

# Hagkvæmur kostur í krefjandi umhverfi

Air Iceland Connect  
Grímur Gíslason  
Forstöðumaður Sölu og Markaðssviðs



## TRANSFORMATION YEARS

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### **New Aircraft 2016**

Major fleet changes with replacement of Fokker50s for modern Q400 and Q200 fleet.

### **Kangerlussuaq (SFJ)**

Introduction of a new destination in Greenland.

### **Aberdeen (ABZ)**

In cooperation with Icelandair, new aircraft opened up opportunities to service niche markets.

### **Keflavik (KEF) to Akureyri (AEY)**

Flights started in February 2017.

### **Belfast (BHD)**

In cooperation with Icelandair, started in June 2017.

### **New Brand**

New Brand „Air Iceland Connect“ was introduced in May 2017.



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220

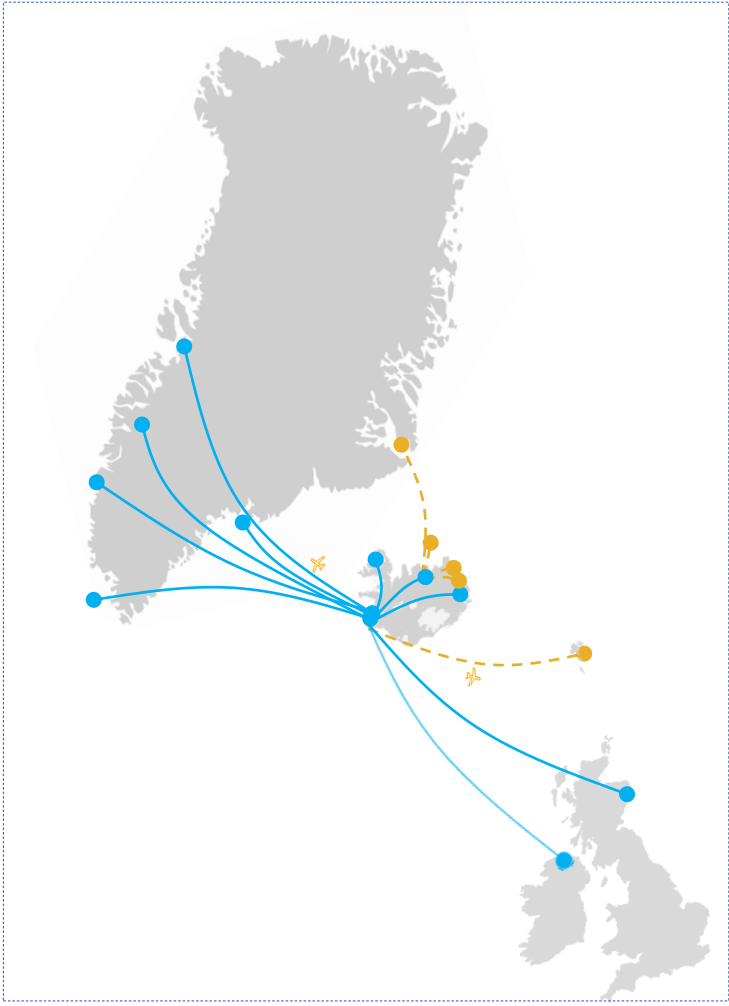
employees

17

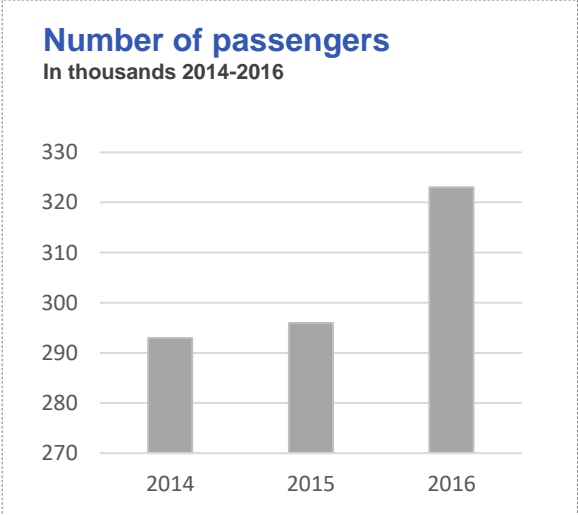
Destinations

7.968

Flights annually



Air Iceland Connect is a regional carrier operating scheduled services to domestic destinations across Iceland and to Greenland, Faroe Islands, Scotland and Northern Ireland



