



Remarkable success for British Airways' second daily flight from Torino to Gatwick.
The English carrier should evaluate further expansion of the Torino-bound routes.

Torino, May 18th, 2009

FlyTorino wishes to congratulate British Airways on the success of the Torino-London Gatwick route: during the 2008/2009 winter season, the addition of a second daily flight brought to a stunning 80% passenger increase.

This great performance is certainly a result of British Airways' brilliant fares policy, as well as the advertising campaign "London Calling" (co-marketing initiative with Sagat) which was deployed in Torino and its province for months. Nevertheless, FlyTorino believes that BA can leverage a yet higher potential on the Torino-London route: the current schedule is not very convenient (the first departure from Caselle is at 12:20 PM and the last return from London at 2:40 PM), resulting in a negative impact over business and leisure traffic alike. The introduction of a night stop at Torino-Caselle, implying an early morning departure and a late evening return flight, would therefore enhance BA's offer to Torino, matching the standards of other Italian regional airports, such as Bologna and Naples; these airports benefit from a night stop and, consequently, from several connections via Gatwick, both medium and long haul (particularly New York).

Traffic figures: Torino - London Gatwick	
December 2007- April 2008 26086 passengers	December 2008 - April 2009 47126 passengers, +80%

Until the late 1990's British Airways has been the main airline for passengers flying from TRN to North America, thanks to multiple daily connections via London's Heathrow airport, BA's main intercontinental hub and first European airport in terms of traffic.

As it recently happened with Venice, FlyTorino hopes that British Airways will reintroduce a non-stop flight between TRN and Heathrow in order to further expand the connections between TRN and British Airways' destinations.

Torino is Italy's fourth largest urban area, the second from a financial standpoint and the third province (after Milan and Rome) in terms of companies and GDP. The 2006 Winter Olympic Games, the upcoming Holy Shroud Exhibition in 2010 and the celebrations for Italy's 150 years of unification in 2011 are bringing the city to a new cultural and tourist *renaissance age*. Furthermore, FIAT's recent expansion into the US market will require increasing connections to the United States where British Airways plays the role of undisputed leading carrier for flights to and from Europe.

For this reason, we believe that Torino can look forward to a remarkable upgrading of the flights bound to Europe's financial and cultural capital.

FlyTorino is an apolitical association established in 2007 in Torino by a group of aviation enthusiasts and professionals. Its aim is to promote the expansion and growth of the Torino-Caselle International Airport as a crucial resource for the development of the economy, tourism and mobility to and from Piedmont.



Turin Airport Committee

Tel. +39 347 9820605 – Fax +39 011 19835620

www.flytorino.it - info@flytorino.it