

# Copenhagen Airport & Transavia Denmark



ACI Europe Airport Exchange, Basejumping #2, November 25<sup>th</sup> 200



# The Catchment Area – One Airport, Two Countries

Only **20 minutes** by car to Malmö in Sweden from CPH via highway/rail bridge connecting Sweden and Denmark

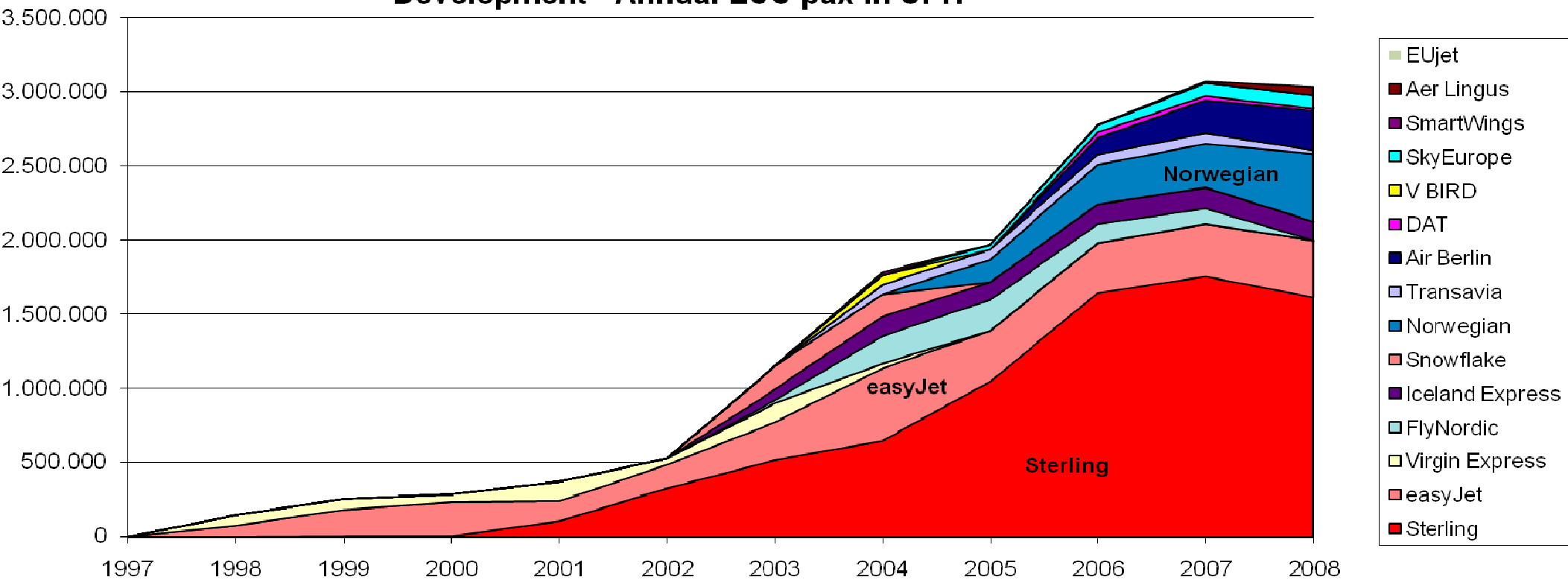
**40%** of the Swedish population live in South Sweden – very close to Denmark