Major fleet change in 2016 with the replacement of Fokker 50 aircraft for new **Bombardier** aircraft. Jet speed equivalence, one training line for all pilots, added seat capacity and increased range.

## BOMBARDIER Q400

Seat capacity of 72-76 seats  
Jet speed equivalent of 667 km/h  
Range of 1.000 nautical miles



### Q400

Increased speed  
Larger aircraft with more seats  
Increased range

## BOMBARDIER Q200

Seat capacity of 37 seats  
Speed of 537 km/h  
Range of 945+ nautical miles

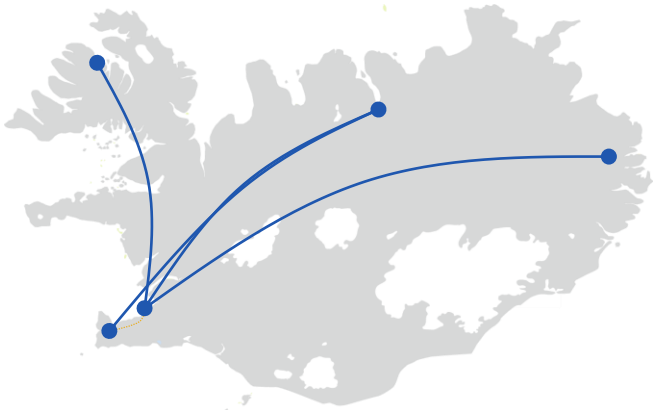


### Q200

Unique performance  
Fuel tank addition  
Upgraded control equipment

DOMESTIC ROUTES

Serving the Icelandic domestic market with gateways in Iceland along with supporting the market to and from Iceland.



REGIONAL ROUTES

Acting as the carrier connecting the West Nordic market along with supporting the networks at Keflavik and Reykjavik Airports.



INTERNATIONAL ROUTES

Serving smaller International routes, contributing to the Icelandair Network and strengthening Keflavik Airport as a connecting hub.





