SKYCRUISE SWITZERLAND

DOCUMENT 2

PASSENGER & TOURISM

Passenger Operation explained using the example of
SKYCRUISE SWITZERLANDS Tourism Operation in Lucerne

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2. PASSENGER & TOURISM OPERATION

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INTRODUCTION

A Skyship 600 passenger or tourist operation is a unique means of creating or promoting first class tourist destinations. The nature of the business is such that it is a premium quality product that is offered in only one other place in the world (and that is a copy of our business model, by the way). It is therefore a unique opportunity and chance to profile a destination and make it known to the world.

2.1 BUSINESS MODEL

2.1.1 Development

Certain conditions are essential for the success of a Skyship 600 passenger operation:

- A region must already be known or have the potential to be developed as a world-class destination
- The political and regulatory environment must allow an operation without too many restrictions and complications
- The local tourism- and marketing-organisations should have a positive attitude towards the promotion of the Skyship Operation and develop a fruitful cooperation with the aim of a mutual benefit. One will strengthen the other.

2.1.2 Business Potential

With a good and successful marketing strategy, the following figures can be achieved, as has been shown in Europe:

- 10'000 to 12'000 passengers (per ship) within 3 to 5 years.
- This also means income for the "ancillary industry" such as travel-agencies and hotels.
- A build-up and consolidation phase must be taken into account. Depending on local operating costs and fares for the Skyship 600 cruises, a substantial profit can be made within this 3 to 5 year period. Based on European figures (both cost and price), a profit of at least 1.5 to 2 million CHF can be expected on an annual basis from passenger operations alone, while this figure could be higher in regions with lower personnel costs and other cost structures and financial strength of the clientele.
- Of course, the business potential is not limited to the passenger flight itself, but is best enhanced by combined operations with e.g. advertising on the skyship, brand promotion, etc.
- In addition, cooperation with media such as local television, radio companies and newspapers will benefit the product.

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2.1.3 Marketing and Sales

It is of course vital to use the right marketing mix to maximise the effectiveness of your marketing efforts. From previous experience, the following ideas have added value and are best for promoting the product: he Skyship, brand promotion, etc.

- In addition, cooperation with media such as local television, radio companies and newspapers will benefit the product, as will the presence of the branded Skyship over densely populated areas such as large cities and during major events such as sports games or even championships, etc.
- Media and VIP flights provide free and positive information campaigns on television, radio and in the press.
- Competitions serve the same purpose, offering free flights in exchange for mentioning the product, e.g. as a prize in a competition.
- Of course, an excellent website is of paramount importance. Done well, it is also the most important selling point and will help you to avoid commission fees or pay them only where absolutely necessary.
- Clients will receive the most memorable experience and souvenir through exceptional and high-quality service. This will pay off over time, as a good reputation is something that will bring you further business by word of mouth, a fact proven in the past by hundreds of enthusiastic comments in Skycruise Switzerland's guest book.
- Selling a "unique and unforgettable experience" and not "a flight" starts with the reception, when clients are welcomed in a warm and welcoming atmosphere and refreshments are served during the briefing.
- The use of an internet booking system is highly recommended. Such a system has been used by Skycruise Switzerland and has proven itself not only as a sales and reservation tool, but also for passenger control, automatic rebooking in the event of flight cancellations due to bad weather and, last but not least, for debtor control. Over the years, not a single passenger has flown without paying in advance.
- This system can also be used for gift vouchers, especially during the 'gift season'. Interestingly enough, this is a good but not a nice business in itself: many recipients forget their gift and never show up!
- The product must be divided into different categories: Very expensive flights with a special luxury environment, such as a small snack and champagne on board at a high price, sell very well. A certain clientele is only interested in high-end products for various reasons. In this case, the price is irrelevant and secondary. A less expensive product is used to fill the rides during the "side hours".
- Future business can also be promoted by selling corporate products such as clothing with the company logo, e.g. jackets, shirts, caps, but also genuine uniform parts of the airship crew, etc.

