

# ICELANDAIR

Birkir Hólm Gudnason | CEO



**80** YEARS OF AVIATION  
1937-2017



# ICELANDAIR GROUP



# ICELANDAIR HISTORY

1937-2017



**1937**

Flugfélag Akureyrar, Icelandair's predecessor, is established.



**1946**

The airline, now named Flugfélag Íslands, flies abroad for the first time. The destination is Scotland.



**1944**

Iceland becomes a formal Republic.



**1973**

Flugfélag Íslands and Loftleiðir merge to form Icelandair.

**1960s**

Successful Loftleiðir campaign: "We're slower, but we're lower"



**1980**

Vigdís Finnbogadóttir becomes the first elected female head of state.

**1987**

The Icelandair Route Network is developed.



**2012**

Icelandair flies 2 million passengers for the first time.

**2016**

- Two B767 aircraft added.
- Stopover Buddy campaign reaches millions.
- Extensive coverage in media.
- Icelandair flies the National Men's Football team to their first Euro tournament.



**2015**

Icelandair announces three new destinations and new aircraft.

**2014**

Led mood lights. Wi-Fi installations



**2010**

The Eyjafjallajökull eruption causes one of the biggest challenges in aviation history.



**2008**

Icelandair refurbishes its aircraft, installing new seats and a new in-flight entertainment system.