# KEFLAVÍK ✈️ AKUREYRI



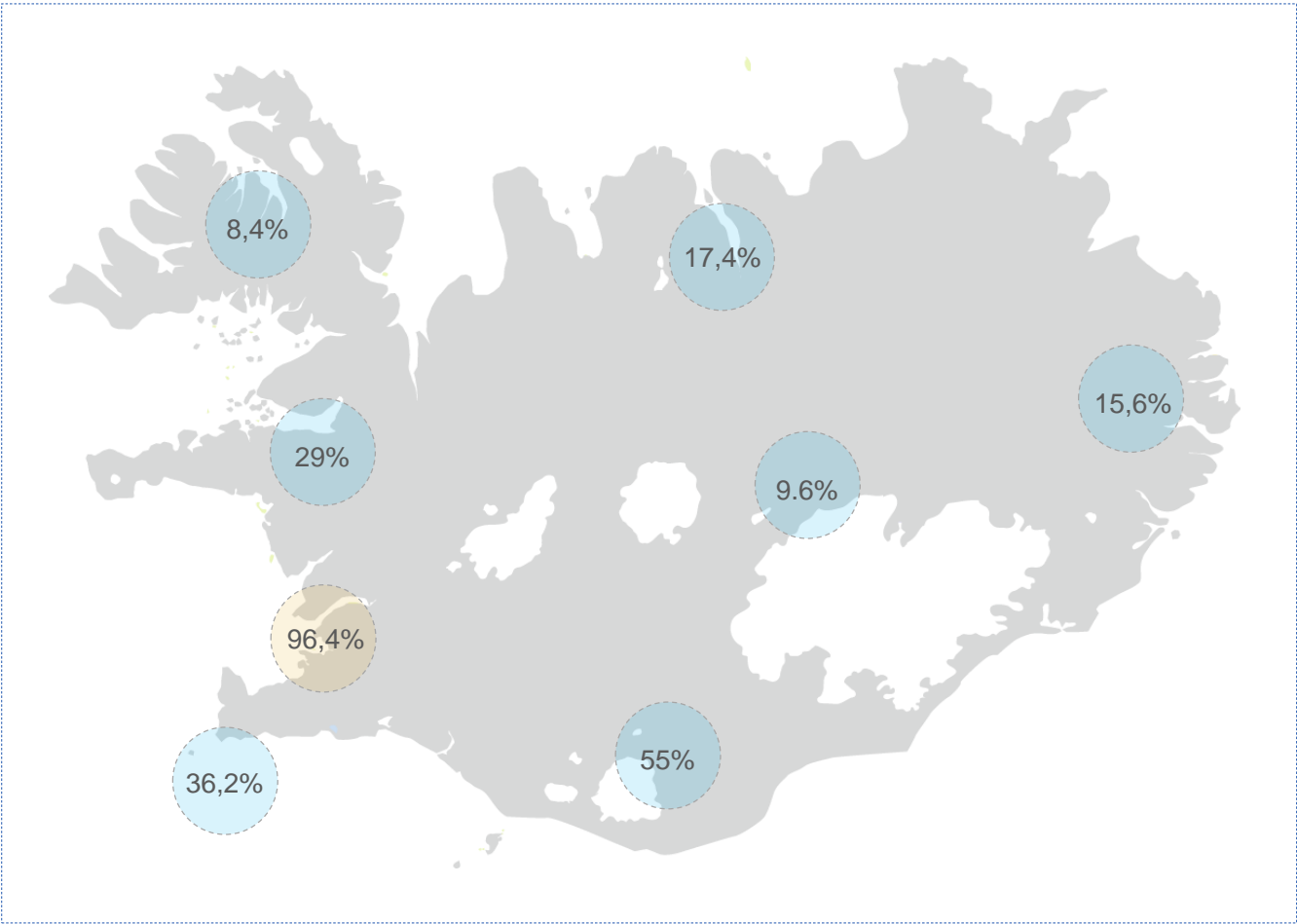




Traveling onward

Over half of all visitors to Iceland visit south Iceland in winter while only 17% visit the north and 15% visit the east.

This leaves great opportunities for these regions which have invested in infrastructure able to accommodate much higher portion of visitors in the winter.



**Air Iceland International Service** offers development of smaller routes previously not feasible due to fleet combination

**Supporting the Icelandair Network**

Air Iceland international service creates a competitive edge for Icelandair, allowing regional service into markets too limited to be flown upon Icelandair mainline equipment and therefore contributing to the mainline network.

The operation makes it possible to service niche markets that don't fit the Icelandair fleet, allowing entrance into smaller destinations.



Boeing 767-300



Boeing 757-200



Bombardier Q400

**Globally proven network business model**

**Alaska Horizon**

Regional subsidiary of Alaska Air Group, operating short haul services out of SeaTac on behalf of Alaska Airlines.

Fleet: 27  
Destinations: 47



**KLM Cityhopper**

Regional subsidiary of KLM Royal Dutch Airlines, operating short haul services on behalf of KLM.

