



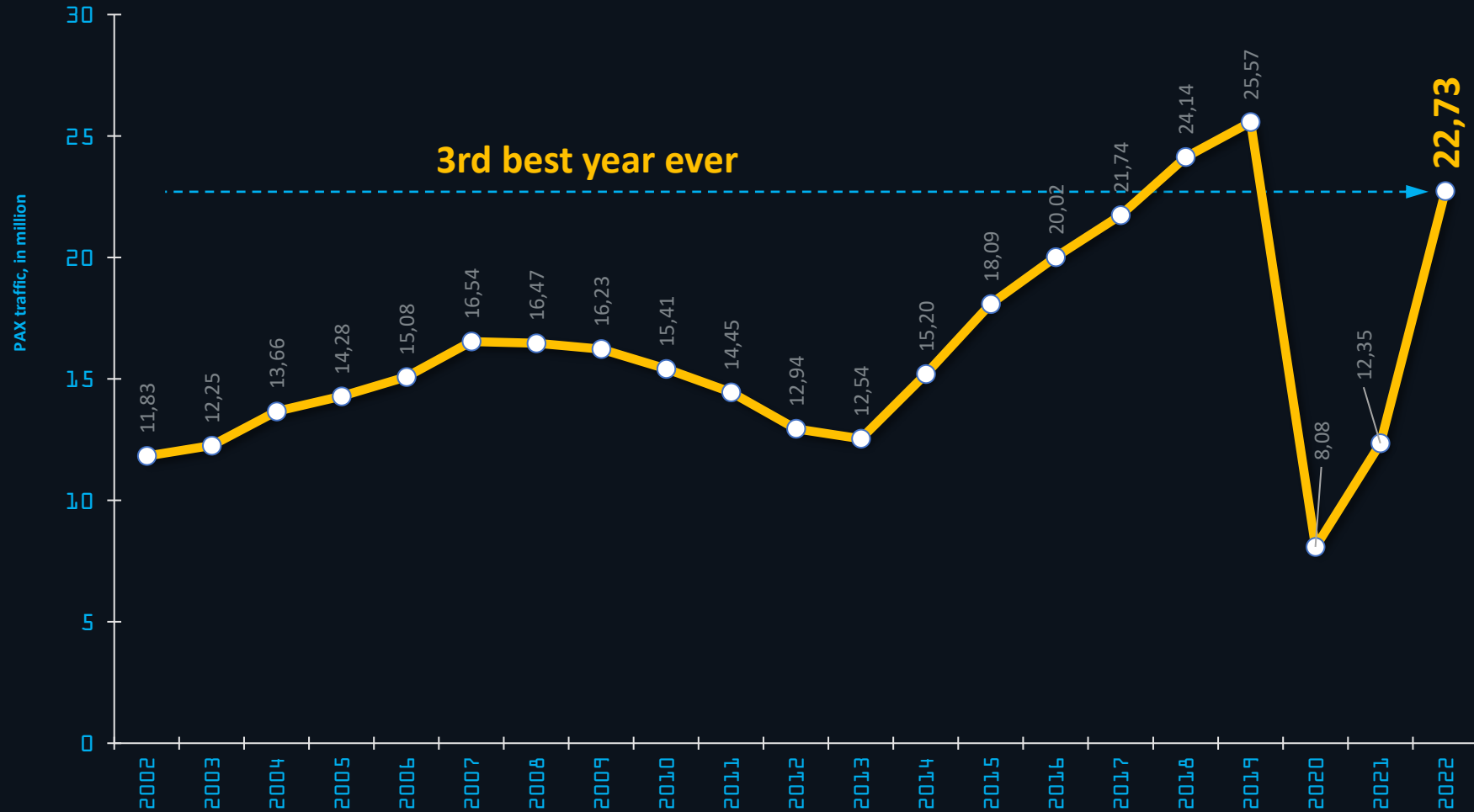
2.2 AIRLINE
MARKETING
WORKSHOP

Market Overview 2022

A central image showing an aerial view of the Athens International Airport terminal and control tower. The scene is captured at sunrise, with the sun low on the horizon, creating a bright glow and long shadows. The terminal's distinctive curved roof and the control tower are prominent features. The image is framed by a dark, stylized border that resembles a city skyline or a series of vertical bars.

