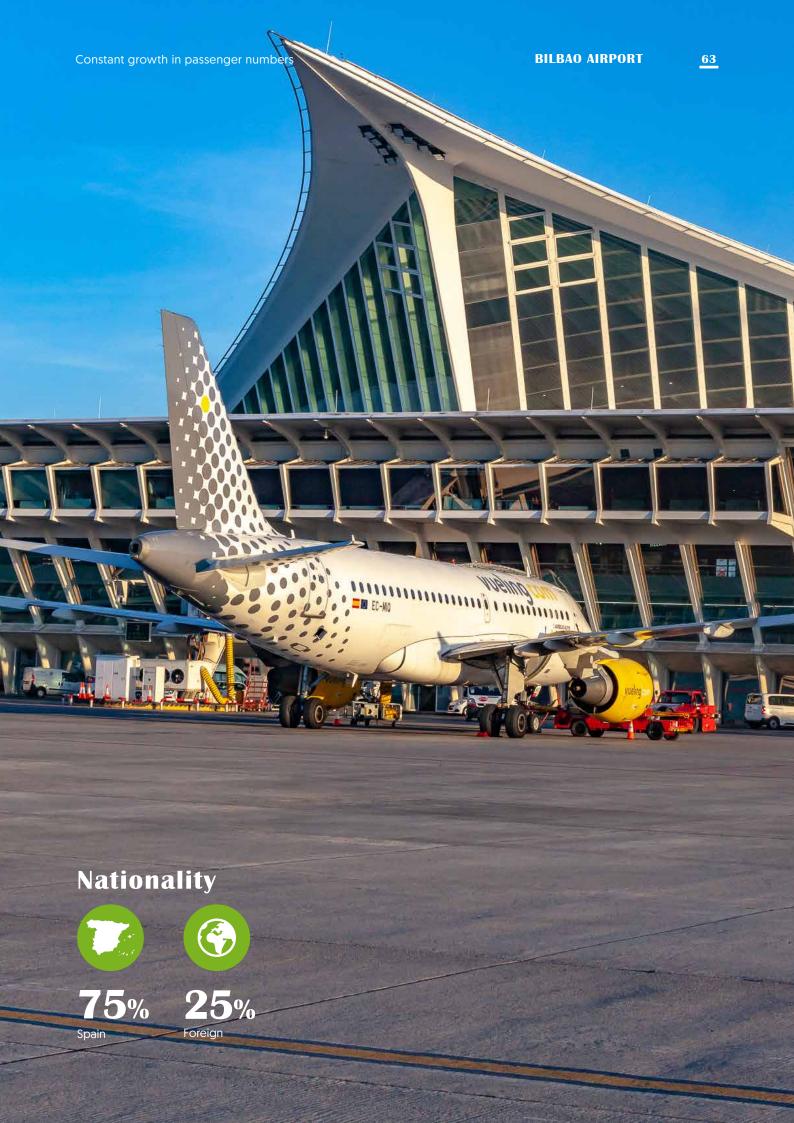


In 2019, 21 airlines operate flights from Bilbao airport to 53 destinations in 19 countries (+5.000 pax). Its attractiveness to companies is borne out by an upturn in business with new routes [Southend, Nantes, Naples, Port, Florence and A Coruña] and increased flight frequencies.

25% of passengers using Bilbao airport reside outside the Spanish State, and the most common travelers are woven and men between the ages of 30 and 49. 45% the facilities for holiday travel, and 34% for professional and business reasons. 75% of the total number of passengers are national. Female/ male proportions are quite similar, Female 51% and men 49%.

49% Men

Residence



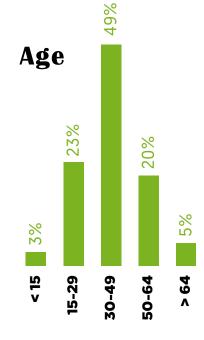




45% use the facilities for holiday travel, and 34% for professional and business reasons.