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2.2 OPERATIONAL AND TECHNICAL REQUIREMENTS

2.2.1 The Homebase

To be ideal, an airfield or other location must meet certain criteria, the most important of which are the following:

- General requirements:
  - To be in a touristically developed region with an interesting landscape nearby to make the flights attractive. As the Skyship flies rather slowly and low (about 1000 feet), attractive sceneries are for example beautiful landscapes, lakes and mountains, famous tourist destinations or simply an interesting city to fly over
  - The home base should be easily accessible from the nearby tourist destination.
- Field equipment and infrastructure:
  - A large round field of about 500m in diameter with no obstacles is ideal
  - Offices and representative welcome and briefing facilities should be available, if not this can be provided by special tents
  - Communication and Internet facilities
  - AIS-Service (Aeronautical Information Service) and meteorological information must be readily available
  - Maintenance and hangarage would be an advantage, but a good location is more important
  - Accommodation and catering facilities close by

2.2.2 The Skyships and the Operational Requirements

Normally, a special commercial certificate or permission from the national authority is required to operate passenger flights. Not only must the Skyship itself be certified, but also the operation itself.

While the Skyship 600 is certified for commercial passenger transport and has been operating successfully in Switzerland for many years, the operation of Skycruise Switzerland was initially carried out under FAA rules and was later certified by the Swiss FOCA (Federal Office of Civil Aviation) under EASA rules.

Therefore, SCL / Skycruise Switzerland was able to support such a certification with its experience not only in the certification process and the negotiations with the authority itself, but also with regard to operating manuals, workflows, staff training, etc.

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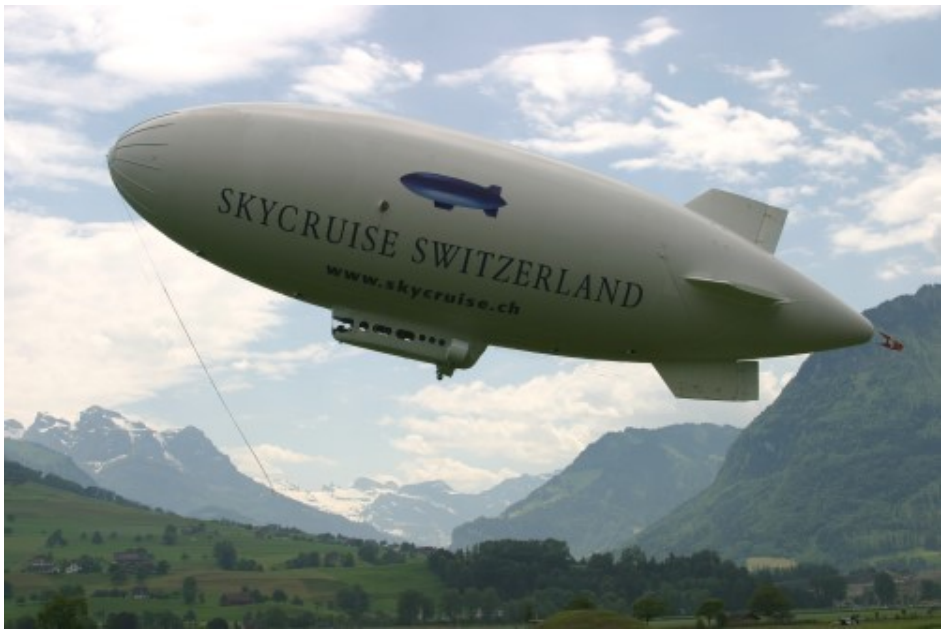
2.3 PASSENGER-OPERATION EXAMPLE FROM SWITZERLAND

COMBINED PASSENGER-ADVERTISEMENT SERVICE FOR THE SWISS NATIONAL EXHIBITION expo02 IN NEUCHATEL:



Sponsored by Interdiscount

2003 - 2006 PASSENGER-FLIGHTS NEAR LUCERNE



Passenger Roundtrips in Central Switzerland

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The Reception-Tent…



…with it's Lounge



…and the Shuttle-Bus for the guests.