**2017**

4,5 Millions passengers

**80 YEARS OF AVIATION**

**2017**

80 YEAR Anniversary – Two B767 Aircraft are added to the fleet

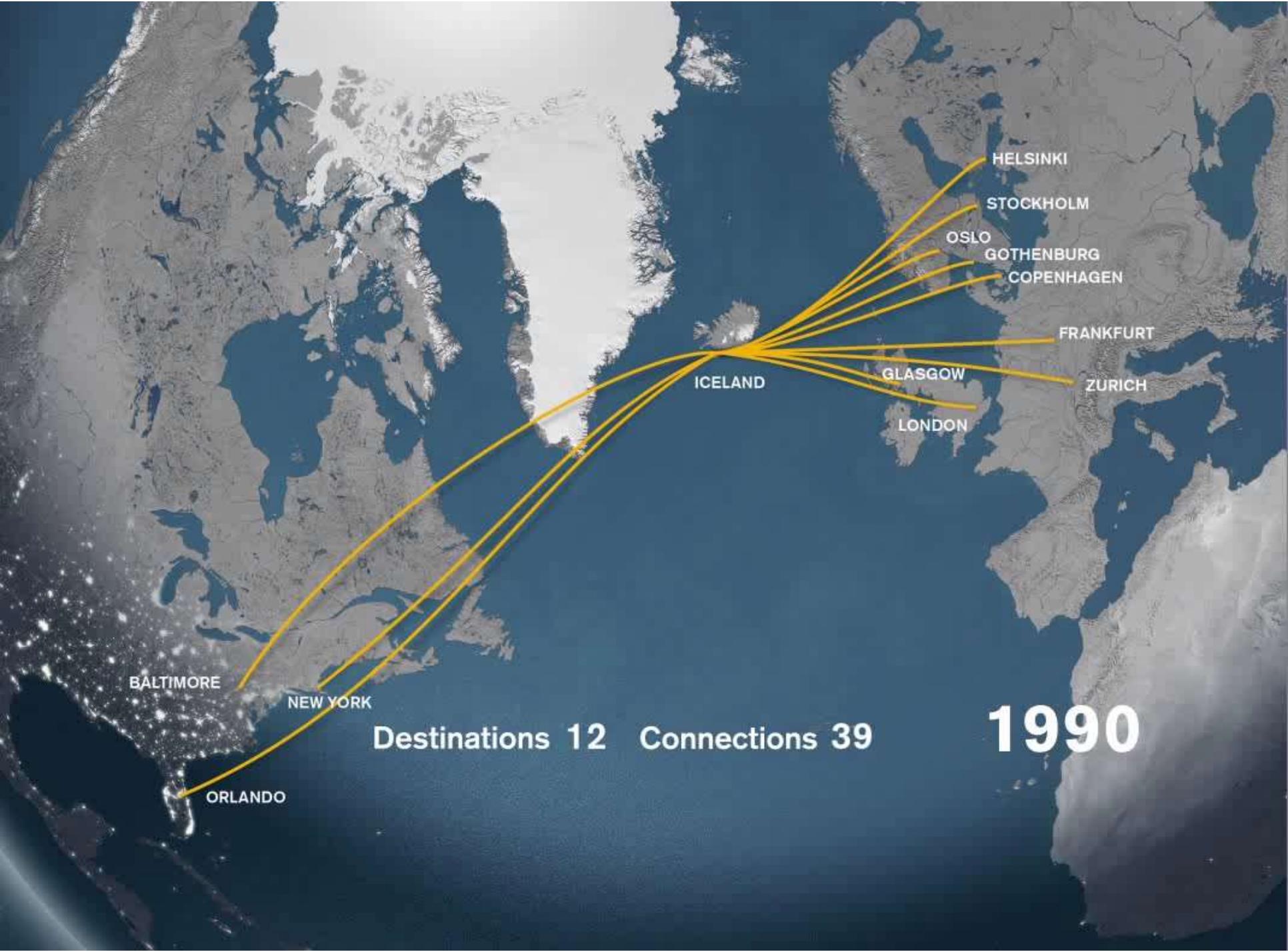


# ROUTE NETWORK DEVELOPMENT









HELSINKI

STOCKHOLM

OSLO

GOTHENBURG

COPENHAGEN

FRANKFURT

GLASGOW

ZURICH

LONDON

ICELAND

BALTIMORE

NEW YORK

ORLANDO

Destinations 12 Connections 39

