



Welcome to Amsterdam Airport
Schiphol

阿姆斯特丹史基浦机场
欢迎您

Schiphol

Master the Dutch sky with Amsterdam Airport

Connecting China to European Hub Airports – The Dutch Way

Amsterdam
Airport
Schiphol

Dynamics of
aviation

Competitive
market of
airports

China – Europe
developments

Partnerships
are key

AMS focus on
China

Key figures

Amsterdam Airport

Schiphol 2017

326

direct
destinations (322
in 2016)

68.5

million
passengers
(+7.7%)

1.75

million tonnes of
cargo (+5.4%)

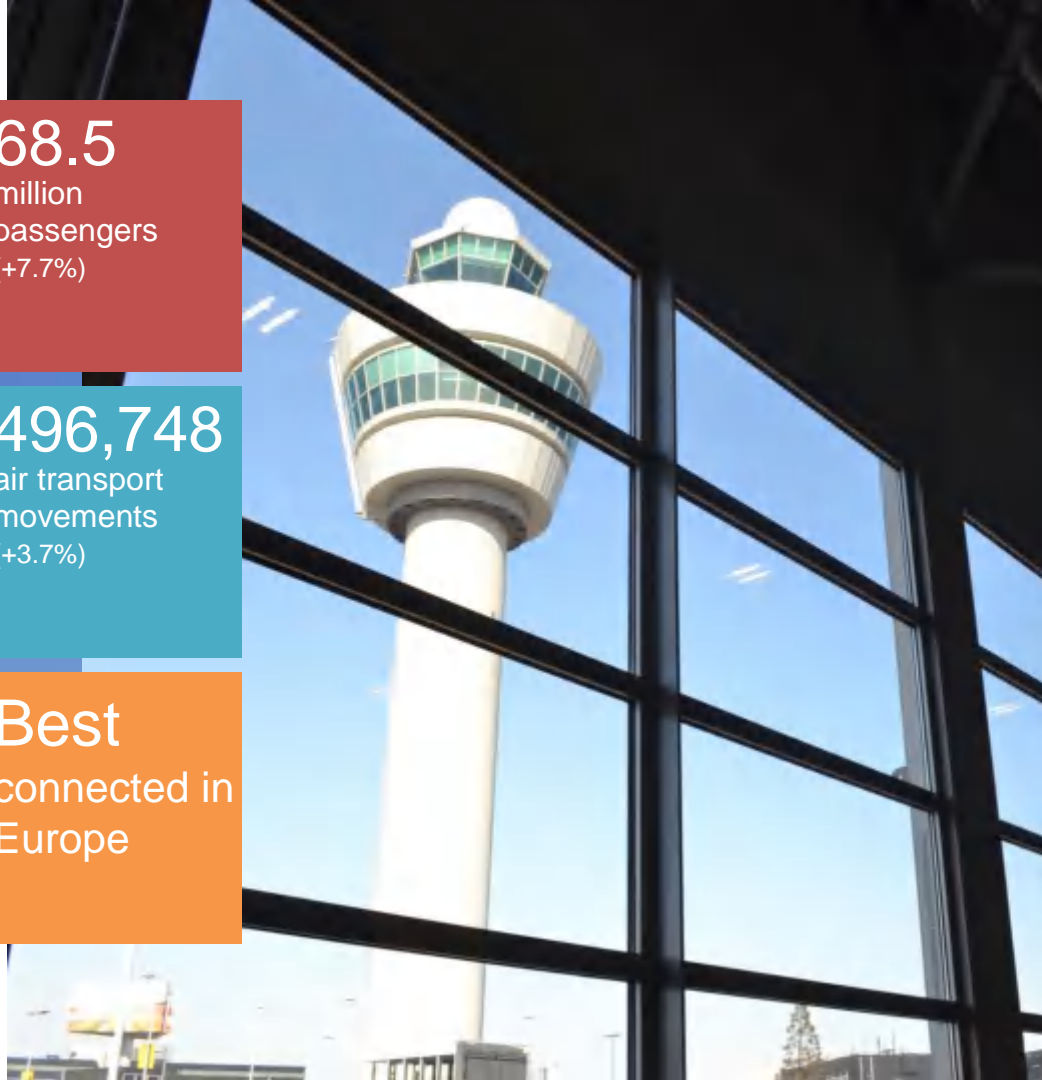
496,748

air transport
movements
(+3.7%)