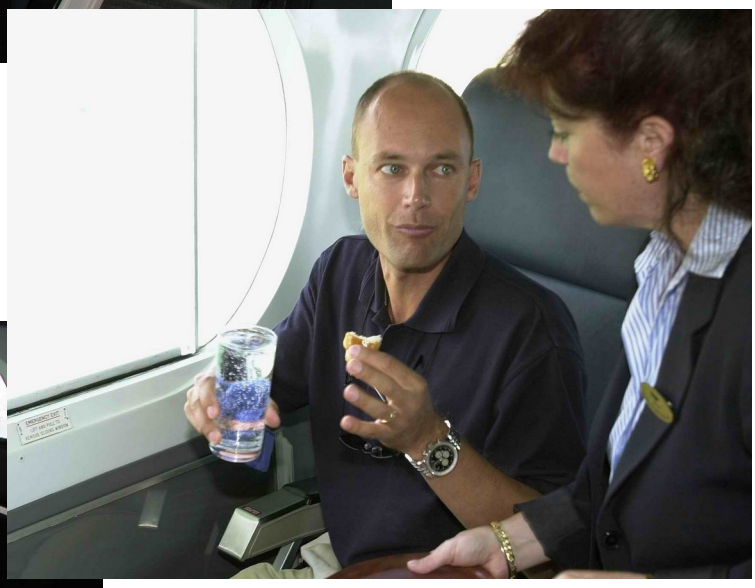
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A well located homebase…





....a luxurious ship



…with First-class Service….

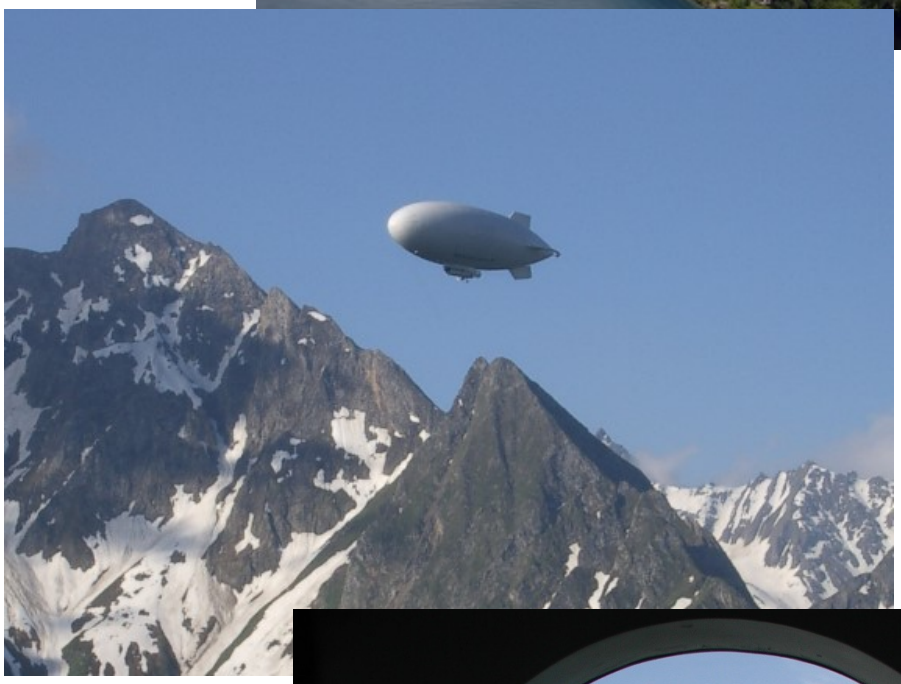


(Bertrand Piccard, the famous Swiss balloonist)

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…breathtaking
landscapes…





…are the key
to success!



View on Zurich
(from the rest-room with
the most spectacular
view of the world!)

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The season is ending…



…the first snow lies in Switzerland…



…it is time to go back
to the hangar near Berlin…

…for the winter sleep



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