By subway to Copenhagen downtown in **14 minutes**



# LCC Development 1997-2008 at CPH

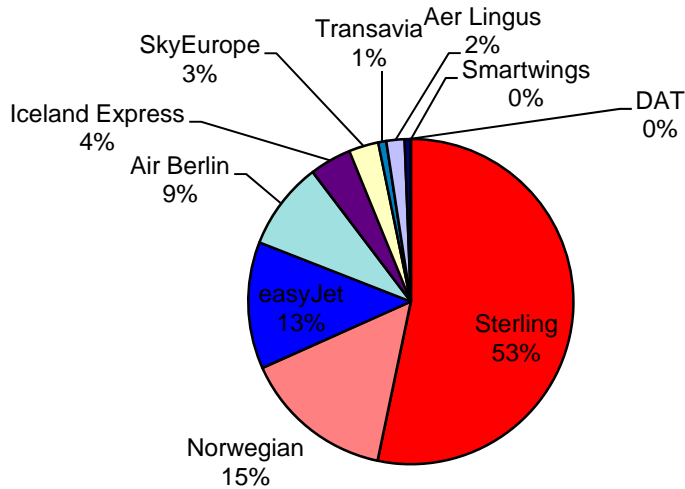
Development - Annual LCC pax in CPH



Source: CPH statistics

# LCC at CPH 2008 & Jan-Jun 2009 – breakdown

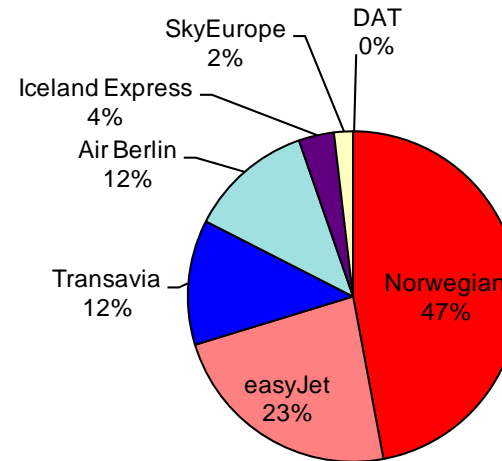
**LCC Market Shares in CPH, 2008**  
(3,032,447 pax = 14.1% of total traffic)



LCC	Total 2008
Sterling	1.615.702
Norwegian	455.890
easyJet	382.626
Air Berlin	265.369
Iceland Express	125.797
SkyEurope	89.310
Transavia	24.269
Aer Lingus	55.127
DAT	18.332
Smartwings	25
<b>Total LCC pax</b>	<b>3.032.447</b>

