

A vote for all our futures

Aviation is a key driver of Switzerland's economy and a vital creator of jobs. Under a proposal devised by local communities, though, any further development of the runway system at SWISS's Zurich Airport hub would be prohibited forever. If accepted by the voters of Canton Zurich this November, the restrictions demanded would have a substantial negative impact – not only for SWISS and its home-base airport, but for Zurich's appeal as a place to live, work and do business and for the entire Swiss economy.

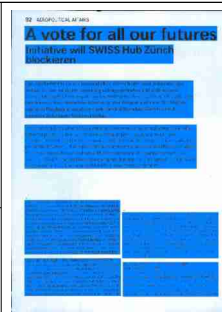
As a new study by the Swiss Confederation and Swiss aviation's umbrella federation Aerosuisse confirms, civil aviation is essential to Switzerland's economy, generating over 30 billion Swiss francs in value each year. The sector has increased that contribution by some 6 billion francs (or 25 percent) in the past four years alone. With its total job numbers rising by only 10 per cent over the same period, the growth represents further efficiency enhancements within the industry, too. If all its knock-on effects are also considered, some 6 per cent of Switzerland's gross domestic product is related to civil aviation. And two-thirds of all this economic benefit are generated in connection with Zurich Airport.

A DRIVER OF THE ECONOMY AND CREATOR OF JOBS

The study further reveals that, as of 2008, 178,900 jobs in Switzerland were connected with aviation and its suppliers – 15,000 more than in the previous such study, which was based on statistics for 2004. The value added by air transport rose more than 25 per cent over the same period, well outpacing the corresponding increase in the numbers of persons directly employed in the sector. The trend underlines the high levels of efficiency that Swiss aviation has been achieving in response to the tough competition it faces all over the world. Every 1,000 flight movements at one of Switzerland's international airports generate an economic benefit of just under 20 million francs. And even in the crisis year of 2009, SWISS hired over 500 new employees.

AIR CARGO VITAL FOR EXPORTS

The recent study also looked into the importance of air cargo. Its findings: while the volumes of mail transported by air have remained stable over the past few years, the cargo volumes carried mirror the increases seen in flight movements and passenger numbers. The study emphasises, too, how sensitive the airfreight sector is to general economic trends. In 2008, air cargo accounted for over 30 billion of the country's total imports of more than 185 billion francs. The value of air cargo exports was even higher at 70 billion francs. For a country as export-oriented as Switzerland, air transport is indispensable.



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GOVERNMENT POLICY REPORT CONFIRMS AVIATION'S IMPORTANCE

The Swiss Federal Council's 2004 Report on Swiss Aviation Policy also stressed the vital economic importance of the country's air transport sector and the need to maintain optimum air links with key European and intercontinental destinations. The Swiss government also expressly views scheduled air services as part of the country's public transport network. Not only do a third of all Swiss exports (by value) leave Switzerland by air; one visiting tourist in three arrives in the country on a plane.

KEY PUBLIC VOTE ON 27 NOVEMBER: 2x NO = YES TO ZURICH AIRPORT

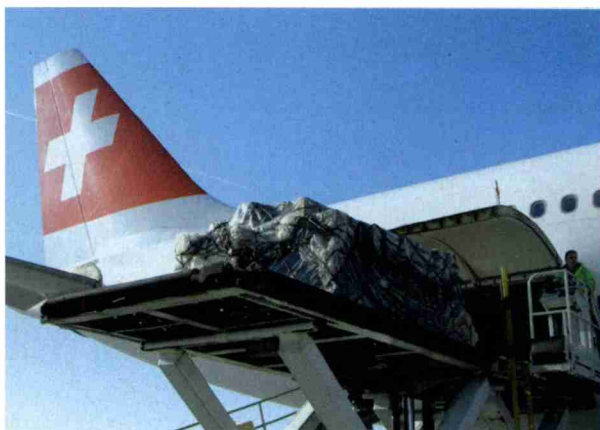
The people of Canton Zurich will be asked to vote at the end of November on two proposals, one initiated by various local communities and the other a counterproposal. Either of these would, if approved, prohibit for all time the construction of any new runway at Zurich Airport or any extension of its existing runway facilities. Both proposals make no political, regulatory or economic sense and would, if accepted, seriously jeopardise Zurich's attraction as a place to live, work and do business. They would, in short, put an end to any further development in the interests of the entire Swiss population of Zurich Airport and its facilities. •

Jürg Dinner, Head of Political & Environmental Affairs,
Swiss International Air Lines

INFORMATION

The full study (which is available only in German) can be downloaded from the Federal Office of Civil Aviation's website (you will find it under "Recent Documents"): www.bazl.admin.ch/aktuell/

Further information (in German) on the two November cantonal referendum proposals and the key arguments against them is available at: www.blockierungsvorlagen-nein.ch



**Ohne Luftfracht keine Exportindustrie – jeder dritte
Franken wird per Luftfracht ans Ziel gebracht.**

Made for trade: one franc's worth of Swiss exports in three leaves the country by air.