# transavia.com basejumping

2nd Network Planning Marketplace

Barcelona, 25 November 2009

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# Agenda

- transavia.com profile
- transavia.com bases & non-base hubs
- transavia.com criteria for bases
- transavia.com & European potential
- A flying start in Copenhagen (video)
- transavia.com interactive

# transavia.com profile

- 43 years in the air; from full-service charter to the low cost arena
- 31 consecutive years of profitability!
- 100% daughter of Air France-KLM Group
- Over 6 million passengers annually
- Over 90 destinations, with focus on North-South leisure
- From 6 bases in Netherlands, France & Denmark
- 1 brand, 3 airlines; HV, TO & PH
- 1 hybrid model: charters, scheduled services, seat-only & allotments
- 41 aircraft in service: young fleet of Boeing 737-700 & 800
- Short-term & seasonal lease-in & lease-out to cater for peak demand
- Old school service concept: check-in, bagage, seating, a smile...

# Bases & non-base ‘hubs’

Home bases:

- Schiphol Amsterdam Airport (AMS): 28 aircraft
- Rotterdam Airport (RTM): 3 aircraft + non-base production
- Eindhoven Airport (EIN): 1 aircraft + non-base production
- Paris Orly Airport (ORY): 7 aircraft
- Copenhagen Airport (CPH): 3 aircraft
- NEW: Nantes Atlantique (NTE): 1 ac from S10 + non-base prod.

Non-base hubs:

- Innsbruck (INN); scheduled service in Winter, served from RTM and AMS
- Salzburg (SZG); same
- Billund (BLL); charter & seat-only, served from CPH
- NEW: Lyon Saint Exupéry (LYS); as of S10, non-base production

# transavia.com network CPH

# transavia.com routes from INN

# transavia.com criteria for bases

- Outbound potential with leisure focus
- Hybrid potential; tour operator & consumer demand
- Aircraft/fleet utilization per day must fit internal standards
- Summer & Winter potential to balance aircraft needs
- Sizeable competition on point-to-point within catchment area
- Commonly accepted (LCC) airport standards on operations & commerce
- Financial support available from regions & airport partners, according EU guidelines
- Mutual understanding & use of partnership definitions
- Return on Investment within 3 years, with sizeable annual growth
- Must fit Group strategy & Group interest

# transavia.com & European potential

- Strategy is to grow in size, revenue & profitability.... but with care and not jeopardizing total position.
- Fact: Dutch market has limited growth potential
- Fact: French market has potential, both from Paris & from region
- Fact: Danish market has potential, but is over-supplied to date
- Belgium, Germany, Italy, rest of Scandinavia could qualify.....
- Think European, act local!

# A flying start in Copenhagen

Video

# Questions, discussion: interaction!