

1. PARMA AIRPORT

Thanks to the 258.160 passengers transported in 2009 and thanks to over 10 thousand movements, of which 3.929 scheduled, Parma Airport has strengthened 2008's numbers and confirmed all the scheduled connections already operating. On June 2009 is been activated a new scheduled flight Parma-Alghero operated by Ryanair.

2009 is been focused principally on finalized investment. We started and complete some major runway infrastructural improvement, in particular on the taxiways, to always improve the airport safety and operation.

The most significant infrastructural upgrade made at the end of 2009 is been, undoubtedly, the terminal's hall extension, completed for the end of last year in all its part: departures hall, check-in station and with the creation of new commercial areas. The renovation also included the restaurant and bar relocation in a new, panoramic area, on the first floor, new internal moving systems (elevator and escalator), new office spaces for the Managing Company, a new ticket and booking office, more public restrooms, more check-in desks (9 instead of 5 as before) and a more efficient baggage control and distribution system.

The terminal, in this new configuration, it will make possible to increase passenger's capacity to a maximum of 600.000 pax/year.

The enlargement's effect are visible in the infrastructure index survey in the Services Chart, which in many case have benefit the increased spaces and the new technical improvement made available to the passengers.

In 2010 we reasonably expect that the terminal improvement will reflect also on the passenger's survey poll, which results in 2009 were collected mostly when the old spaces were still in use.

The renovation works will be continuing in 2010 with the new arrivals hall.

2. SERVICES

The services availability and functionality are the major characteristic at Parma Airport: reduced waiting time, short distances to make, reachable and easy to access services.

At "Giuseppe Verdi" we guarantee all those services our passengers may need during their time in the terminal: ATM cash machine, Vip lounge, major rental car company offices, restaurant/bar service with tobacco shop and newspaper/magazines stands and a new multi-store with local gastronomy products and gadgets.



3. GOALS AND RESULT

The significant transformations made in the terminal area during the year have made an huge impact on the survey.

On one side the improvements have benefit the infrastructure core characteristic, from the other the works in progress during through the year have negatively influenced the opinion of those passengers that have used the terminal during that period of time.

We expect to find a better impact of those renovation works in 2010's survey.

Analyzing the main survey's result we notice the substantial reaching of all the prefixed goals as well as the confirmation of last year results.

The quality index connected to the safety and security (travel safety, personal and properties security) are nearly identical.

The overall perception about punctuality and service regularity is improved (passing from 91 to 96 over 100) while the others regularity index are stable, including the one about lost baggage which is still 1 every 1000 thousand at departure.

Baggage claim times are unchanged compared to 2009, slightly inferior to the prefixed goal. Goal which is been confirmed also for this year, on the premises of the first data collected in 2010.

The overall delay times over departing scheduled flights have been reduced as well, decreasing from 18 to 16 %.

The overall satisfaction about the comfort level have worsen, from 70 to 67 percent on the total number of departing passengers.

The best index performances are those about space availability (from 2 to 6 square metres/pax in the peak hour), restrooms availability and cleanliness (92% of satisfied passengers against the 87% reached in 2008), terminal area quietness (86% of passenger satisfied).

Starting this year we fixed, for the first time, the index to evaluate the passenger's transfer efficiency.



A separate note should be dedicated the quality index for the additional services.

As explained in the Chart's last edition, the commercial service are, for now, made by only one multi-store point, which in 2008 already, had a very low satisfaction percentage (48%). It's useful to point out the improvement registered in 2009 (62%) which close in the fixed goal (70%).

In consideration to the relocation in new and bigger spaces we expect new data improvement for 2010.

The making of new areas which will be assigned to new commercial activity, at the moment not yet completed, will create the basis for a better and more varied offer.