1990

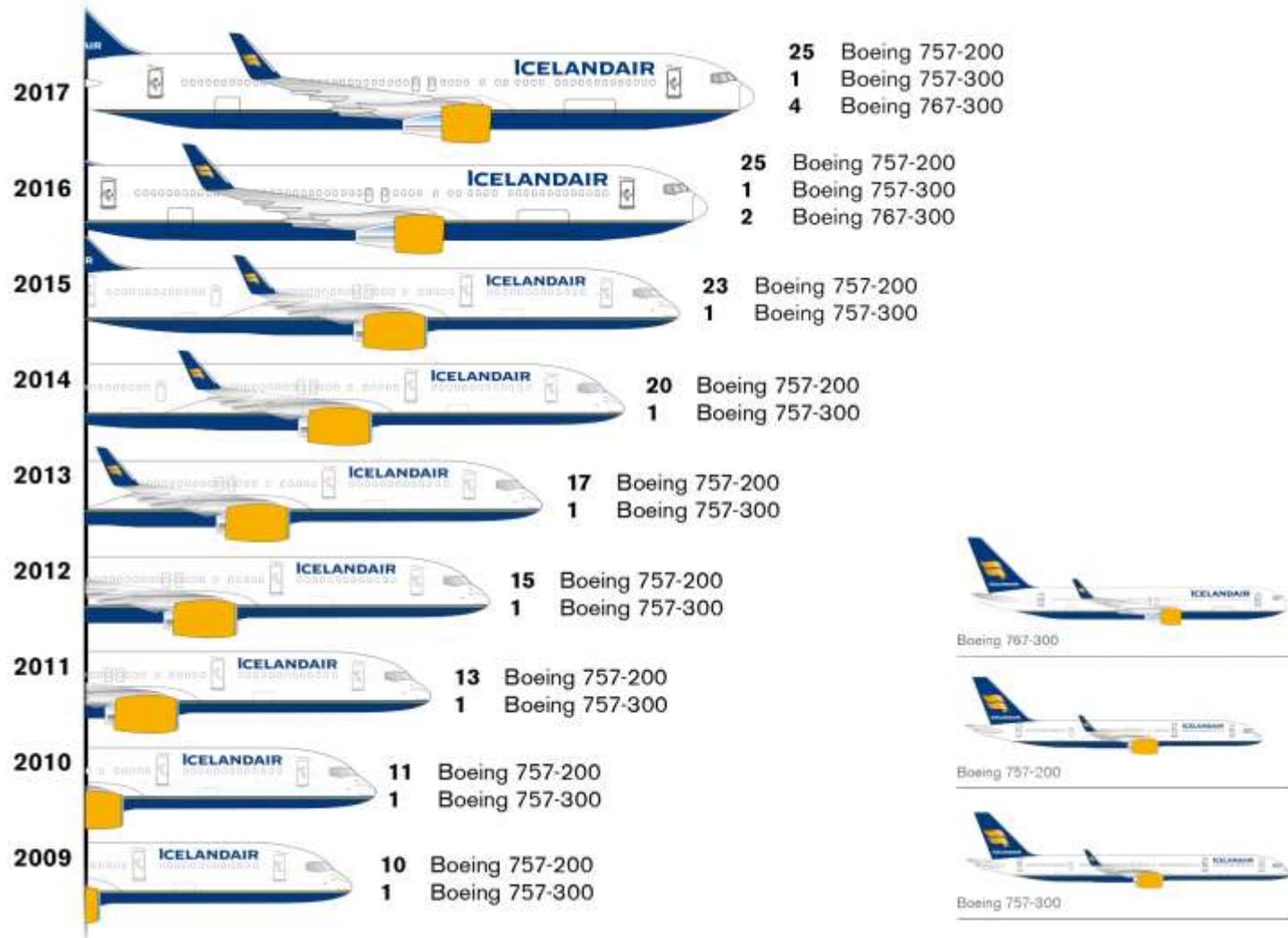




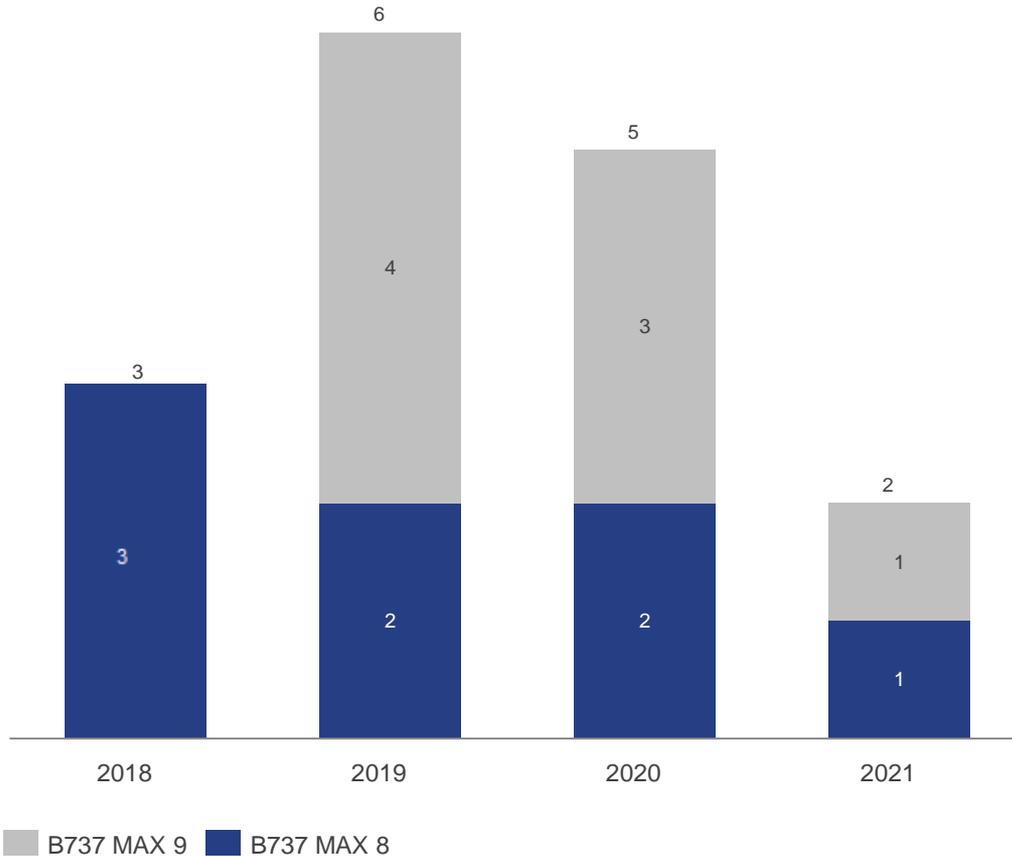
Destinations 27 Connections 130

2010

# OUR FLEET WILL COMPRISE 30 AIRCRAFT IN 2017



# IN 2018 B737 MAX WILL BE ADDED TO THE FLEET



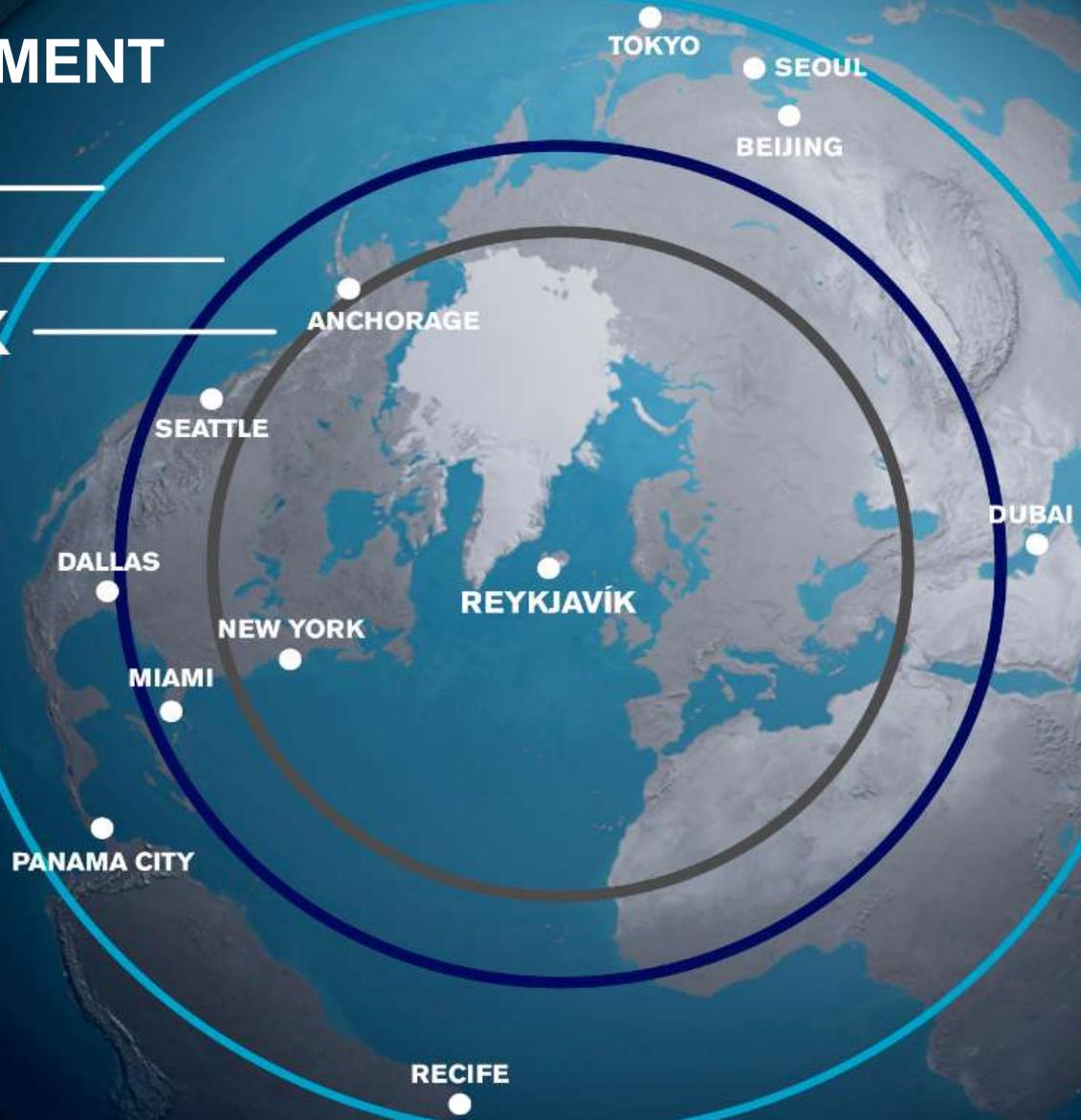
The total number of confirmed order for B737 MAX is 16 until 2021

# FLEET DEVELOPMENT

Boeing 767

Boeing 757

Boeing 737 MAX



# AIRLINE CODESHARES & PARTNERSHIPS

OVER 90 AGREEMENTS WORLDWIDE



Alaska  
Airlines



Jetblue  
Airlines



Finnair



Westjet  
Airlines



Scandinavian  
Airlines



Aeroflot  
Russian Airlines



# BRAND STRATEGY

*80* YEARS OF AVIATION  
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Feeling