Fleet: 47  
Destinations: 44





Icelandair and Air Iceland Connect [Network Feed](#)







Hagkvæmur kastur  
í krefjandi umhverfi





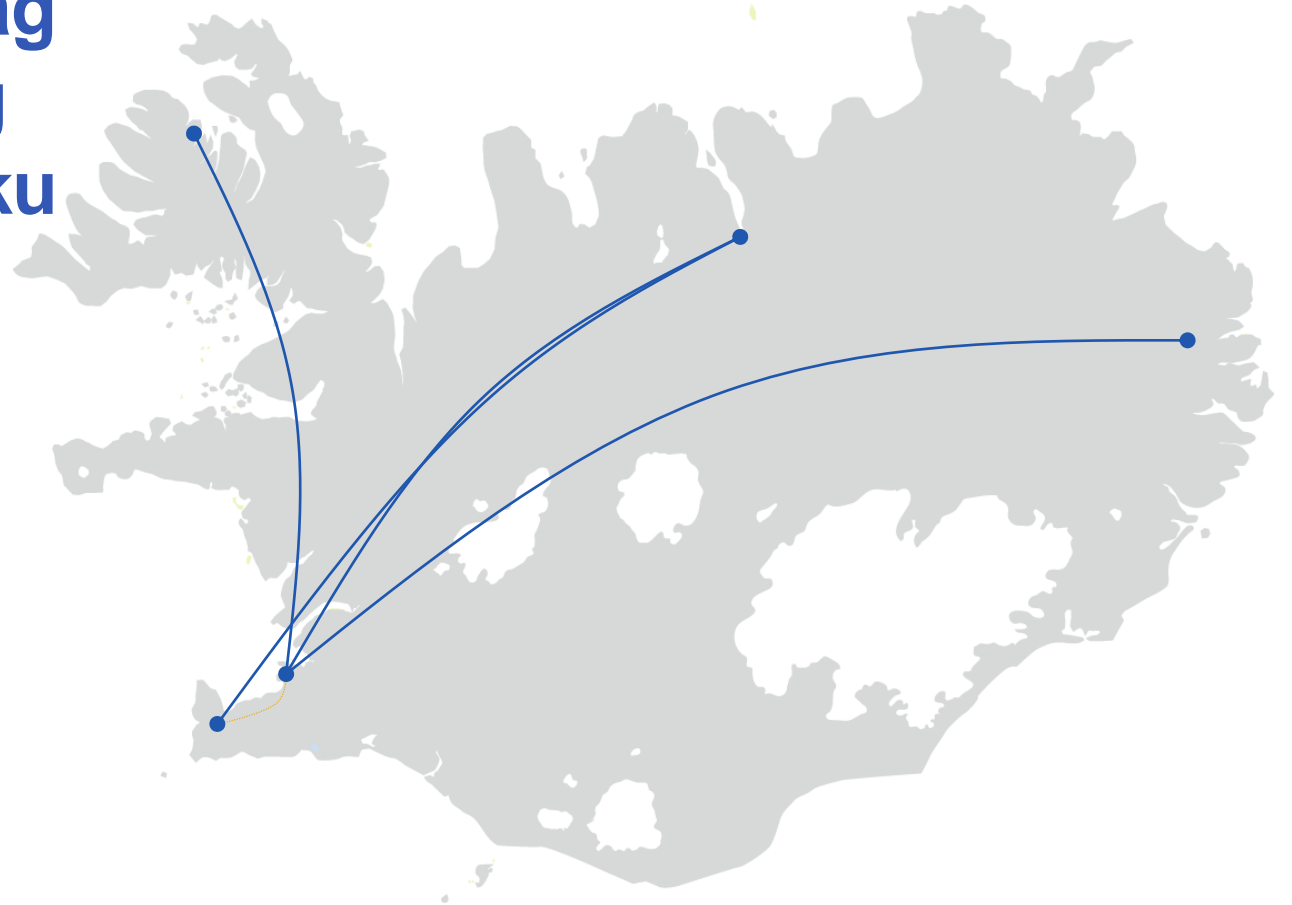


**RVK – AEY (30-40 mín) 4-6x á dag**

**RVK – EGS (45-55 mín) 3x á dag**

**RVK – IFJ (30-40 mín) 2x á dag**

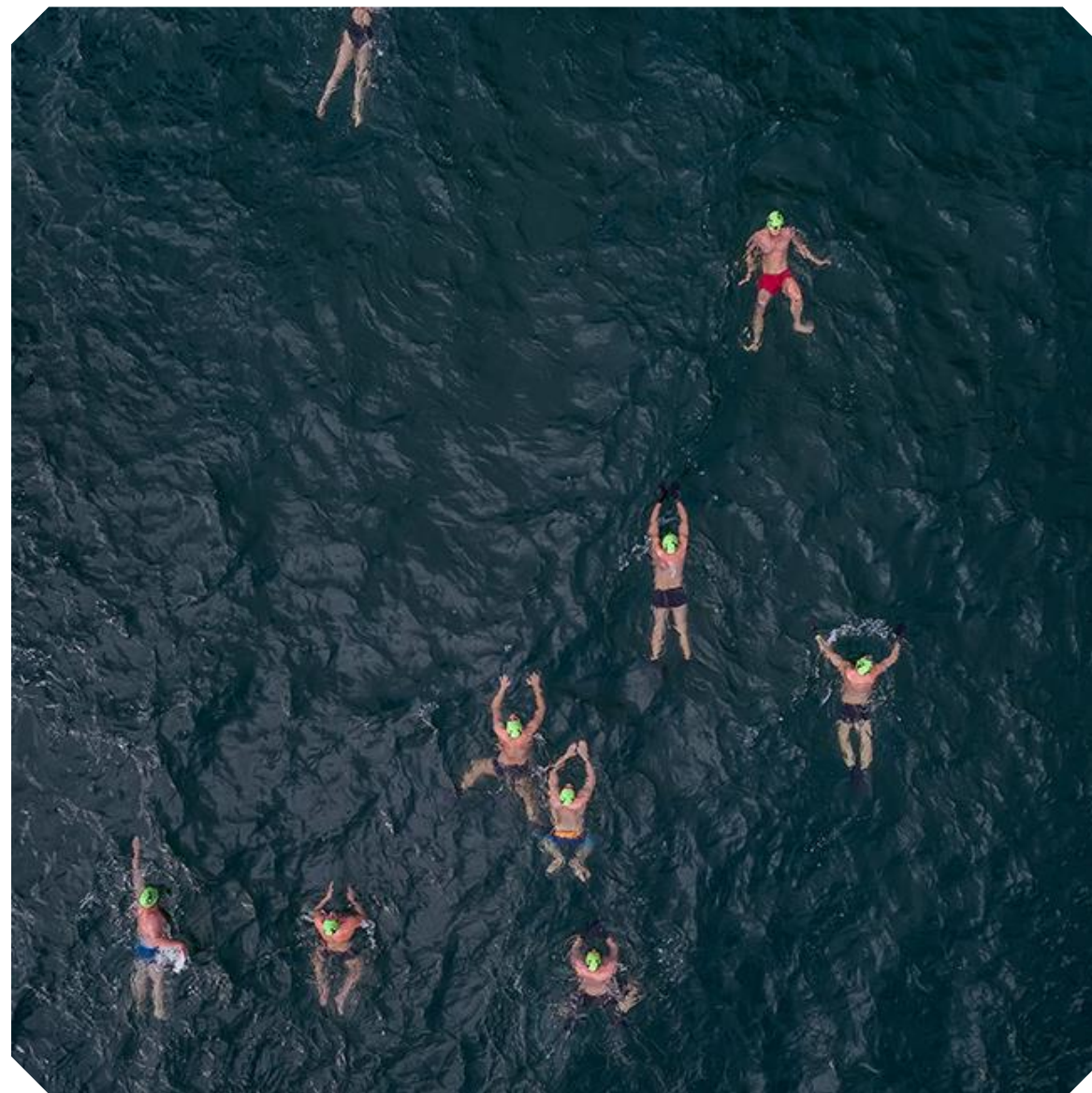
**KEF – AEY (30-40 mín) 5x á viku**





# Hvað kostar að fljúga?

- Farþegaþjónusta
- Hlaðmenn
- Flugvirkjar
- Flugstjóri
- Flugmaður
- Áhöfn
- 12 manns sem koma að einni flugferð
- Gríðarleg samkeppni
- Alþjóðlegt Flugfélag
  - Reglugerðir, Leyfi osfrv.
- Lendingargjöld
  - RVK VS KEF?





### Norway

- Tromsö – Hammerfest with Widerøe
- 6-7 flights a day, 45 min flight on turboprop aircrafts
- Lowest fare: 9.190.- ISK
- Highest fare: 31.980.- ISK



### Sweden

- Stockholm – Jönköping with NextJet
