

# Á FLUGI SAMAN

Samstarf Isavia og Íslandsstofu  
við flugfélög



ISAVIA



MARKETS 2010

BEST AIRPORT IN EUROPE 2009

**Keflavik Airport**

- Non-Congested
- 50.000 movements
- 2 million passengers
- CAT 4E Airfield
- CAT II ILS Approach



ICELAND

Iceland in 2012  
as 10% and during night stayings  
ny historically being



KEF-ICN PROPOSED SCHEDULES AND FORECAST TRAFFIC

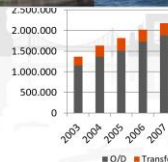
Sector	Dep. Time	Arr. Time	Block Time	Op. Days	Aircraft	Seats	Annual Seats	Annual PAX	Load Factor
ICN-KEF	17:55	19:30	11:35	4 7	A330-200	256	45,780	38,151	83%
KEF-ICN	21:00	17:35	10:35	4 7	A330-200	256			

2x weekly, year-round

Nr	Market	City Names	Adjusted Annual	
			Demand	Market Share
1	KEF-NRT	Saudi-Keflavik	22,813	65%
2	KEF-NRT	Keflavik-Tokyo	23,968	27%
3	KEF-PVG	Keflavik-Shanghai	18,709	10%
4	KEF-TPE	Keflavik-Taipei	2,739	65%
5	KEF-PEK	Keflavik-Beijing	16,801	10%
6	KEF-RIX	Keflavik-Osaka	3,249	43%
7	HKG-KEF	Hong Kong-Keflavik	12,807	7%
8	HND-KEF	Tokyo-Keflavik	2,262	29%
9	KEF-NGO	Keflavik-Nagoya	1,762	29%
10	BKK-KEF	Bangkok-Keflavik	7,653	5%
	KEF-SIN	Keflavik-Singapore	4,658	5%
		Other Flow	788	
		<b>Total</b>	<b>38,151</b>	

- Iceland is an island of 103.000 km2 (39,756 sq.miles), with an average height of 500 m above sea level.
- Population 31 Dec, 2003 290,570
- Language is Icelandic, but English

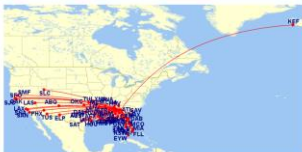
ROUTES WORLD 2014  
20 - 23 SEPTEMBER  
CHICAGO, USA



Airlines Summer 2015



ATL-KEF FORECAST



Sector	Cms. Pax	Dep. Time	Arr. Time	Cms. Pax	Block Dep. Time	Op. Days	Aircraft
ATL-KEF	18,000	21:30	08:30	14,30	20:00	3 5 7	B757-200
KEF-ATL	18,000	10:00	13:15	14,30	07:15	3 5 7	B757-200

Daily flight May-Sep

NORTHERN SIGHTS

THE FUTURE OF TOURISM IN ICELAND

A perspective from The Boston Consulting Group

Report September 2013

[www.icelandictourism.is](http://www.icelandictourism.is)



Route suggestion

- > Dep: 16:40 - Helsinki (HEL)
- > Arr: 17:00 - Reykjavik (KEF)
- > Dep: 17:45 - Reykjavik (KEF)
- > Arr: 23:05 - Helsinki (HEL)
- > Possible feeder traffic:
  - > BKK-DEL-KIX-NRT-RIX-TLL-HKG
- > Arrivals in HEL 14:55-15:40
- > Departures from HEL 16:10-20:10
- > Icelandair flights to OSL & ARN - DEP: Jun-Aug 16:25 = 89% load factor
- > SAS flights to OSL - DEP: Jun-Aug 18:15 = 76% load factor