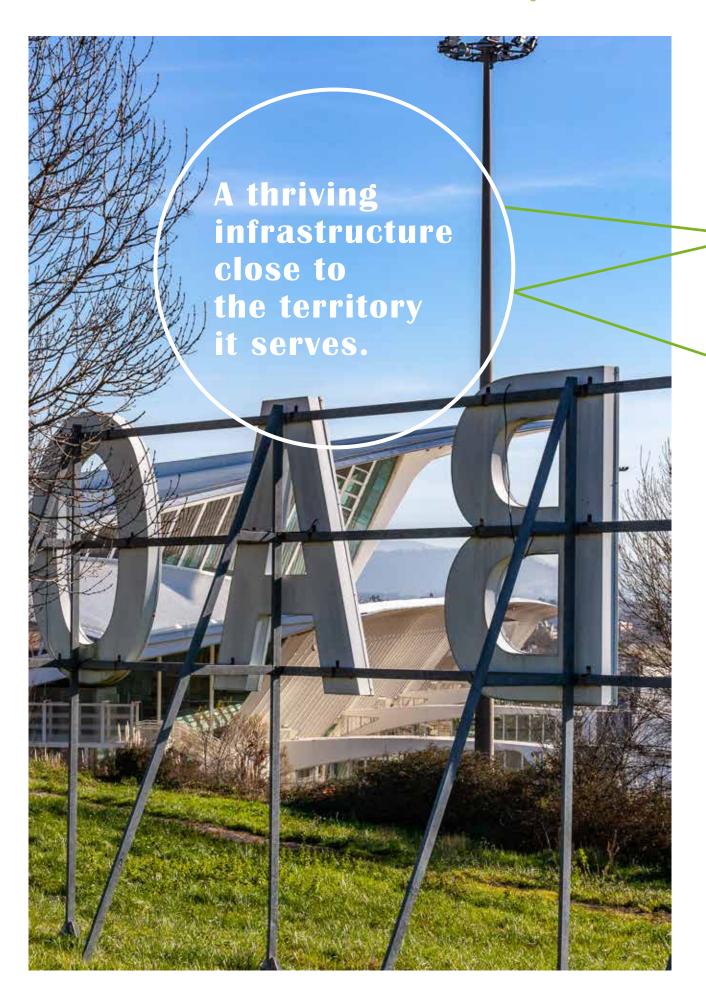
Constant growth in passenger numbers

Bilbao airport is also a major passenger departure point, 44% are residents in Basque Country and 31% are from other parts of Spain. It is common practice for passengers living in neighbouring communities to use Bilbao airport to fly to their destinations.









A great infrastructure moving forward with the sector

Since the new terminal opened in the year 2000, Bilbao airport has experienced the sturdiest and fastest period of growth in commercial aviation.

New destinations, new airlines, new security and environmental regulations, which a thriving infrastructure close to the territory it serves, Bilbao Airport, has managed to make part of its daily processes.

In recent years an integrated quality management and environmental certification

system has been implemented in accordance with the ISO 9001 and ISO 14001 standards. The airport also holds certification to European regulations, thereby ensuring that facilities, procedures and employees are well prepared for a demanding future in a fiercely competitive sector.





















Infrastructures



terminal building



runways CAT I/II



38 check-in counters



334 m² VIP lounge



security personnel



14. boarding gates



21 parking places

6boarding airbridges



7baggage reclaim



3,761 parking offer



8 1,544 m² restaurants and cafeterias



761 m² shops and duty free



S: 04:45-21:30 PSI HR 10 MIN PPR F: 05:45-22:30 PSI HR 10 MIN PPR

Annual surveys on the quality of services offered to passengers and airlines give us a reliable information base to continue to improve the service provided for the general public and professional people.

AENA is the airport's manager. It is the world's largest airport operator by passenger numbers, giving it the business experience and investor muscle to ensure the needs of the Basque Country's major hub are met within the context of European aviation, where it is acknowledged as an airport that is key to continental connectivity.

The airport is always improving facilities and adapting to the changing context of the comercial aviation. In 2019, the new ABC Border System will ease the passport controls with its new authomatic technology available for European Union Citizens.