Appearance

# REFRESHING ICELANDIC TRAVEL EXPERIENCE

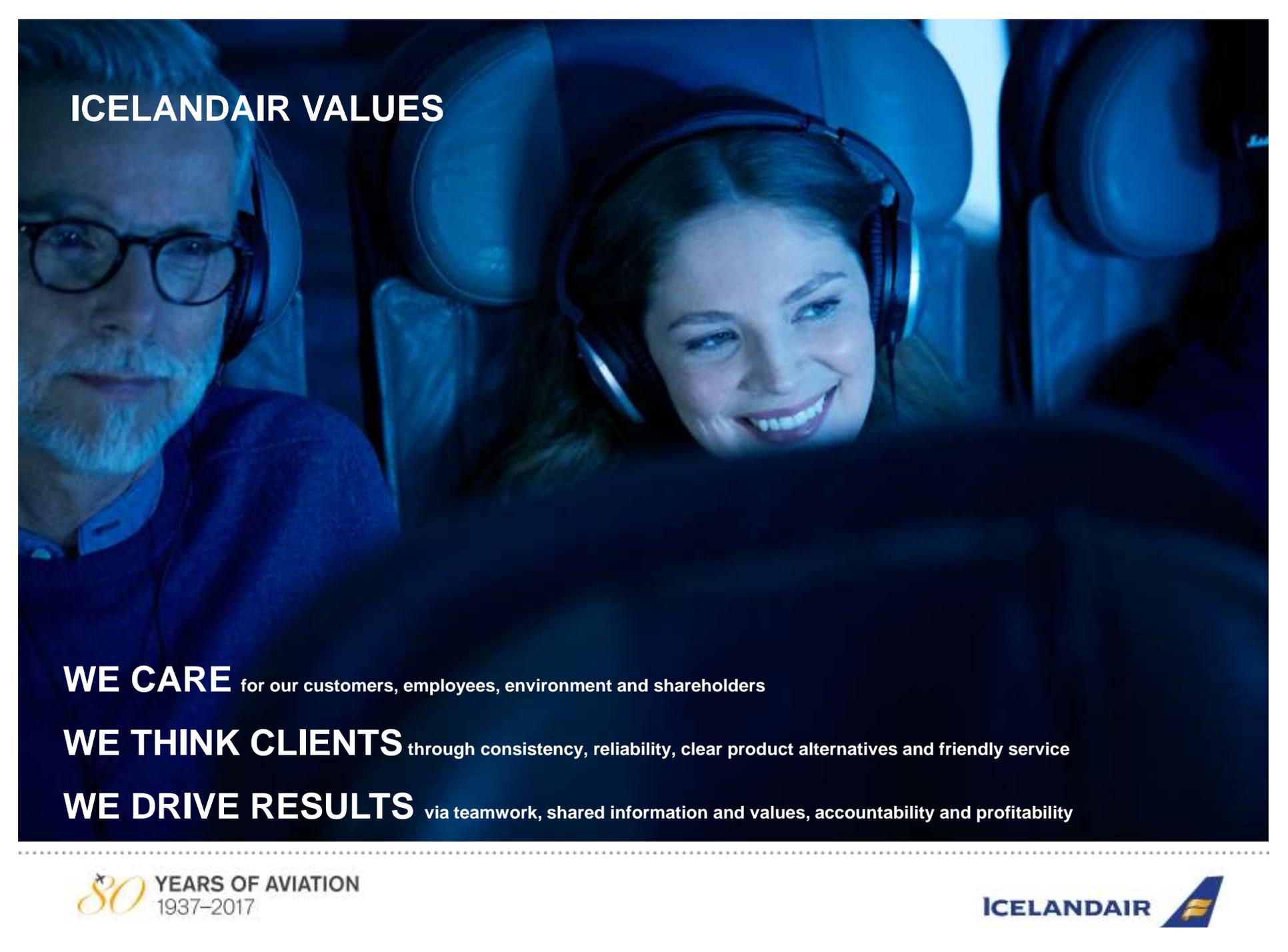
Business

Function



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## ICELANDAIR VALUES