## SAMSTARF VIÐ ÍSLANDSSTOFU

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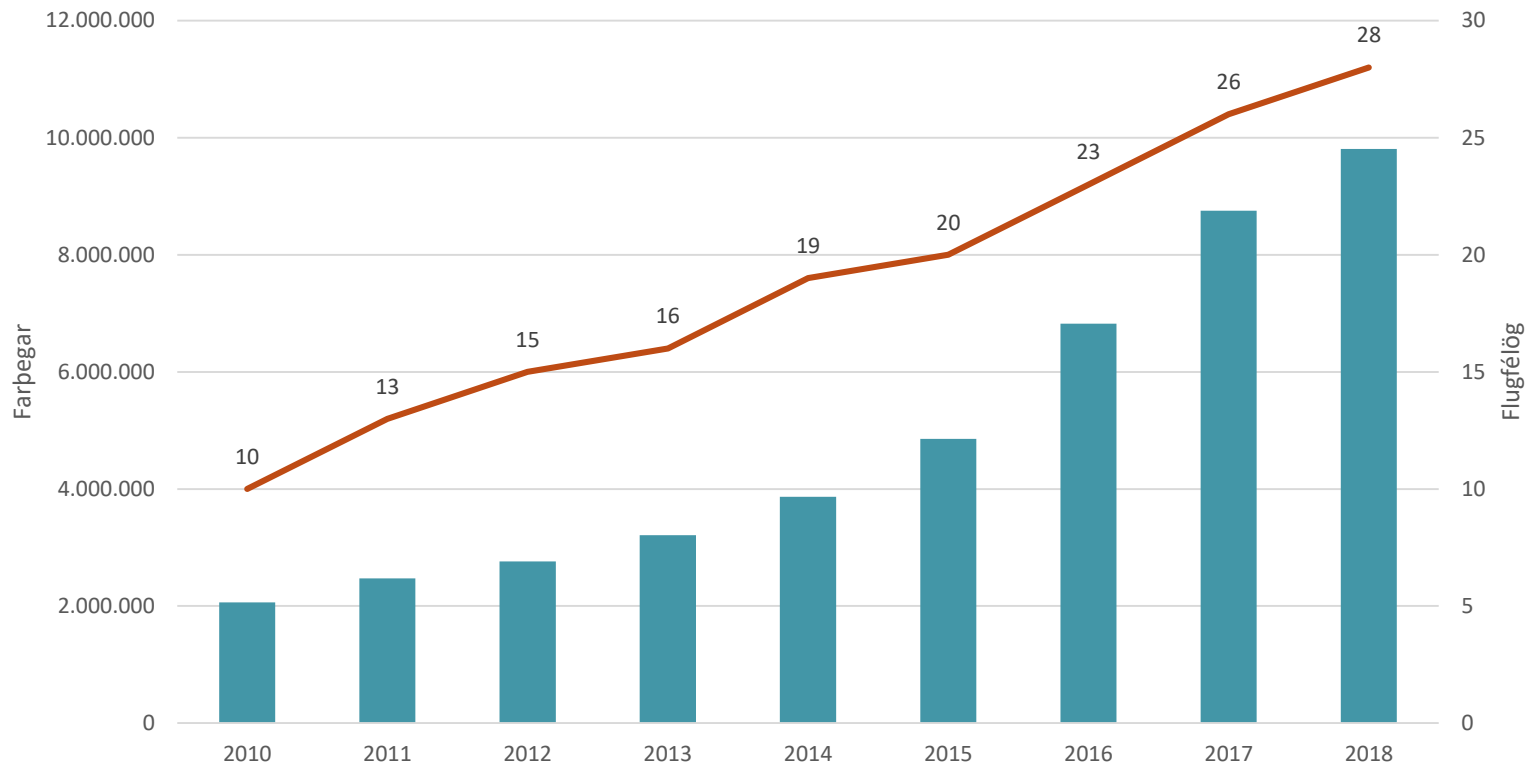
- / Unnið saman síðan 2010
- / Setið í stjórn verkefnisins Ísland allt árið
- / Gagnamiðlun
- / Tengslanet, sýningar, fundir, nýjar flugleiðir, markaðsáherslur og greiningar