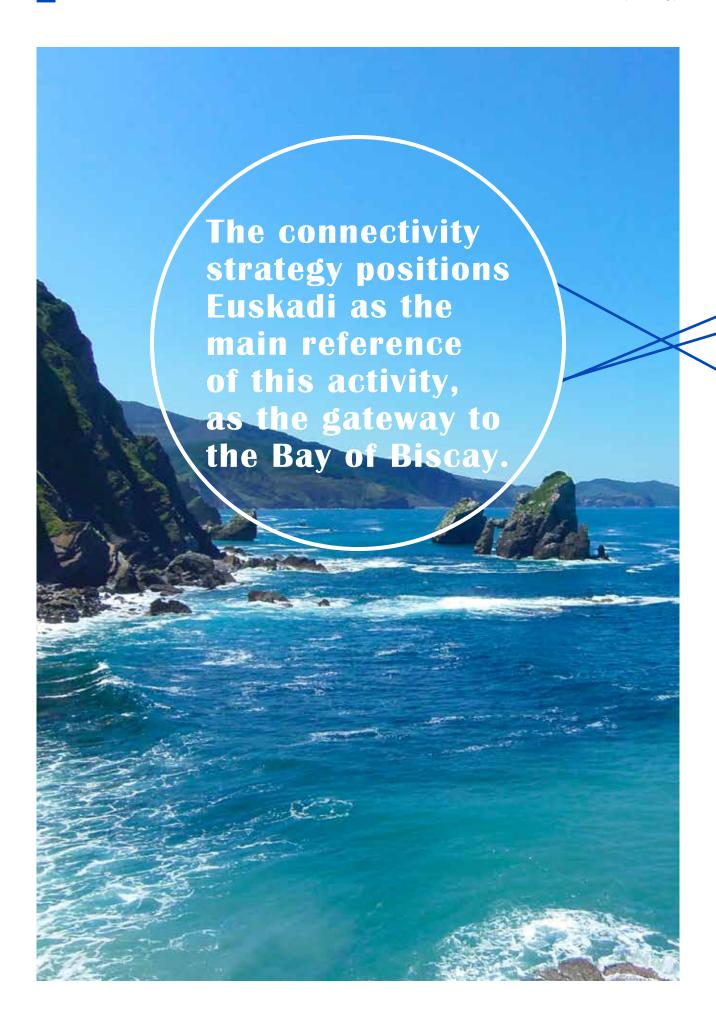
Thinking in the near future, the project of a new building for the airport workers, is ready to start its development. With this new infrastructure, Bilbao Airport will have more room for passengers, above all in the boarding gates area.



Block 3 Connectivity and incentives. Connectivity strategy Markets and new routes Incentive policies



74 BLOCK 3 Connectivity strategy



Connectivity strategy

Air connectivity is essential to the city of Bilbao and the territory of Biscay to make them competitive as a tourist destination and promote economic development.

In this regard the "Bilbao Biscay Action Connectivity Group" is implementing a strategy with perfect coordination of all parties involved to facilitate the implementation or growth of airlines as a single interlocutor.

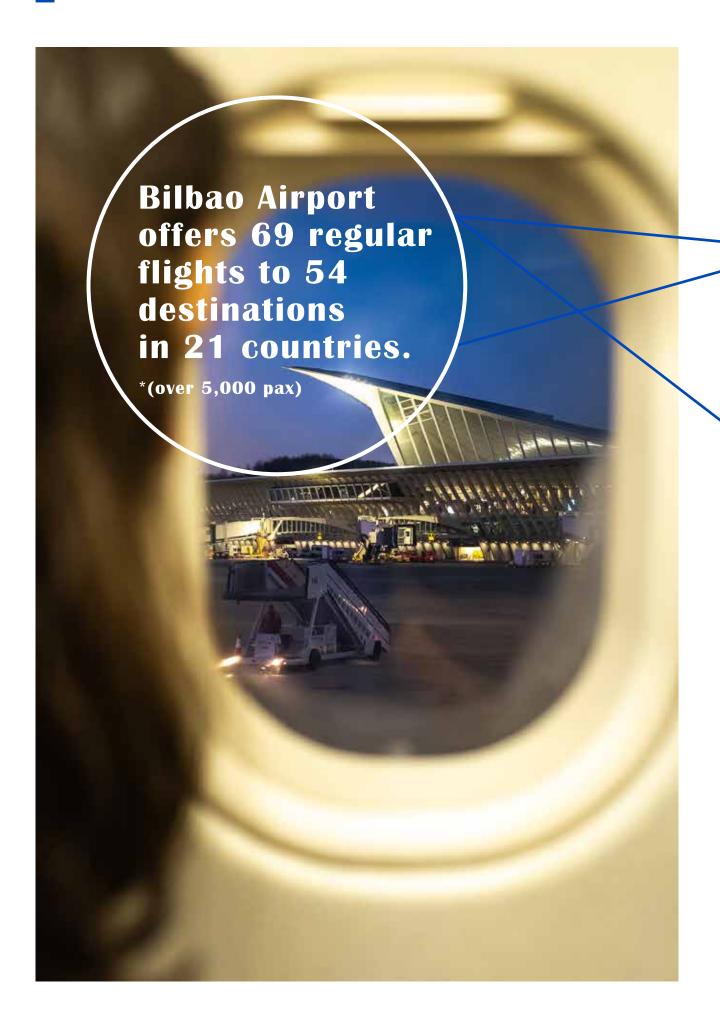
The connectivity strategy positions Euskadi as the main reference of this activity, as the gateway to the Bay of Biscay, providing access to the Basque universe, looking ahead to consolidation of the Basque Country as a destination and the generation of new traffic inflows and outflows.

