



Niche Route Incentive



HAM has put a new attractive incentive scheme in place in addition to the two existing programmes. It is aimed at incentivising new routes to destinations with smaller traffic volumes.

- It applies to the IATA-3-Letter-Code of the destination airport
- Destination airport with less than 4m dep. pax
- The route has to be offline ex HAM
- Min. time of operation is five connected months with at least 1/7; the support is valid for max. 4/7 and 3 years per destination
- Support during IATA summer schedule: 5 EUR per departing pax
- Support during IATA winter schedule: 7 EUR per departing pax

The HAM Aviation Marketing Team has identified the following markets that qualify for the programme as most promising:

- BELFAST, GB
- FLORENCE, IT
- FRIEDRICHSHAFEN, DE
- GENOA, IT
- KRAKOW, PL
- MEMMINGEN, DE
- PISA, IT
- TIRANA, AL
- VILNIUS, LT
- WROCLAW, PL

Please ask your Key Account Manager for more information or individual analyses.