- Routes
- WTM
- Iceland Naturally
- Vestnorden
- PR og FAM ferðir
- Auglýsingar



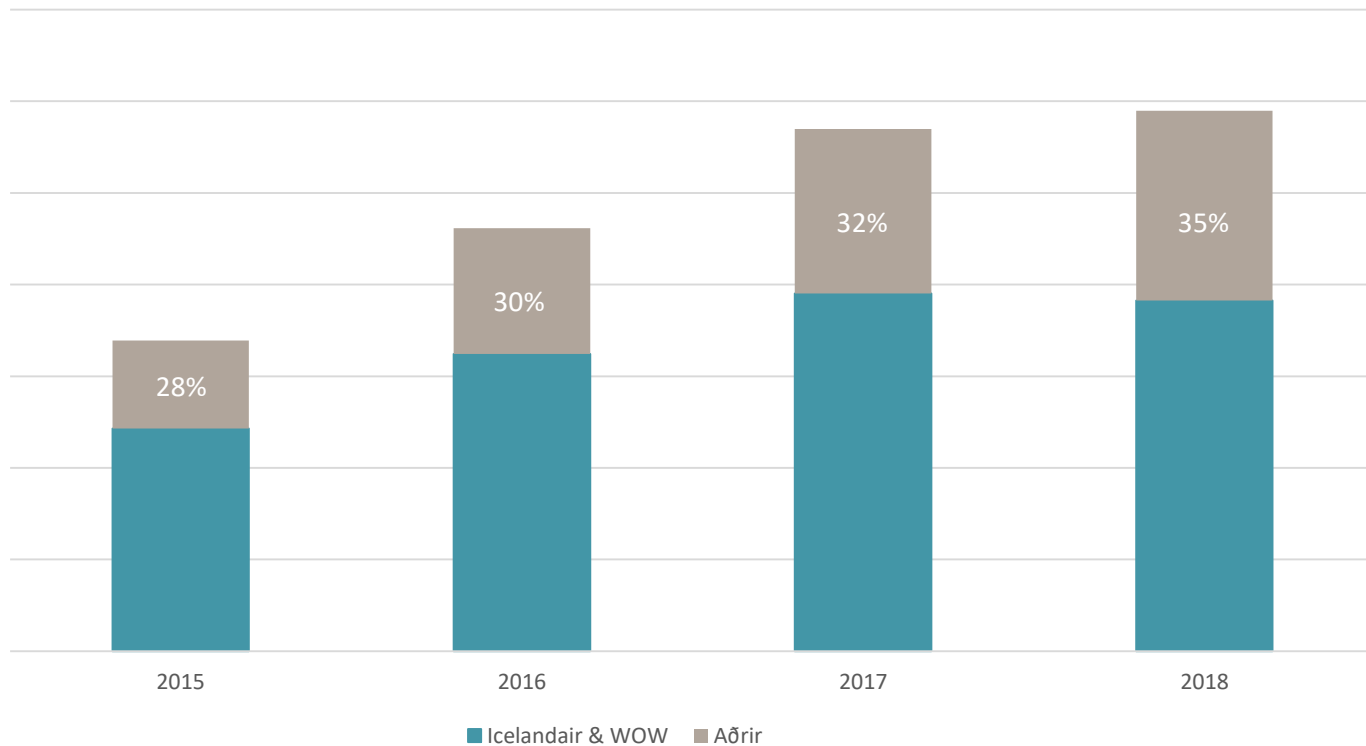
Sunday 22 April			Monday 23 April			Tuesday 24 April		
10:10	1	SunExpress (Req by SunExpress) - Table 184	08:30	1		08:30	1	British Airways - Keflavik-Reykjavik Airpor - Table 109
10:40	2		09:00	2	Norwegian - Table 223	09:00	2	Wizz Air - Keflavik-Reykjavik Airport - Table 150
11:10	3	Qatar Airways (Req by Qatar Airways) - Table 118	09:30	3		09:30	3	Czech Airlines (Req by Czech Airlines) - Table 203
11:40	4		10:00	4	CEO Keynote Interview - British Airways - Keynote Arena	10:00	4	Eurowings - Keflavik-Reykjavik Airport - Table 178
12:00		Lunch Period	10:30	5		10:30	5	British Airways LCY (Req by British Airways LCY) - Table 108
13:00	5	Iberia Express - Table 104	10:50		Networking Break	10:50		Jacksonville Intl Airport - Keflavik-Reykjavik Airport - Table 259
13:30	6	Turkish Airlines - Table 171	11:05	6	Finnair - Table 117	11:05	6	
14:00	7	S7 Airlines - Table 102	11:35	7	American Airlines - Table 100	11:35	7	Aeroport Nantes Atlantique - Keflavik-Reykjavik Airport - Table 257
14:30	8		12:05	8	SAS Scandinavian Airlines - Table 185	12:05	8	
15:00	9	Airport-Airline Partnerships - Keynote Arena	12:35	9	easyJet - Keflavik-Reykjavik Airport - Table 134	12:35	9	Isavia Regional Airports - Routesonline (Olivia Lofts) - Routes Stand