- 3-5 flights a day, 60 min flight on turboprop aircrafts
- Lowest fare: 7.670.- ISK
- Highest fare: 25.500.- ISK



### Denmark

- Copenhagen – Billund with SAS, operated by JetTime
- 4-5 flights a day, 50 min flight on turboprop aircrafts
- Lowest fare: 13.510.- ISK
- Highest fare: 40.510.- ISK



### Iceland

- Reykjavík – Egilsstaðir with Air Iceland Connect
- 3-4 flights a day, 60 min flight on turboprop aircrafts
- Lowest fare: 8.125.- ISK
- Highest fare: 27.530.- ISK



### Iceland

- Reykjavík – Akureyri with Air Iceland Connect
- 4-5 flights a day, 45 min flight on turboprop aircrafts
- Lowest fare: 8.125.- ISK
- Highest fare: 24.550.- ISK



### Iceland

- Reykjavík – Húsavík with Eagle Air
- 2-3 flights a day, 55 min flight on turboprop aircrafts
- Lowest fare: 17.400.- ISK
- Highest fare: 23.600.- ISK





# Á Íslandi er ekki alltaf gott veður

- 2016 – 9,2 % af öllum flugum aflýst
- 2017 – 7,2 % af öllum flugum aflýst
- Hlutfallslega eins og að loka fyrirtæki í 30 daga á ári
- **Kostnaður**
  - 2016: 98.746.000 kr. í kostnað vegna raskanna
  - 2017: 80.750.000 kr. í kostnað vegna raskanna
- **Evrópulöggjöf v/ seinkunnar**
  - 2016: 251 farþegi = 7.539.000 kr.
  - 2017: 384 farþegi = 11.540.000 kr.





# „The right product, in the right place, at the right price, to the right person“

- 50% af farþegum innanlands bóka með 5-7 daga fyrirvara
- Farþegar líta á vöruna sem almenningssamgöngur
  - Fljúgandi strætó?
  - EGS-AEY-RVK 18.400 kr
- Umfjöllun fjölmiðla
  - Kastljós
  - Túristi.is
- Flugverð úr landi í sögulegu lágmarki

ICELANDAIR

FLJÚG  
Tilboð frá 5.-

Skoða flug

26 Mar  
Frá:

8.125 kr.