**WE CARE** for our customers, employees, environment and shareholders

**WE THINK CLIENTS** through consistency, reliability, clear product alternatives and friendly service

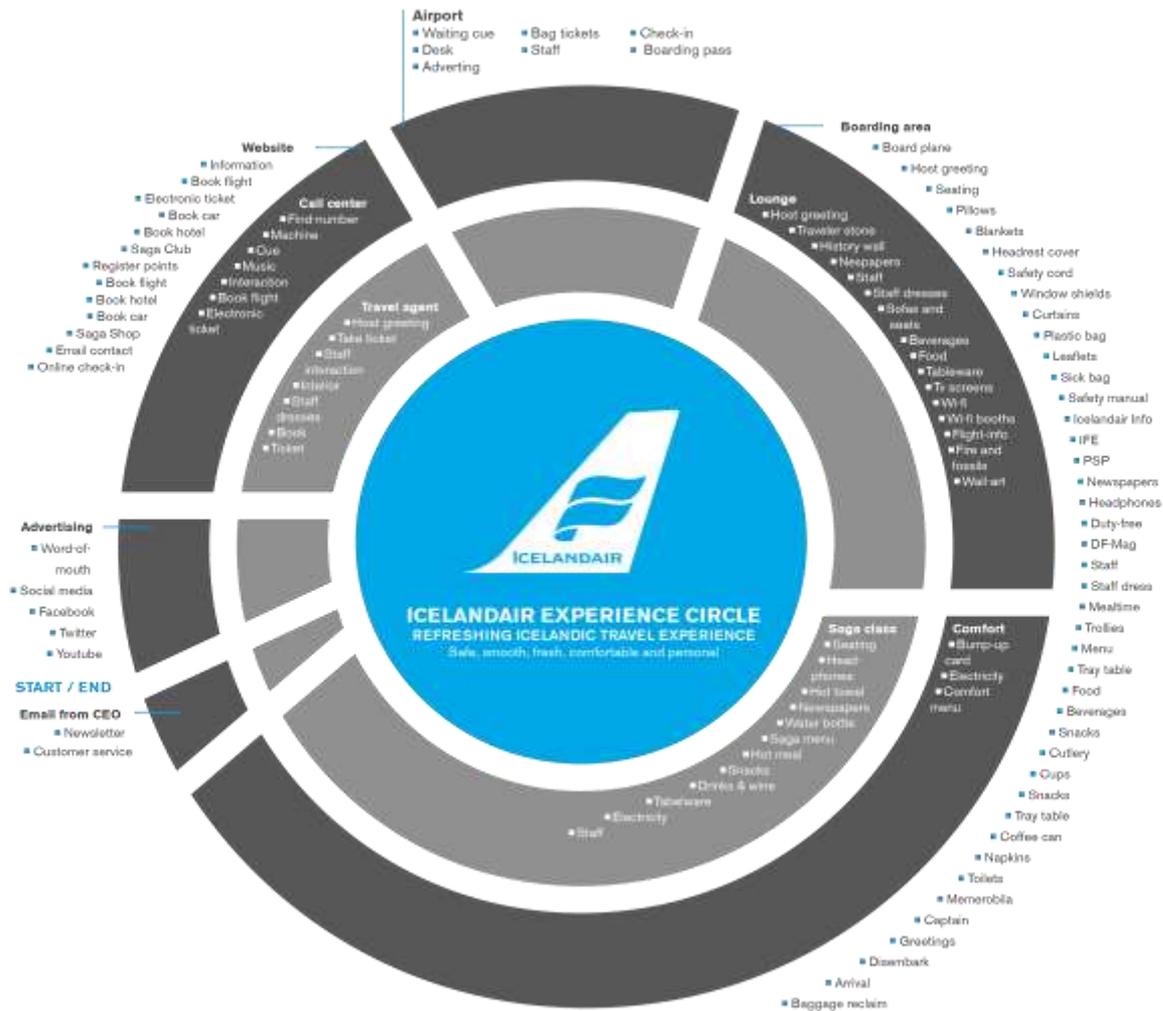
**WE DRIVE RESULTS** via teamwork, shared