15:20			12:35		Lunch Period	12:35		Lunch Period
15:50	10	United Airlines - Table 170	13:40	10	Doncaster Sheffield Airport - Keflavik-Reykjavik Airport - Table 266	13:40	10	Keflavik-Reykjavik Airport - Stuttgart Airport - Table 258
16:20	11	Germania - Table 121	14:10	11	Lufthansa Group - Table 183	14:10	11	
16:50	12	Aeroporto di Genova Spa - Keflavik-Reykjavik Airport - Table 260	14:40		Fast Track	14:40	12	Routes Future Host Meeting - Routes Stand
16:50		Free Networking Session	15:10		Fast Track	15:10	13	
			15:30		Keflavik-Reykjavik Airport - Tallinn Airport - Onsite Meeting Point	15:30		Networking break
			15:45	12	Thomas Cook Airlines / Condor (Req by Thomas Cook Airlines / Condor) - Table 141	15:45	14	Keflavik-Reykjavik Airport - Ottawa Intl Airport - Table 264
			16:15	13	Lappeenranta Airport - Onsite Meeting Point	16:15	15	Austin - Bergstrom Intl Airport - Keflavik-Reykjavik Airport - Table 259
			16:45	14	TUI Group/Aviation - Keflavik-Reykjavik Airport (Req by TUI Group/Aviation) - Table 236	16:45	16	Delta Air Lines - Table 207
17:50		ONE TO ONE MEETINGS END	17:10		ONE TO ONE MEETINGS END	17:15	17	Vueling - Keflavik-Reykjavik Airport - Table 114
						17:30		CLOSE OF BUSINESS DAY