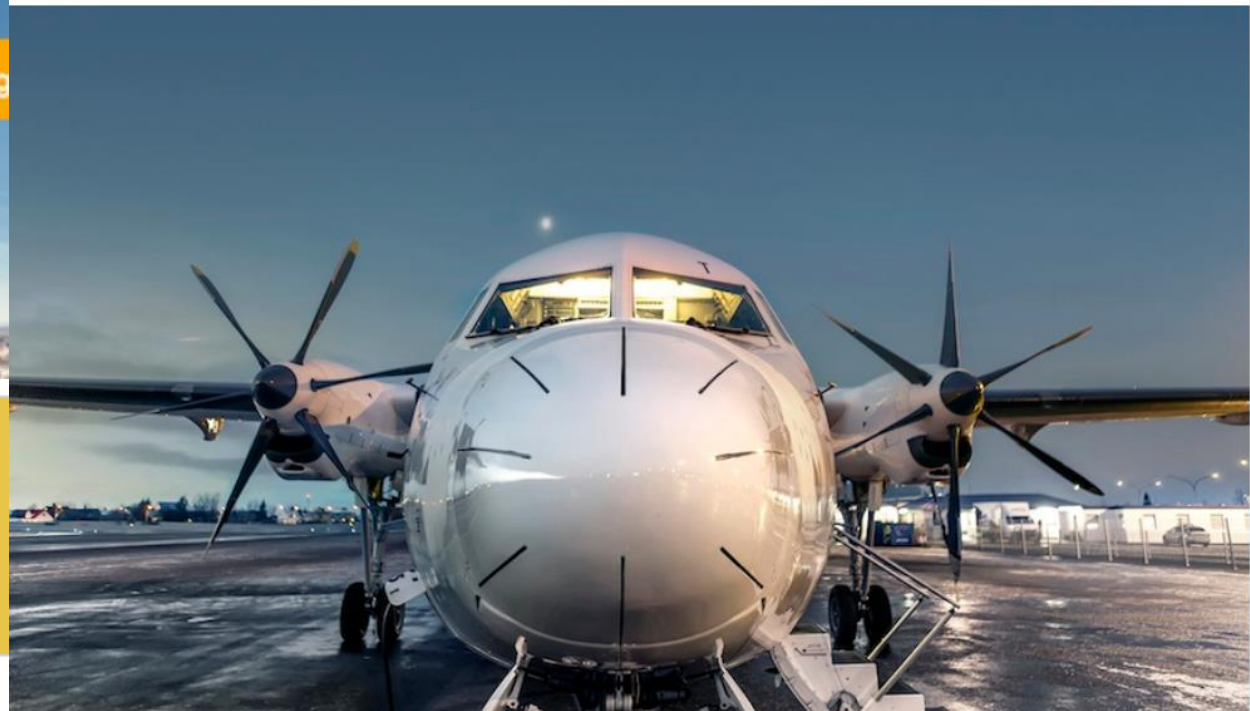
FRÉTTIR

## Innanlandsflugið hér á landi ekki alltaf það dýrasta

Fargjöld í flugi innanlands hafa verið til brennidepli undanfarið en eins og verðsamanburður Túrista sýnir þá er það ekki bara á Íslandi sem innanlandsflugið getur verið dýrara en millilandaflug.

4. október 2017

Like 224 Share



Center



### DUBLIN

Þúðarápi og gerðu góð kaup.  
Íktu svo á pöbbinn  
saðu upp á heimamenn.  
á grænni grein í Dublin!

5.999 kr.\*

Íatímabil: 1.-15.des. '17

BÓKA NÚNA



# Aðstöðuleysi?

- Flugvöllurinn í RVK
  - Pólítík
  - Stefnuleysi og skortur á ákvörðunartöku
- Bílastæðin
- Skortur á samgöngum til og frá flugvalla
- Flækjur í eignarhaldi á stöðvum út á landi