Nr 3 in
Europe

passenger & cargo

Best
connected in
Europe



European Airports

Top 10 in millions of passengers			Growth	Marketshare	2017	
1.	London Heathrow	LHR	78.0	3.1%	13.5%	
2.	Paris Charles de Gaulle	CDG	69.4	5.4%	12.1%	
3.	Amsterdam	AMS	68.5	7.7%	11.9%	
4.	Frankfurt	FRA	64.4	6.1%	11.2%	
5.	Istanbul	IST	63.9	5.9%	11.1%	
6.	Madrid Barajas	MAD	53.3	5.9%	9.3%	
7.	Barcelona	BCN	47.2	7.1%	8.2%	
8.	London Gatwick	LGW	45.6	5.6%	7.9%	
9.	Munich	MUC	44.5	5.6%	7.7%	
10.	Rome Fiumicino	FCO	40.8	-1.8%	7.1%	

Air transport movements (x1,000)			Growth	Market share	2017	
1.	Amsterdam	AMS	497	3.7%	12.4%	
2.	Paris Charles de Gaulle	CDG	476	0.6%	11.8%	
3.	London Heathrow	LHR	474	0.2%	11.8%	
4.	Frankfurt	FRA	465	2.7%	11.6%	
5.	Istanbul	IST	444	-0.7%	11.0%	
6.	Munich	MUC	384	2.6%	9.5%	
7.	Madrid Barajas	MAD	374	1.6%	9.3%	
8.	Barcelona	BCN	312	3.9%	7.8%	
9.	Moskou	SVO	301	13.7%	7.5%	
10.	Roma Fiumicino	FCO	295	-5.2%	7.3%	

Direct connectivity

Airport	(ranking in 2007)
1. Amsterdam	(6)
2. London Heathrow	(2)
3. Frankfurt	(3)
4. Paris CDG	(1)
5. Istanbul	(20)
6. Munich	(5)
7. Madrid	(4)
8. Barcelona	(7)
9. Roma FCO	(8)
10. London Gatwick	(9)

Dynamics of the world of aviation

- Constant change
- Competition between airlines is fierce
- Political & economical developments
- Airports are competing for traffic
- Economic & Tourism boards have joined the arena too



What are airports and cities seeking

- Passenger mix: business and tourism
- Cargo
- Destinations – being connected
- Contribution to the region
- Make money



How has Schiphol increased its competitive position

- Being a hub
- Having the right infrastructure
- Strong home based carriers and choice of airlines
- Location
- Ease of transfer to build traffic flows
- Passenger friendly