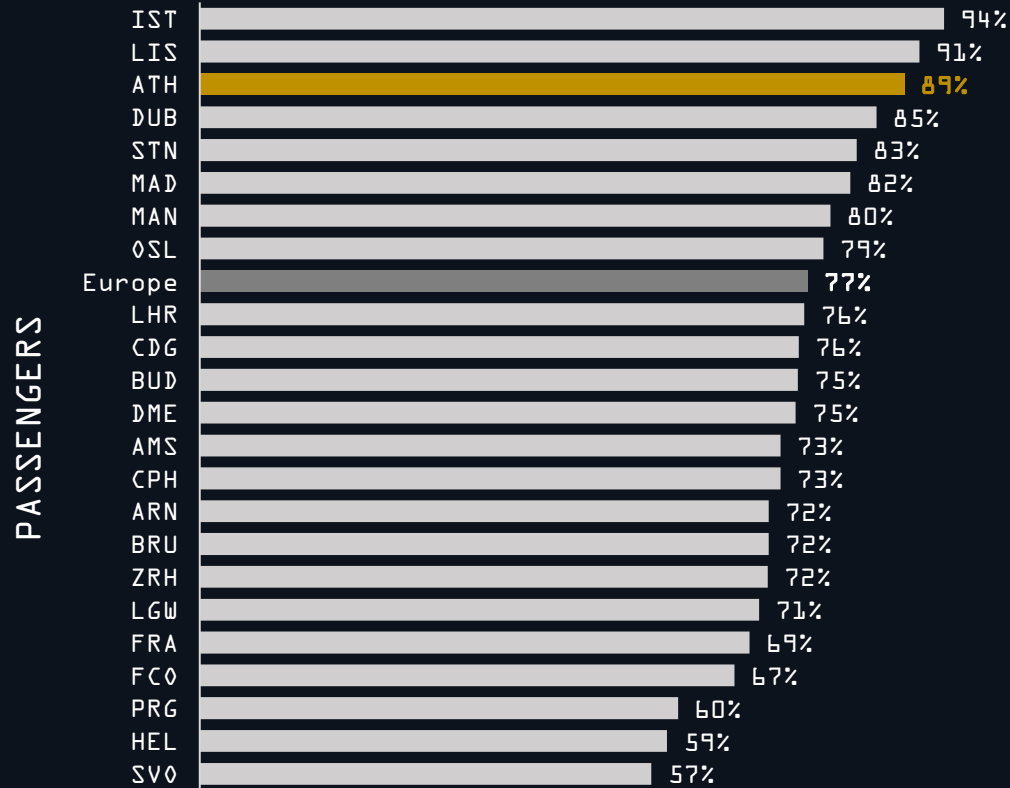
SOUNDING THE FUTURE

Robust recovery in passenger traffic returning almost to pre pandemic levels

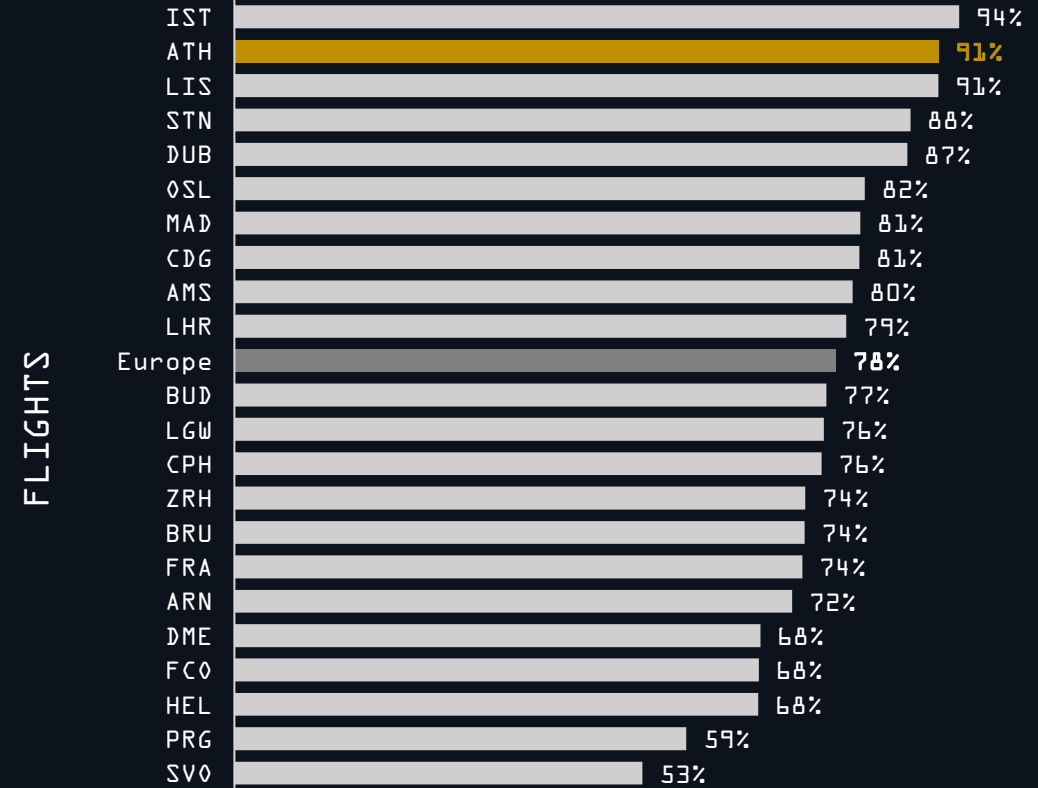