information and values, accountability and profitability

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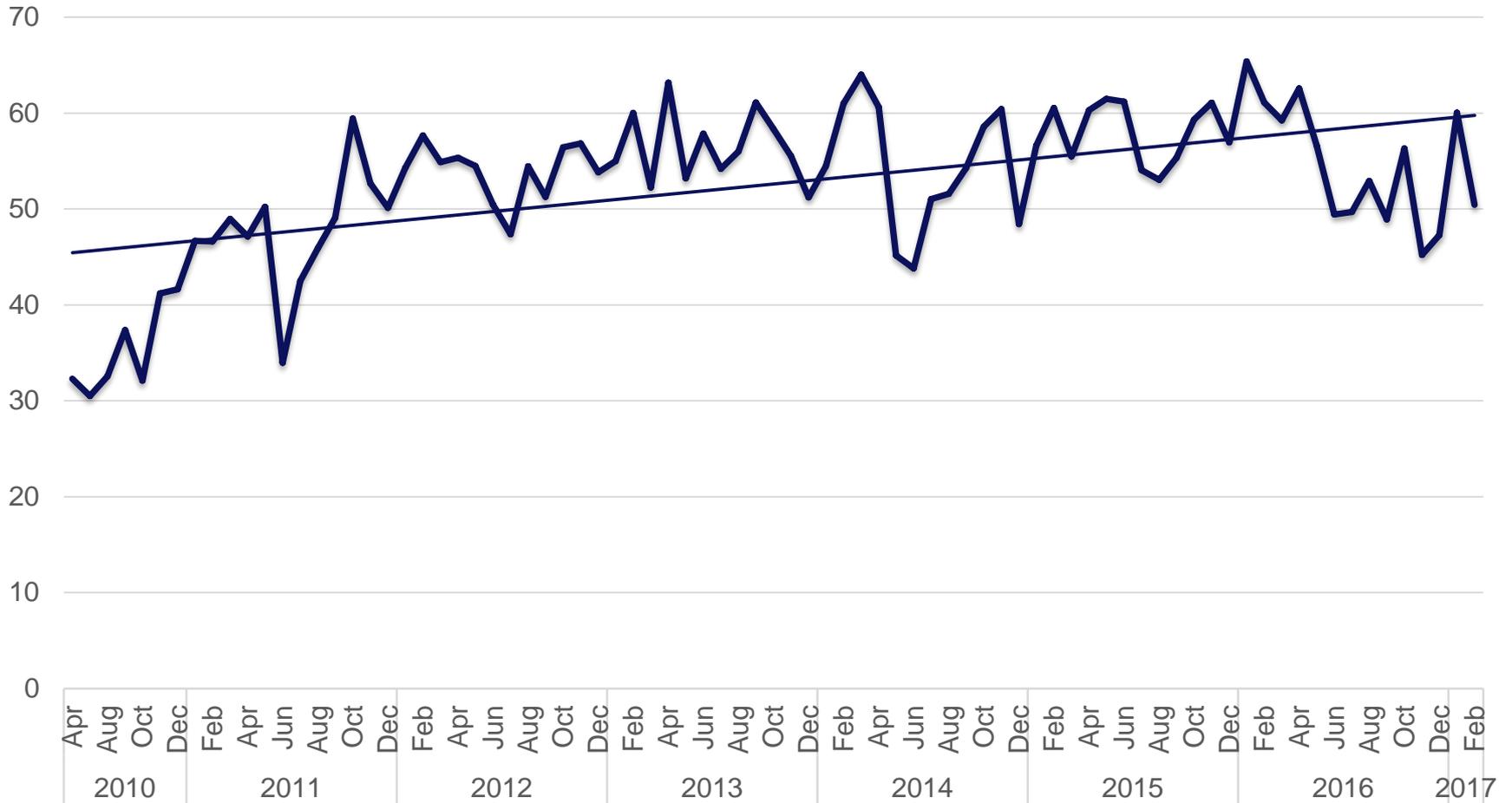
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# EXPERIENCE