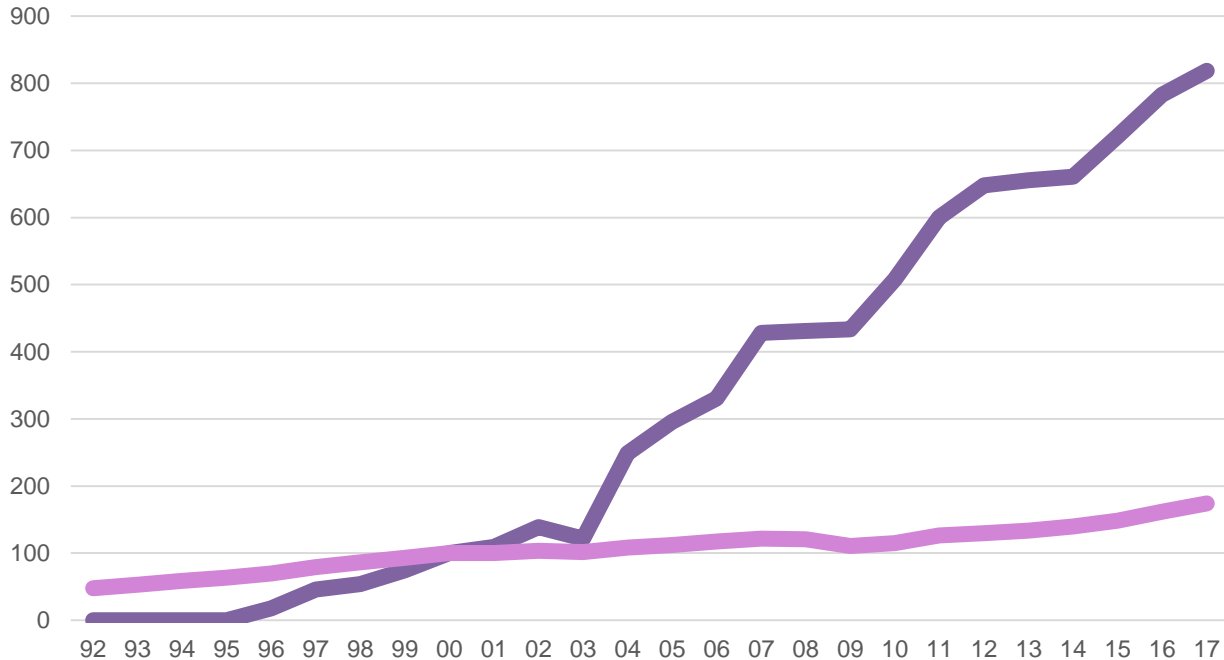
Promoting Schiphol through the years

- Hop Schiphol & Jump campaign
- London's third airport
- See Buy Fly
- AirportCity
- Cargo Hub
- Gateway to Europe
- Europe's Preferred Airport





China traffic from Amsterdam has grown 4.7 x faster than average



- Over 1.2 million passengers in 2017 to China
- Largest market to Asia
- Index 100 = year 2000
- Schiphol index 174 in 2017
- China index 819 in 2017