# FJÖLDI FARÞEGA & ÁÆTLUNAR FLUGFÉLAGA



# FLEIRI EGG Í KÖRFUNNI

Fjöldi komu- og brottfarfarþega



# HEILSÁRSFLUGFÉLÖG

2005



2

2010



3

2015



8

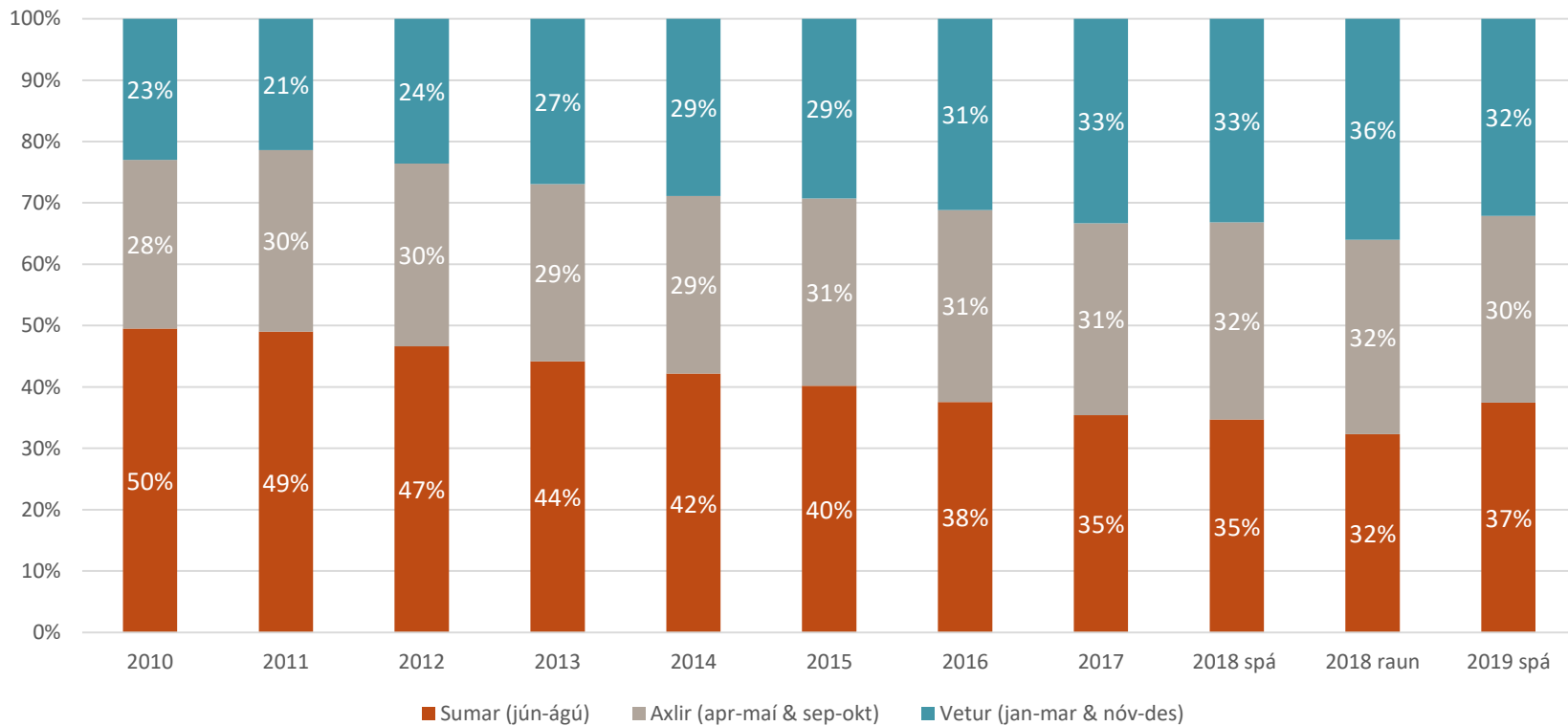
2018/2019



10



# ÍSLAND ALLT ÁRIÐ – ERLENDIR FERÐAMENN





# HVATAKERFI KEFLAVÍKURFLUGVALLAR

## / 2012 Tvíþætt markmið í upphafi

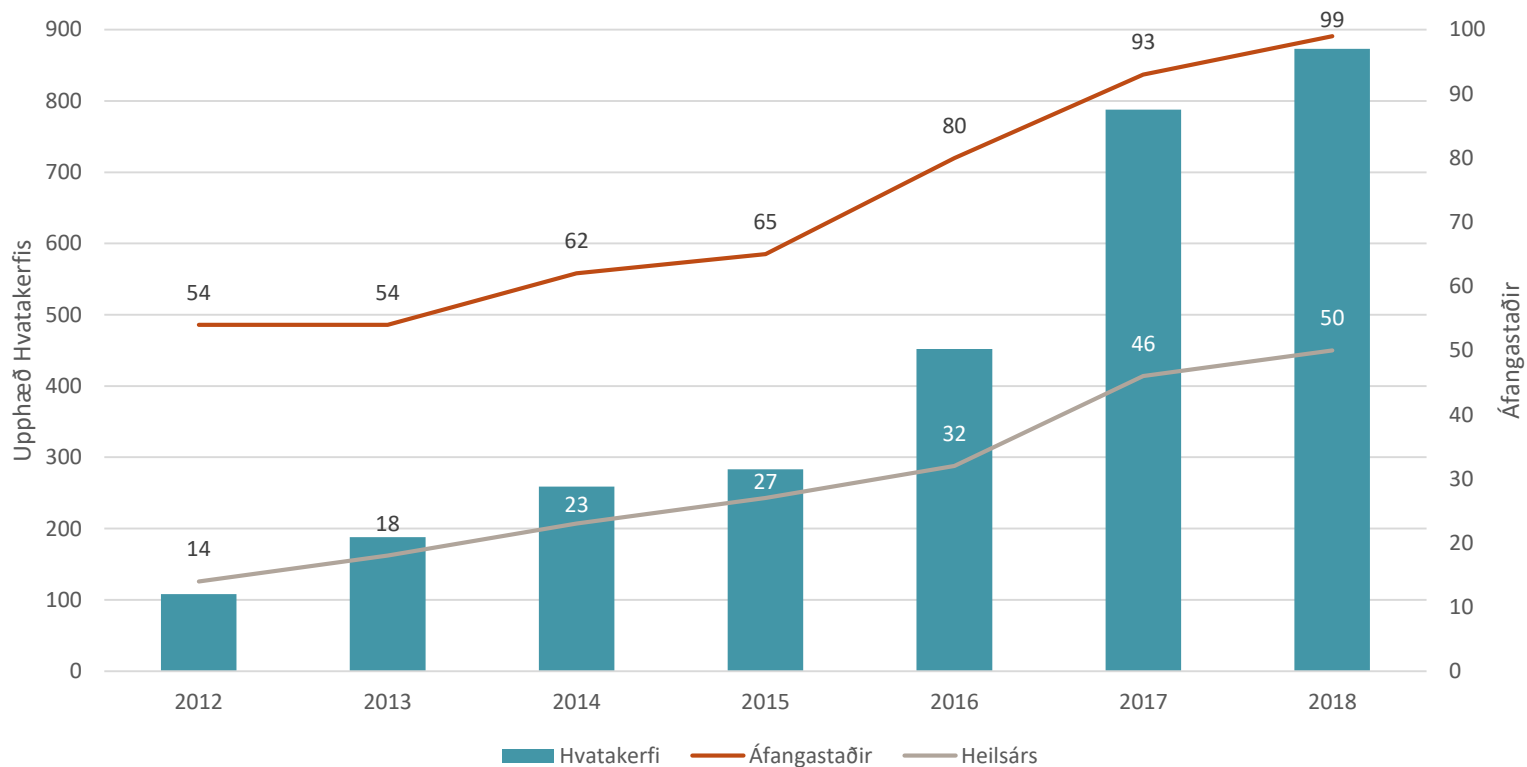
- Fjölga áfangastöðum – Afsláttarkerfi
- Styðja við stækkun núverandi flugfélaga – Farþegabónus

## / 2017

- Farþegabónusinn afnuminn
- Hvatakerfi innan dagsins kynnt => Betri nýting á mannvirkjum flugvallarins
- Afsláttarkerfi óbreytt að vetri til að fá fleiri heilsárs flugleiðir



# ÁHRIF HVATAKERFIS Á FJÖLDA ÁFANGASTAÐA



TAKK FYRIR



ISAVIA