General objectives:

- To boost the number of visitors to the Basque Country to drive tourism and the economy.
- To facilitate the globalisation of Basque businesses to connect them to key cities for the purposes of innovation and global economic development.
- To offer better connectivity so that passenger experiences bring about a better standard of living and greater demand for air transit services.







Markets and new routes

This is northern Spain's main airport, and the Basque Country's principal external conectivity hub.

It offers 69 regular flights, over 5,000 pax, to 53 destinations in 21 countries.

The forecasts for summer 2019 are: 53 destinations, 18 domestic destinations and 35 international destinations, in 19 countries operated by 21 airlines (over 5,000 pax).

Bilbao Airport is undertaking new challenges posed by constant changes in markets, and seeking new connections to make it even more competitive and efficient.

Consolidating and improving flight schedules and frequencies with the main European hubs

This means working to consolidate connectivity with Europe's main air hubs, improving schedules and frequencies (Madrid, London, Amsterdam, Frankfurt, Munich, Paris, Barcelona, Brussels, Zurich, Lisbon and Istanbul).

Direct destinations from Bilbao

new destinations in 2018 ———
new destinations in 2019 ———



Lanzarote

Fuerteventura

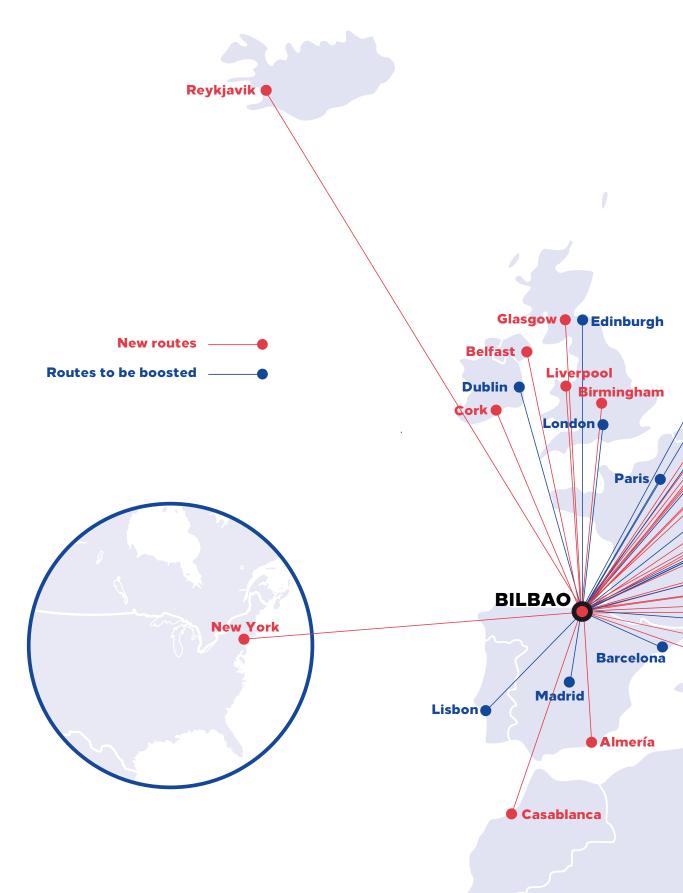
La Palma

Tenerife

Gran Canaria



Generating new connections and enhancing the existing





New priority routes:

