The business positioning of airlines in the current market environment



Air Transport Colloquium

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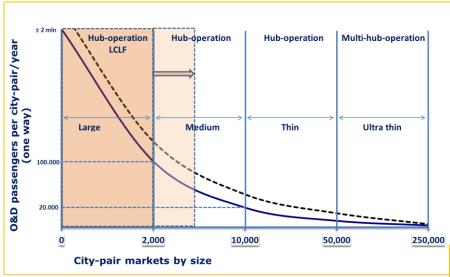
University of Antwerp December 4th, 2014





Connecting directly or by multiple steps

North American and European market vs. city-pairs



- Hub operation present in all markets
- Competition with Low Cost in Large and Medium size markets
- Growing markets create more routes for air travel and vice versa



Trondheim – Jackson in 16 to 17 hours, twice a day, year round





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Theorem:

Hub & spoke carriers are better geared to connect thin and ultra-thin markets.





Thank you for your attention