Athens recovered faster than most of the major European airports

Major Capital European Airports Traffic Development
% Traffic Growth 22/19



% PAX Growth	2022 vs. 2019
ATH	-11%
Europe (>10mppa)	-23%

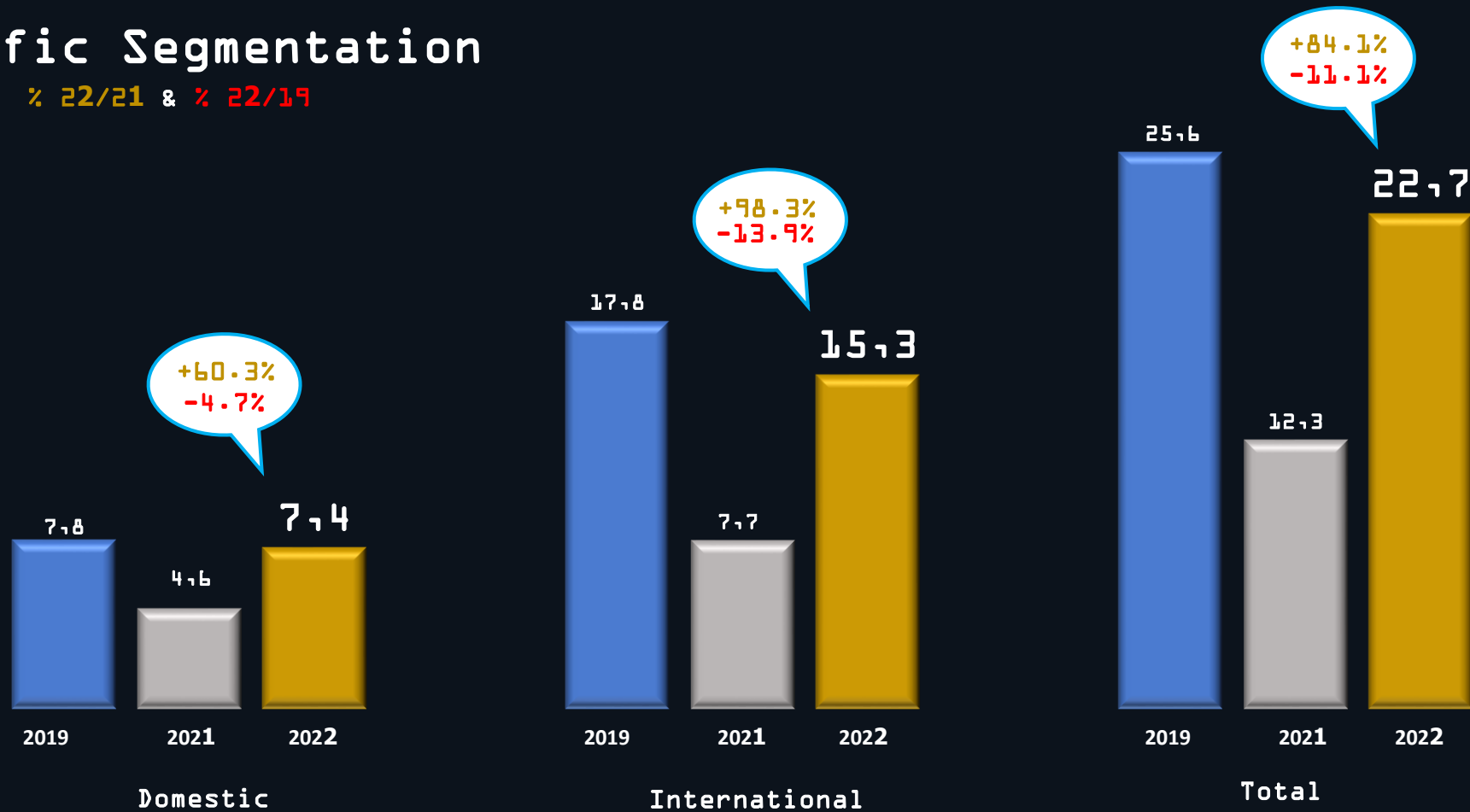


% Flight Growth	2022 vs. 2019
ATH	-9%
Europe (>10mppa)	-22%

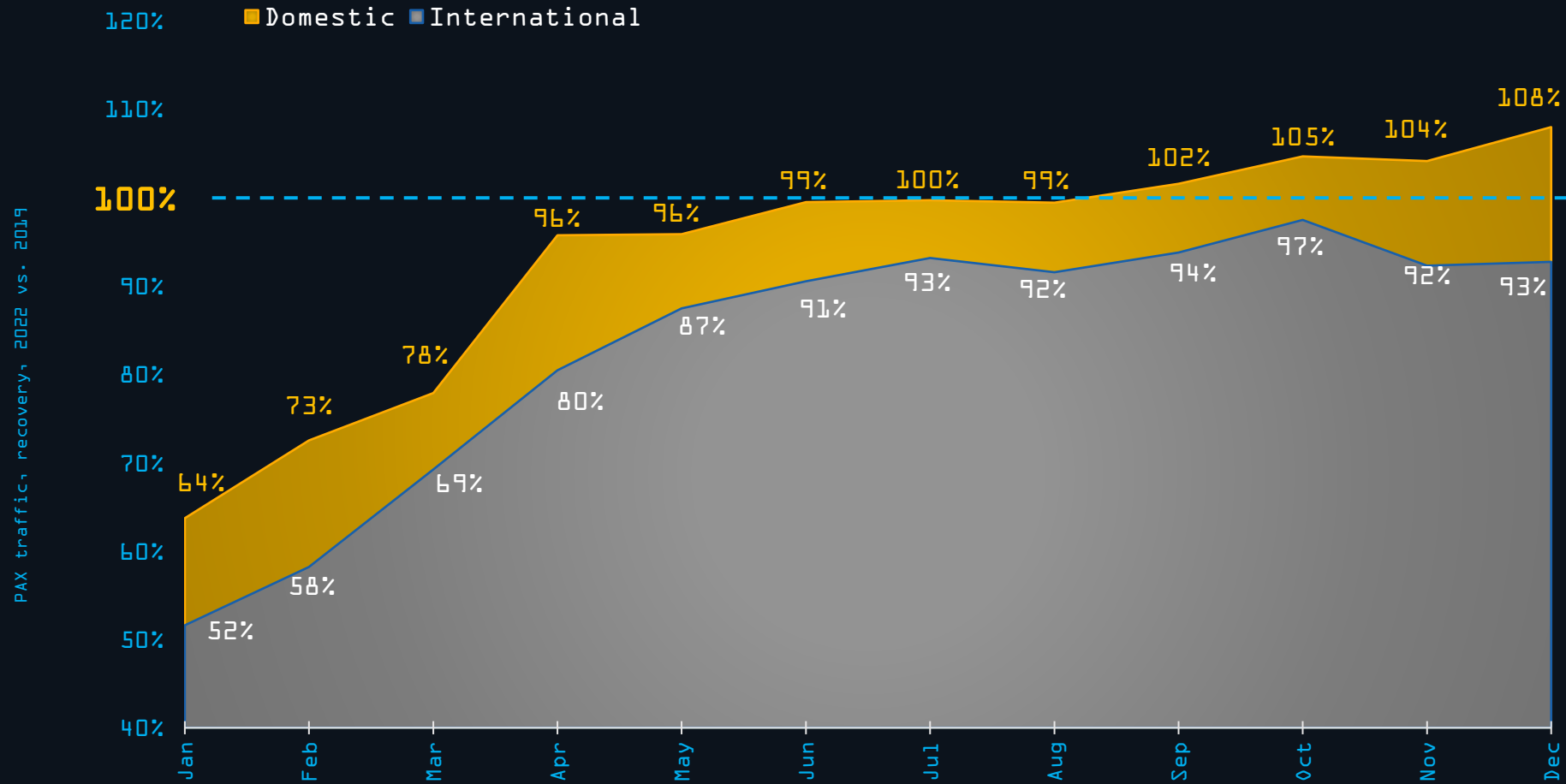
Domestic demand recovered faster and International double in volume