- Lyon
- Belfast
- Bologna
- Almería
- Copenhagen and Helsinki
- Warsaw
- Tel Aviv

Generating new point-to-point connections and enhancing the existing connections

Public demand and the business fabric are marking out the path, and are calling for new pointto-point connectivity with other major cities:

- France (Strasbourg, Lyon, Marseilles)
- The United Kingdom (Liverpool, Belfast, Glasgow, Birmingham)
- Italy (Genoa, Bologna, Turin)
- Portugal (Porto)
- Spain (Almería)
- The Nordic Countries
 (Copenhagen and Helsinki,
 Billund, Gothenburg, Reykjavik)
- Germany (Hannover, Bremen, Cologne)
- The Netherlands (Eindhoven)
- Switzerland (Basel)
- Poland (Warsaw, Cracow)

- Greece (Athens)
- Ireland (Cork)
- Russia (Moscow)
- Hungary (Budapest)
- Bulgaria (Sofia)
- Israel (Tel Aviv)
- Morocco (Casablanca)

Existing connections must also be reinforced with Lisbon, Dublin, Zurich, Edinburgh, Oslo and Stockholm.

Commencement of a long-haul connection with North America

With respect to the American continent, one essential milestone is to set up the first direct connection with the United States [New York]. At some point in the future consideration could be given to setting up connections to countries in the Americas with traditional links to Euskadi such as Mexico, Argentina and Brazil.







88 BLOCK 3 Incentive policies



Incentive policies

AENA is the public company managing airport facilities. It has incentive programmes seeking to boost air traffic demand, the competitiveness and connectivity of airports in its network, and homing in on other European and international destinations.

AENA

At the present time it operates incentives for routes to new destinations. Specifically, a **75% discount** is available on passenger charges for new

routes currently not covered, and a **25% discount for the second season**, provided passenger numbers remain steady or increase.

90 BLOCK 3 Incentive policies



Commercial incentives for new routes currently not covered

Identification of needs for the following seasons

Contacts with tour operators

Cooperation with local and regional authorities

Marketing support:

- Maiden flight ceremonies
- Discounts when a new base is opened
- Advertising inside and outside the airport
- Promotional discounts for passengers
- Monitoring of slots

AENA also offers backup for marketing by airlines to present their new routes to the general public, or to enhance their present routes, in the role of a staunch airline ally during promotion campaigns. Water arch ceremonies for aircraft on the new route, tape-cutting and gifts for passengers on the maiden flight. When a new base is opened, the incentives include discounts on rental of check-in desks, rental of offices, premises and commercial desks and branding in the waiting area. Advertising facilities are also available at the airport. with posters and digital screens, website banners, press conferences and official press releases to launch the new routes.



92 BLOCK 3 Incentive policies

Co-marketing campaigns

B2B events

Joint communication campaigns

Incentive trips

Promotional events in Bilbao- Biscay

Trade missions

Assistance with local-level management

Technical assistance in feasibility management

Airlines and other connectivity players can also publicise their businesses

Arrangement of encounters with local press



Basque institutions are firmly behind the initiative to set up new routes.

Institutional backup

In addition to incentives by the operator of Bilbao Airport, Basque institutions are firmly behind the initiative to set up new routes and enhance existing routes. Fully aware of developments in air competitiveness, Bilbao Town Hall, the Biscay Provincial Council, the Basque Government and the Chamber of Commerce, through its airport promotions company Bilbao Air, have a solid commitment to joint strategic and marketing operations.

Working closely alongside the airlines, the institutions plan to arrange the following:

 Co-marketing campaigns to publicise the new routes.

- B2B events at destinations to generate business on the new routes.
- Joint communication campaigns.
- Incentive trips famtrips and presstrips - to showcase the potential of the new routes for influencers, agencies and specialised and general communication media.
- Promotional events in Bilbao-Biscay to launch the company's own campaigns or tourism campaigns for the cities linked.
- Trade missions to boost business and institutional relations.

- Assistance with local-level management with Basque companies and institutions.
- Technical assistance in feasibility management and rollout of specific connectivity projects.
- Airlines and other connectivity players can also publicise their businesses on institutions' websites, social networks and newsletters.
- Arrangement of encounters with local press and organisation of press conferences.