Ekki umhverfi sem hægt er að bjóða viðskiptavinum né starfsmönnum upp á



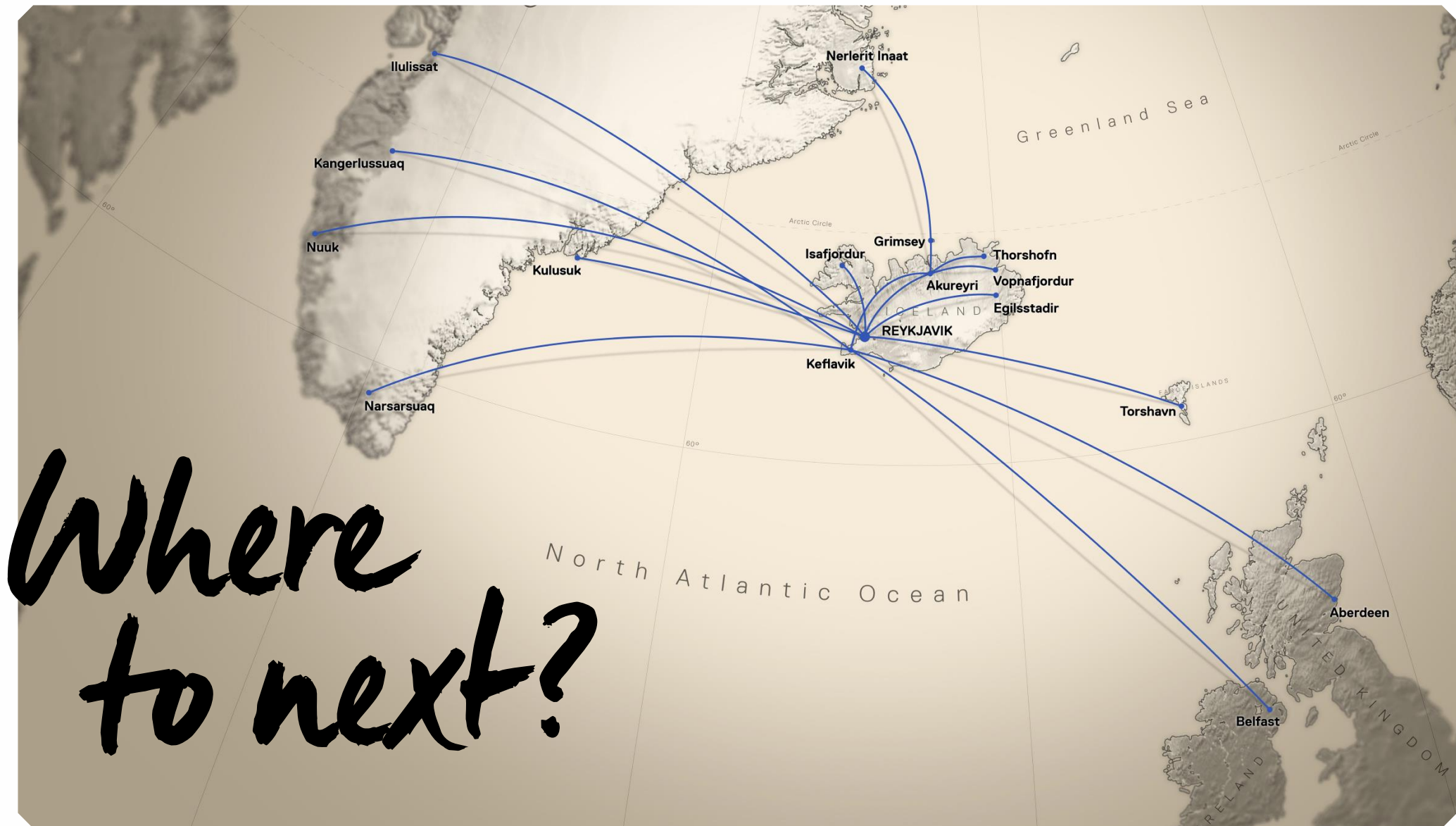


## Hver er framtíð innanlandsflugs?

- Halda áfram að bæta þjónustu og þá vöru sem við höfum upp á að bjóða
- Fjölga og dreifa ferðamönnum betur um Ísland
- Skoska leiðin?







Adventures are waiting to happen.  
Book your next one on [airicelandconnect.com](https://airicelandconnect.com)





**AIR ICELAND CONNECT**  
**VELKOMIN UM BORD**