CPH Total:	21.530.016
LCC Share:	14,1%

**LCC Market Shares in CPH, Jan-Jun 2009**  
(1,209,780 pax = 12.9% of total traffic)

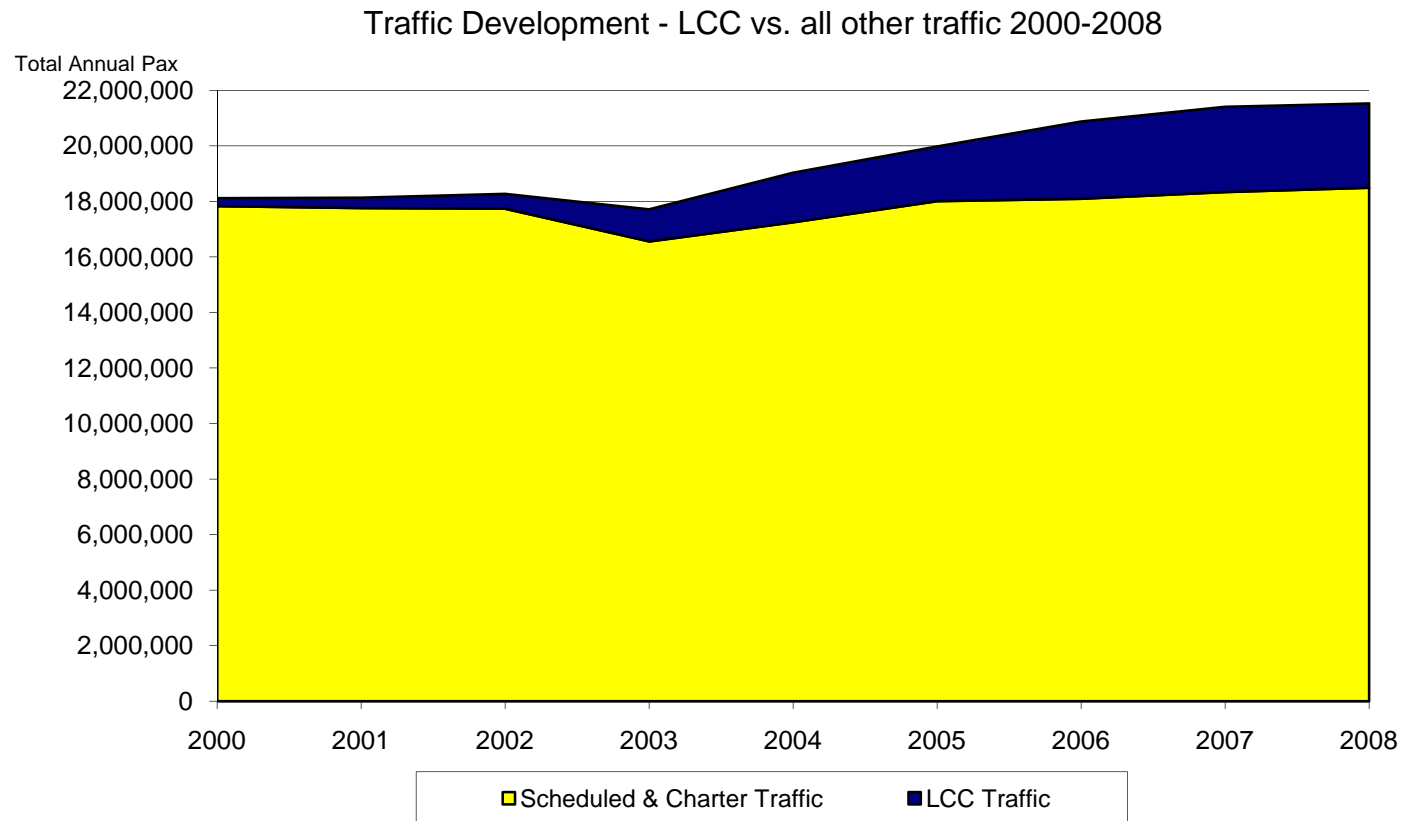


LCC	Jan-Jun 2009
Norwegian	569.290
easyJet	281.013
Transavia	147.971
Air Berlin	147.328
Iceland Express	41.753
SkyEurope	22.398
DAT	27
<b>Total LCC pax</b>	<b>1.209.780</b>

CPH Total:	9.370.564
LCC Share:	12,9%

Source: CPH statistics

# LCC vs scheduled/charter pax 2000-2008 at CPH



Source: CPH statistics

# Opportunities in CPH



# Top ten unserved short haul routes

1. EMA – East Midlands
2. LYS – Lyon
3. AYT – Antalya
4. DTM – Dortmund
5. SKG – Thessaloniki
6. SOF – Sofia
7. SKP – Skopje
8. BSL – Basel
9. LBA – Leeds
10. TLS – Toulouse



# LCC in CPH

## Status after Sterling bankruptcy



# CPH is back on track after Sterling Airlines' bankruptcy in 2008

- After Sterling Airlines bankruptcy, CPH developed a realistic contingency plan

- Focused and aggressive Route Development work resulted in:

- Norwegian base: 6 aircraft



- Transavia base: 3 aircraft



- easyJet: increased from 4 daily to 10 daily flights



- Germanwings start in CPH in March 2010



# Working with Transavia



# Honest & close dialogue basis for great relationship

- Trust is the most important factor in airport / airline partnerships
- Sharing data, ideas & knowledge help develop best practice for all involved



# Honest & close dialogue basis for great relationship

- Working with Transavia has been easy because:
  - Danish & Dutch share similar culture
  - We are direct and believe in saying things like they are
  - We had a very close and honest dialogue.
  - Transavia has shared ideas and data to improve relationship and operations in CPH
  - Dedicated teams: same people cooperating for successful operations



Thank You For Your Attention!