49 flights per week from Amsterdam to China



Beijing	7
Shanghai	11
Chengdu	4
Hangzhou	3
Xiamen	3



Beijing	7
Guangzhou	7



Shanghai	4
----------	---

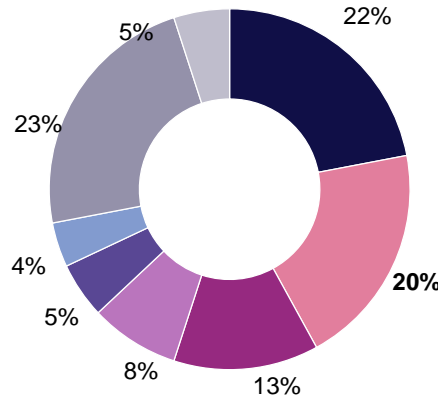


Xiamen	3
--------	---

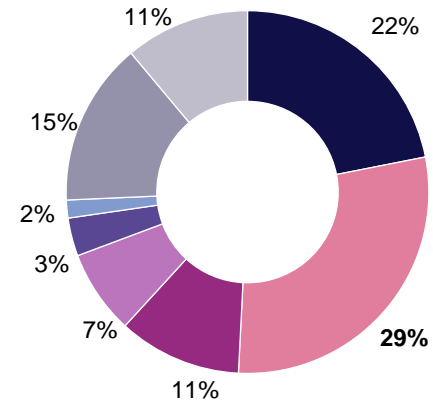


Shift in passenger profile from AMS to China

Share of Chinese residents increased from 20% in 2010 to 29% in 2017



2010



2017

China to Europe: development of routes over the years

2004



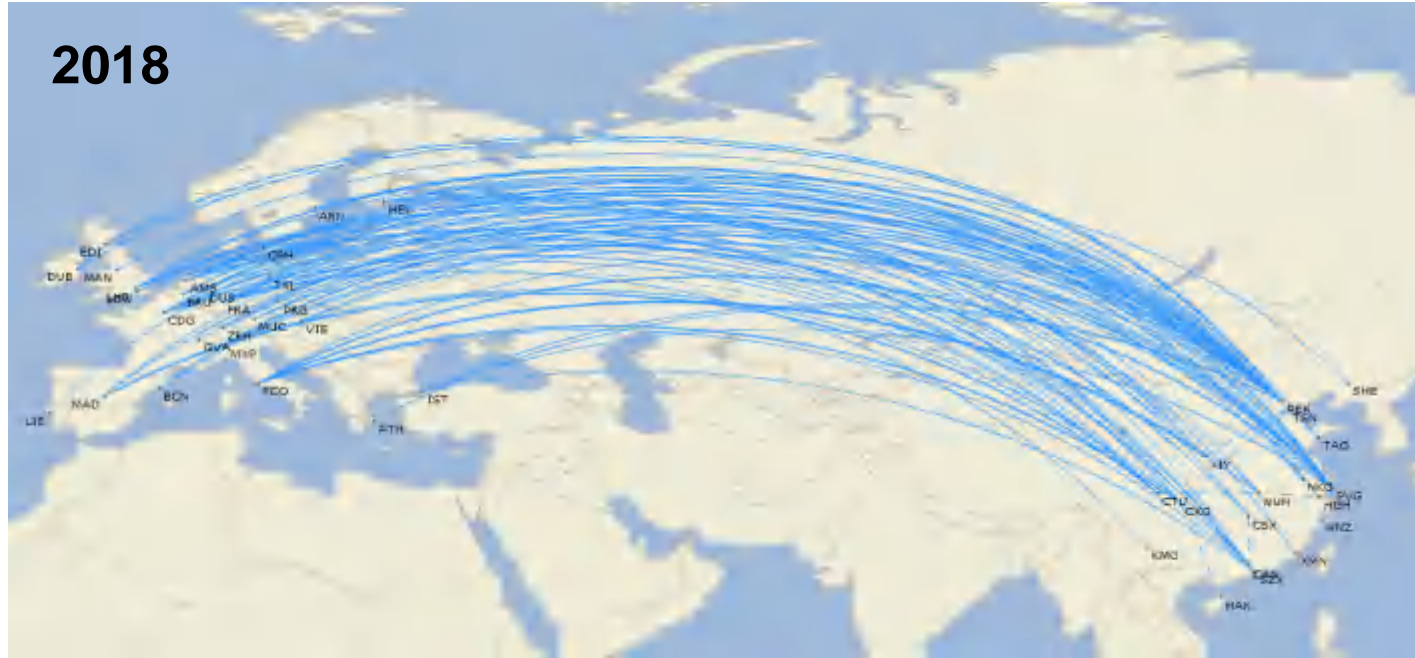
2010



2015



2018



Top 4 European airports are losing ground

Drop from 65% of seat capacity in 2000 to 55% this summer

Amsterdam, Frankfurt, Paris, London Heathrow to China

	Flights	Seats	Routes
2000	54	16,393	10
2005	129	37,101	13
2010	165	45,353	16
2015	244	73,943	26
2018	267	82,612	30

Rest Europe to China

	Flights	Seats	Routes
2000	35	8,774	17
2005	76	20,189	19
2010	94	24,023	17
2015	176	46,732	30
2018	237	66,608	50

Per week in the month of July

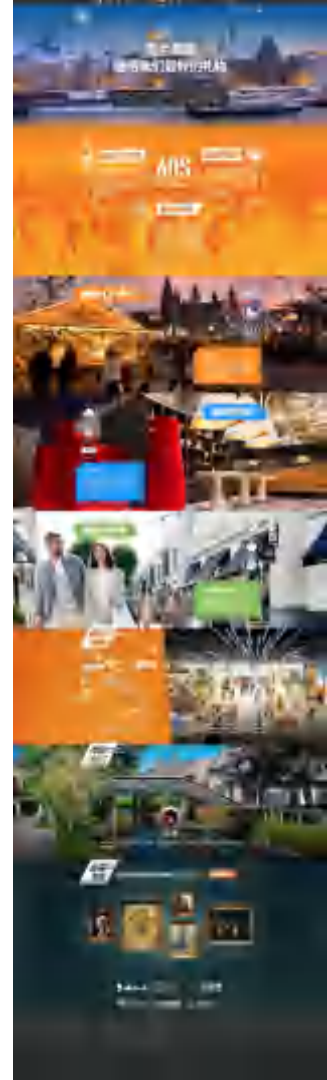
Partnerships are key to be successful

- KLM with its Chinese airline partners
China Southern, China Eastern &
Xiamen Air
- Holland Alliance initiative with
Netherlands Board of Tourism
- Airport to Airport relations
- Cargo initiatives: e-Commerce
Gateway with Dutch Customs