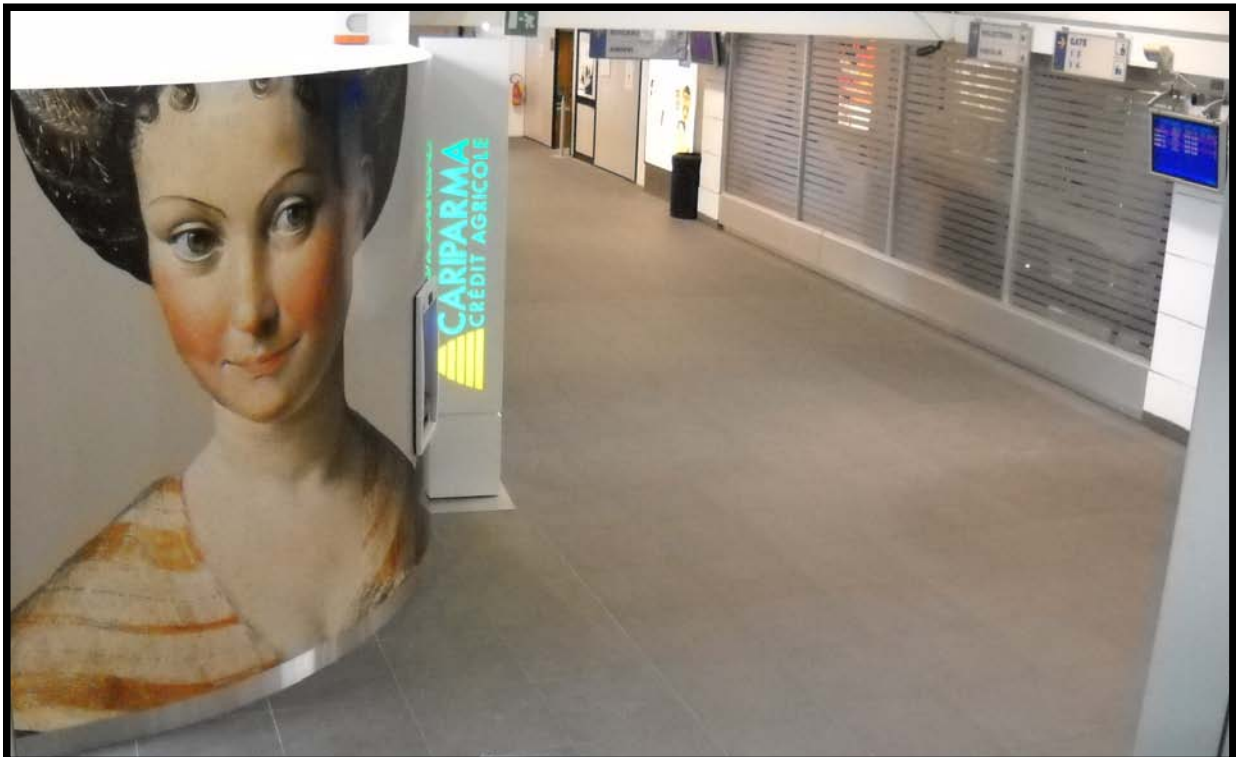
The index which evaluate the information to the passengers and the relational aspect have also increase their value, which is quite impressive especially considering that the numbers were already good.

The increased number of information points and the audio message system renewal have, without any doubt, contributed to the positive results.

The assistance services to departing passengers (check-in desks, passport and ID controls..) had contrasting results. All the index data acquired by measurement (with the exception of the waiting time to passport controls) have made important increase, so important that we have created even more high standards to reach for next year.

On the other hand the customer satisfaction seems to be decreasing , which is in clear contrast with the time measurement. A possible justification may be the works in progress during the survey time, which caused overcrowding at times and consequentially influenced negatively passengers overall opinion without really interfere with the waiting time.

The modal system's integration still remain the index to improve considering the missed improvement of the public system transportation and the worsen of road connections and road markers. On the last two points are weighted by the road-works made during the years to improve the urban viability which had interested areas nearby the airport. We wish for 2010, thanks to the roadwork's completion, the passenger satisfaction index could go back to the 2008 levels, which were acceptable.



4. SURVEY METHODS

For the survey elaboration we have followed the method index provided by ENAC and written in the letter APT-12, issued by the Control Dpt following the disposition in the D.P.C.M 27/01/94 "Principles on the public services supply" (Directive Ciampi-Cassese)

The survey made with question polls are made within a representative sample of 424 questionnaires completed by departing passengers, sample that given the traffic volume it guarantee an error margin below the 5%.

Giving answers the passenger could quantify his own level of satisfaction following this scale of value:

1. Very High
2. High
3. Medium
4. Low
5. Very Low

The satisfaction's percentage is calculated as ratio between the positive answers (1 and 2) and the total of all the responses, positive and negative (1,2,3,4,5).

Hereafter is published an extract of the 33 index of the Charter of Services 2010, as provided in the ENAC guide lines for charter of service's standard.

In some index's calculation is been used the ratio with the TPHP (typical peak hour passengers). The literature about the mathematics resulting in that value is various, since 2007 we decided to utilize the STBA method, prudential, since it generate high numbers for airports with traffic range below 2.5 million pax. The TPHP were calculated following this formula: $TPHP=400+315xT$, where T is the annual traffic express in millions unit.

On the 2009 traffic data basis, the results is 481 TPHP, which is coherent with the known peaks.