# NPS DEVELOPMENT





# GLOBAL MARKETING

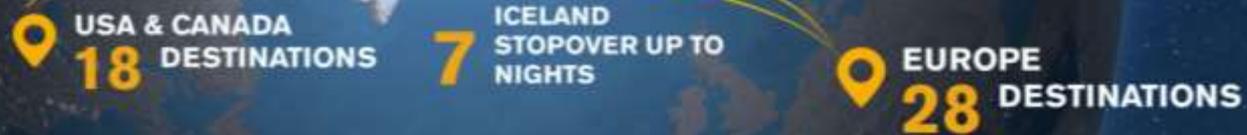
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# GLOBAL CAMPAIGNS #MyStopover

- 
- Surprise Stopover 2014
  - Hekla Aurora 2015
  - Incredible Stopover 2015
  - Stopover Buddy 2016
  - Celebration Stopover Buddy 2016–2017
  - In-Flight theater performance 2017-2018

# #MyStopover

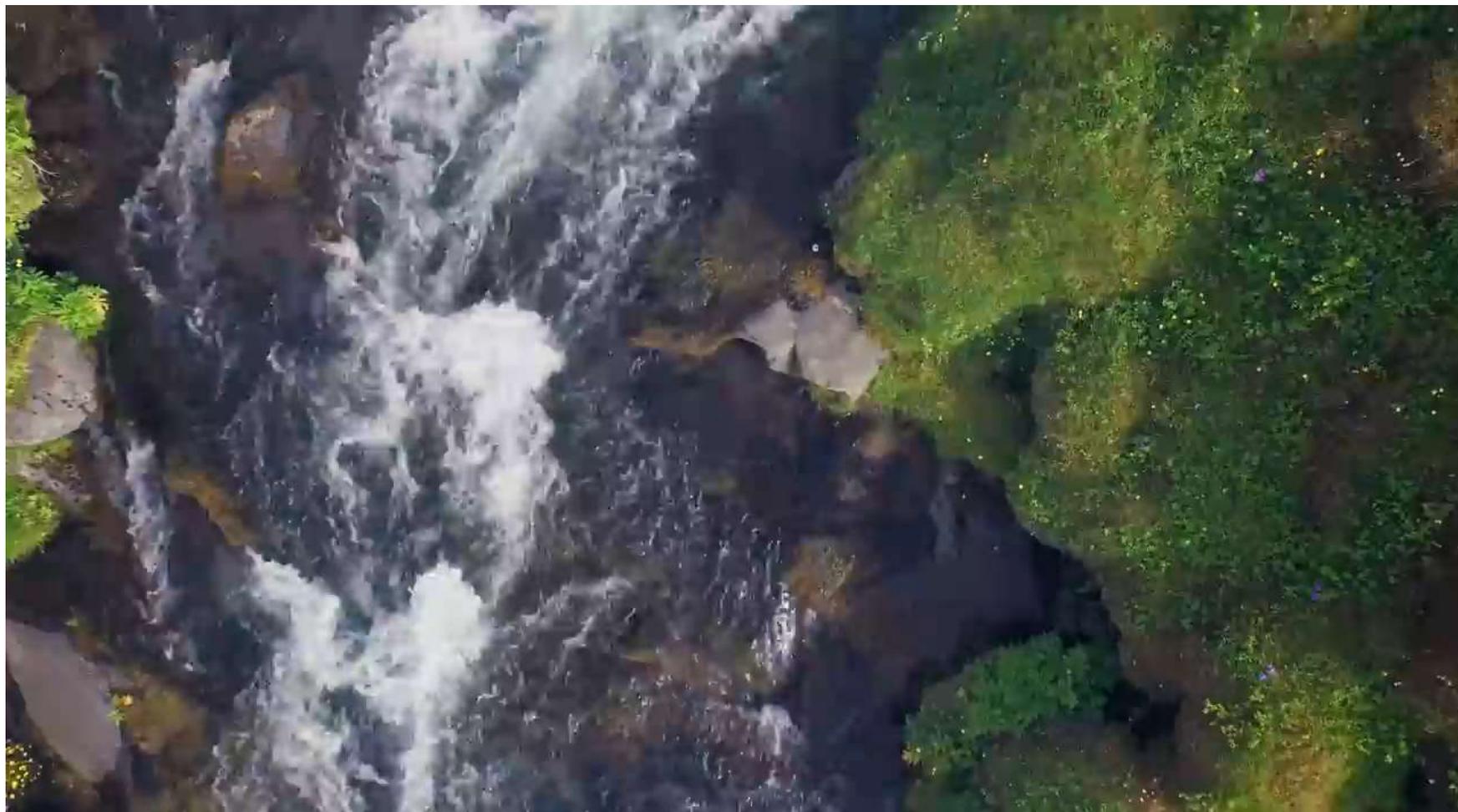


# SURPRISE STOPOVER



# HEKLA AURORA

# INCREDIBLE STOPOVER



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STOPOVER SERVICE

# STOPOVER BUDDY

80 YEARS OF AVIATION  
1937-2017





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# CELEBRATION STOPOVER BUDDY

*Stopover Buddy had a great media coverage*

+ *October 2016 - March 2017*



# STOPOVER FOR LOVE – A SECRET PROPOSAL IN ICELAND



# STOPOVER BUDDY & CELEBRATION STOPOVER BUDDY



# STOPOVER BUDDY – CELEBRATION STOPOVER BUDDY



- 1800 requested a Buddy
- 300 went on a trip
- 1000 articles and mentions
- Increase in Stopover bookings
- Over 14 million views

# ROI MARKETING CAMPAIGNS

SURPRISE STOPOVER	HEKLA AURORA	INCREDIBLE STOPOVER	STOPOVER BUDDY	CELEBRATION STOPOVER BUDDY
<p>1.5 million video views</p> <p>50 pieces of coverage</p> <p>£1.55 million media value</p> <p>57 million earned impressions</p>	<p>153,122 video views</p> <p>329 pieces of coverage</p> <p>£1.3 million media value</p> <p>600 million media reach</p>	<p>101,854 video views</p> <p>94 pieces of coverage</p> <p>£1.2 million media value</p> <p>22 million potential media reach</p>	<p>31% Stopover bookings uplift</p> <p>6 million owned video views</p> <p>525 pieces of coverage</p> <p>£106 million media value</p> <p>2.1 billion potential media reach</p>	<p>49% Stopover bookings uplift</p> <p>8.3 million owned video views</p> <p>489 pieces of coverage</p> <p>£146 million media value</p> <p>2.4 billion potential media reach</p>
Content creation & awareness driver	Travel news moment	Luxury lifestyle focus	Mass awareness & message rich lifestyle features	Extending awareness through verticals and engaging content

# AWARDS



The image shows two award logos side-by-side. On the left is the 'GOLDENE PALME 2017' logo, which features a white palm tree silhouette on an orange square background with the word 'GOLDENE' in small letters below it. To the right of this is the text 'GOLDENE PALME 2017' in a bold, black, sans-serif font, with 'DER DEUTSCHE REISEPREIS' in a smaller font underneath. On the right is the 'TRAVELERS' CHOICE' logo, which consists of a green laurel wreath surrounding a stylized owl icon. Below the owl is the 'tripadvisor' logo in its characteristic green font.

# COMING IN 2017: IN-FLIGHT THEATER



SOME AIRLINES GIVE YOU MILES.  
ICELANDAIR GIVES YOU TIME.

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