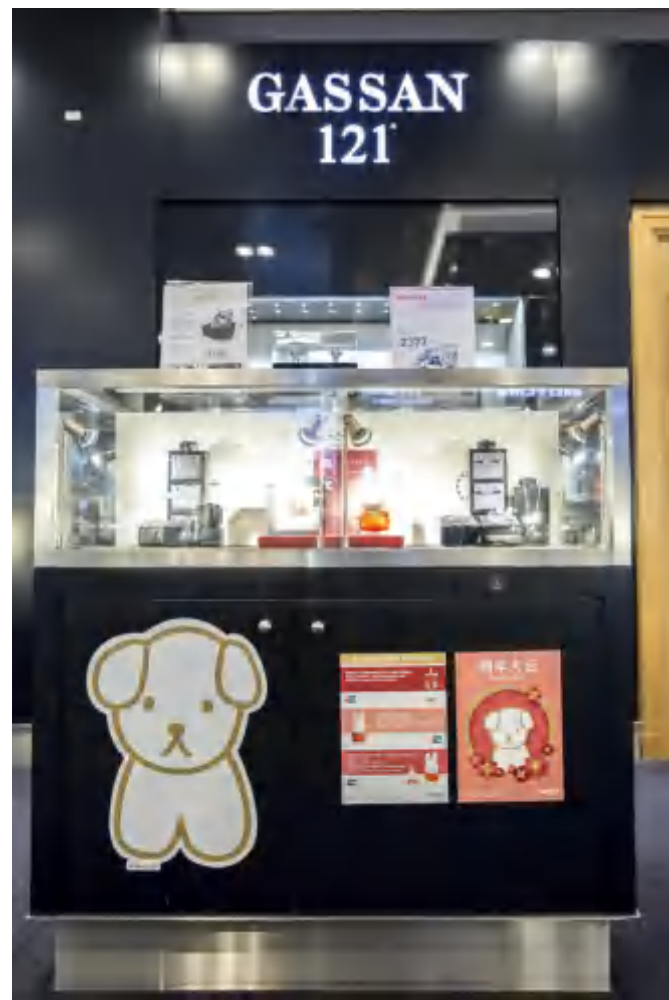
Holiday in Holland

Joint Destination Support Package with China Southern Airlines, NBTC Netherlands Board of Tourism and Conventions and Amsterdam Airport Schiphol



Chinese New Year at Amsterdam





China passport for passengers

阿姆斯特丹机场
中文网站

选择南航
感受缤纷荷兰
北京-阿姆斯特丹 每天一班
广州-阿姆斯特丹 每天一班

阿姆斯特丹史基浦机场
护照

Schiphol
阿姆斯特丹史基浦机场

95539
www.csair.com

中国南方航空
China Southern

amsterdamairport.schiphol.cn



北京飞阿姆斯特丹

KLM 每周7班

上海飞阿姆斯特丹

KLM 每周10班

六大城市直飞 阿姆斯特丹史基浦机场 奉献荷兰冬季旅行盛宴!

美丽的荷兰，是人文活动最丰富的季节，是出行性价比最佳的季节，也是血拼最好的季节……
荷兰皇家航空、厦门航空、中国东方航空、中国南方航空，带您从北京、上海、广州、厦门、杭州、成都飞往阿姆斯特丹，深度体验冬季荷兰之魅力!

KLM 每周7班

成都

杭州

上海

KLM 每周7班

广州

厦门

厦门飞阿姆斯特丹

所有航班不含代码共享



NSTC
Netherlands Board of
Tourism & Convention
Marketing





Chinese website for passengers

欢迎来到阿姆斯特丹史基浦机场

体验奢华购物的乐趣

探索史基浦机场为您献上的8个奢华购物世界。史基浦机场提供各种奢侈品牌：顶级品牌腕表、时尚皮包、服饰，应有尽有。

探索奢华购物的乐趣

www.amsterdamairportschiphol.cn

需要帮忙吗？

我们估计繁忙的史基浦机场可能让您有点迷路，请跟着我们的指引带您轻松走一走。

[查看所有主题](#)

- [→ 实时航班信息](#)
- [→ 在史基浦购物](#)
- [→ 在史基浦机场转机](#)
- [→ 我们提供的服务](#)

AMSTERDAM AIRPORT SCHIPHOL

Europe's Preferred e-Commerce Hub

9 airlines

connect Amsterdam to

-  Air France - KLM
-  Xiamen Airlines
-  China Southern Airlines
-  China Eastern Airlines
-  China Cargo Airlines
-  Air China
-  AirBridge Cargo
-  Cathay Pacific
-  Yangtze River Express

connect Amsterdam to

12
cities in China



FAST, FLEXIBLE & SECURE CARGO PROCESS



Quick and efficient
customs clearance



Seamless & multimodal
connections



Attractive location
for e-business



Last mile
delivery services



24/7
operation



Access to Postal
gateway

MAIN CROSS BORDER E-COMMERCE PRODUCTS

To China 

From China 



Baby
products



Fashion



Cosmetics



High tech



Gadgets

Over **100** flights per week connecting China to Europe

The image features two stylized, white, human-like figures with large, blue, textured hair or wings. They are positioned on either side of a central vertical line, facing each other. The figure on the right is holding a bouquet of colorful flowers (yellow, orange, red, and blue) wrapped in white paper. The background is a light, neutral color with a subtle grid pattern.

Amsterdam Airport Schiphol Europe's Preferred Airport

阿姆斯特丹史基浦机场：欧洲首选机场