The Chart evaluated eleven different quality index:

- Travel safety
- Personal and properties security
- Service regularity
- Cleanliness and hygienic conditions
- Comfort during the stay in the terminal
- Accessory services
- Reduced mobility passengers services
- Public information services
- Relational and commercial aspects
- Check-in and gate services
- Integrated modal transportation (connection city-airport)

5. INDEX: EXTRACT FOR PUBLICATION

Travel safety

1. satisfaction's level in baggage control's service for security (percentage of passengers satisfied or very satisfied)

Target for 2010 90

Personal and properties security

2. individual perception about personal security and properties safety inside the terminal. (percentage of passengers satisfied or very satisfied)

Target for 2010 90

Service Regularity

3. scheduled flight delays cause by the managing and handling company (delay number/overall scheduled flights departing passengers, %)

Target for 2010 1

4. Total amount of delays (number of delays/total amount of departing passengers, %)

Target 2010 20

5. Lost and Found baggage (total amount of lost baggages/1000 departing pax, %)

Target 2010 0

6. Baggage hand back waiting time (Waited time between first handed back baggage and last in 90% of the occurrences)

Target 2010 15'00 20'00

7. Waiting time on board before the first passenger's disembarkation (waited time since block-on in the 90% of occurrences)

Target 2010 6'00

8. Overall perception on the service's regularity at the airport (percentage of passengers satisfied or very satisfied)

Target 2010 90

Cleanliness and hygienic conditions

9. Overall perception about cleanliness and restroom functionality (percentage of passengers satisfied or very satisfied)

Target 2010 90

10. Overall perception about terminal's cleanliness (percentage of passengers satisfied or very satisfied)

Target 2010 90

Comfort level while waiting at the airport

11. Overall perception on the baggage carts availability (percentage of passengers satisfied or very satisfied)

Target 2010 85

12. Overall perception about passengers transfer system's efficiency (percentage of passengers satisfied or very satisfied)

Target 2010 80

13. Overall perception about air conditioning system's efficiency (percentage of passengers satisfied or very satisfied)

Target 2010 85

14. Overall perception about comfort level (percentage of passengers satisfied or very satisfied)

Target 2010 70

Additional Services

15. Shops/Newspaper stands, overall perception about availability/ quality and prices (percentage of passengers satisfied or very satisfied)

Target 2010 70

16. Bar/Restaurants, overall perception about availability /quality and prices (percentage of passengers satisfied or very satisfied)

Target 2010 70

Services for passengers with reduces mobility (PRM)

17. Facilitated pathways for disabled

Target 2010 YES

The terminal, in all its areas, is accessible to all users, considering the absence of structure's barrier in both floors. The connection between the 2 floors is guaranteed also by an elevator for PRM.

18. Accessibility to all terminal services

Target 2010 YES

The areas where the services are provided are accessible also by disabled or PRM passengers.

19. Dedicated personnel available upon request

Target 2010 YES

Presence on site of specialized personnel to guarantee assistance and services to PRM.

20. Availability of reserved spaces

Target 2010 YES

Parking areas reserved to disabled (located in front of the entrance), restroom equipped for disabled (located in the: departure hall, public restroom at the terminal, arrivals, rent a car offices)

21. Availability of a calling system in the parking area

Target 2010 YES

At the entrance and at the parking's entrance

22. Availability of a calling system inside the terminal

Target 2010 NO

Not necessary since the terminal has not dimension which would request such devices and also can guarantee the constant presence of Sogear personnel in the area.

23. Access to the necessary information and communication

Target 2010 YES

Description about PRM's services inside the Charter of services (available inside the terminal and downloadable for the website www.parma-airport.it), provided information signs inside and outside as law in force.

Information services to the public

24. Overall perception about communication efficiency (percentage of passengers satisfied or very satisfied)

Target 2010 80

25. Hot line/Web site available

Target 2010 YES

Website: www.parma-airport.it

Relational and behavioural aspects

26. Overall impression about personnel courtesy (percentage of passengers satisfied or very satisfied)

Target 2010 90

27. Overall perception about personnel professionalism (percentage of passengers satisfied or very satisfied)

Target 2010 90

Desk/Controls services

28. Check-in waiting line (in 90% of cases)

Target 2010 10'00''.

30. Waiting time at baggage control (in 90% of cases)
Target 2010 8'00"

31. Overall perception of queue at passport control (percentage of passengers satisfied or very satisfied)
Target 2010 85

Modal interconnection (connection town-airport)

32. Availability, frequency, punctuality, prices for connection bus/taxi (percentage of passengers satisfied or very satisfied)
Target 2010 70

33. Outdoor and indoor signs, clear, understandable and efficient (percentage of passengers satisfied or very satisfied)
Target 2010 80