Traffic Segmentation

% 22/21 & % 22/19

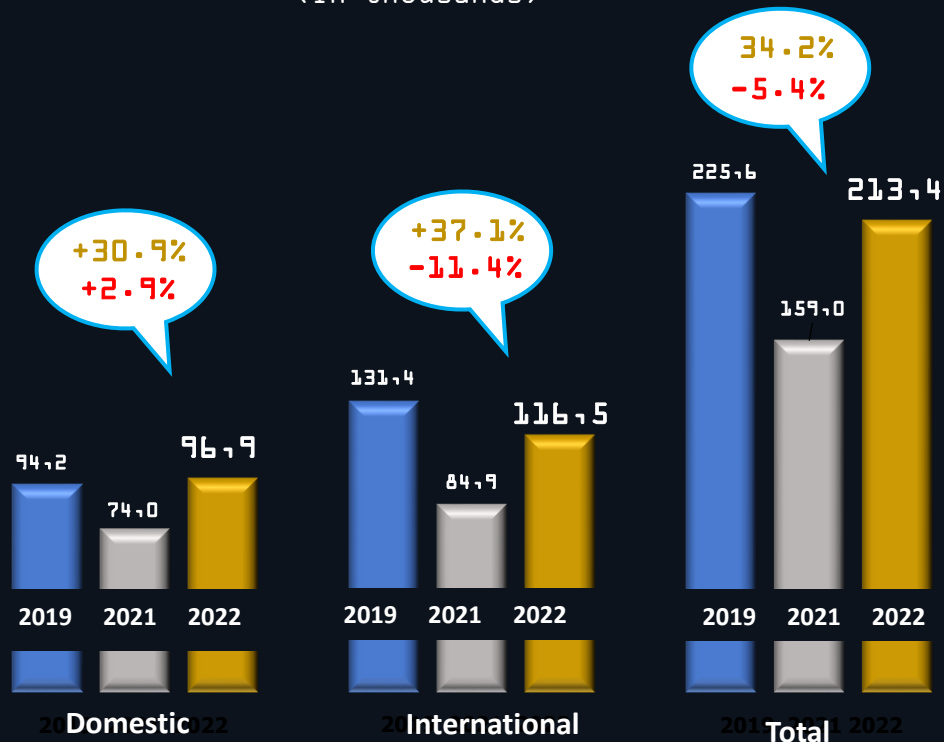


Recovery accelerated after a slow Q1 both in Domestic and International traffic

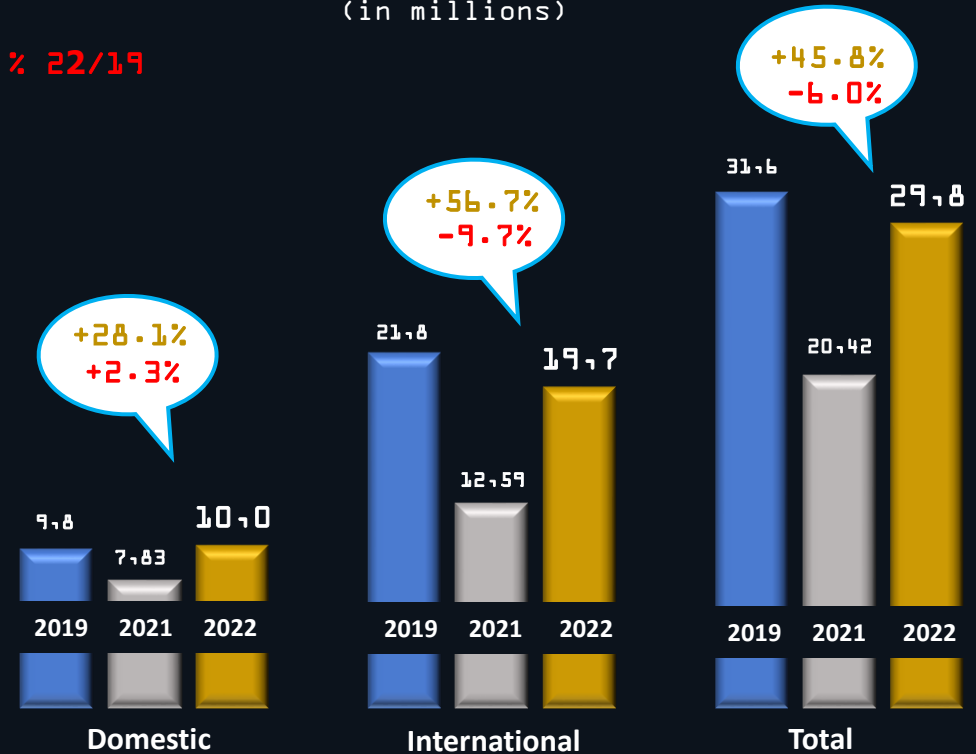


Capacity recovers faster than demand and Load Factors are steadily improving

Aircraft Movements Development
(in thousands)



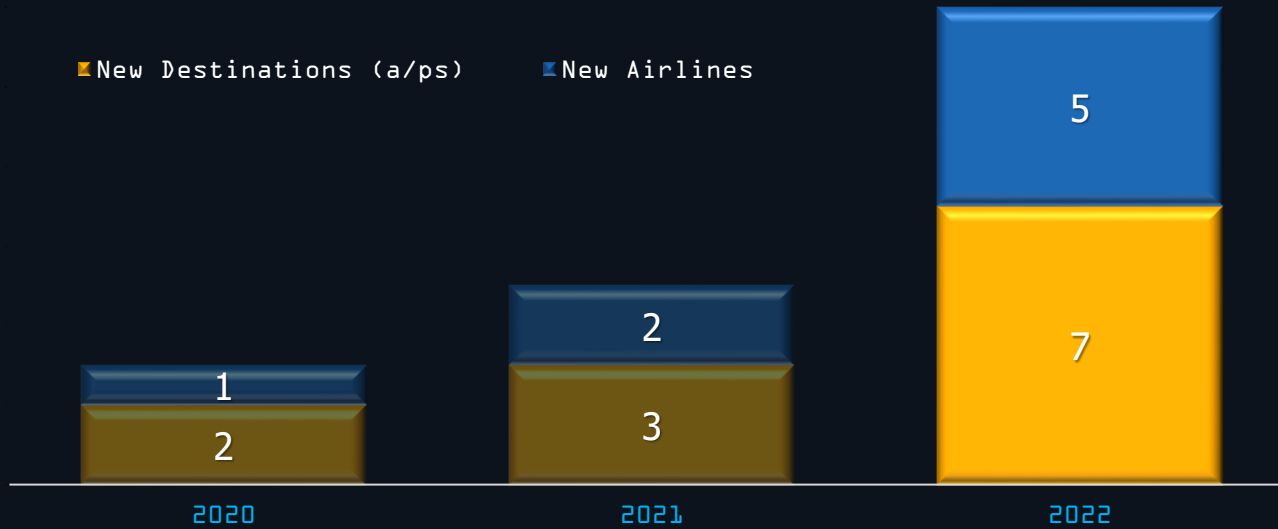
Seat Offer Development
(in millions)



Airline Load Factors

	2019	2021	2022
Domestic	80.5%	60.6%	75.1%
International	83.3%	64.8%	79.3%
Total	82.4%	63.2%	77.8%

Athens network almost returned to 2019 levels, enjoying significant New Development even during the pandemic years



2022 Highlights

New Destinations :

1. Bilbao
2. Birmingham
3. Boston
4. Florence
5. Leipzig
6. Nis
7. Turin

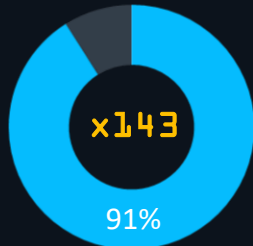
New Airlines :

1. Air Albania
2. Bluebird
3. Condor
4. Flyr
5. Jet2.com

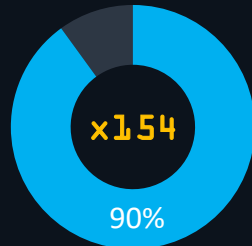
Airlines



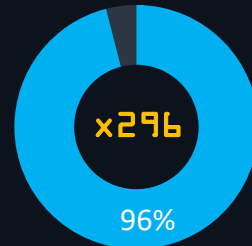
Cities



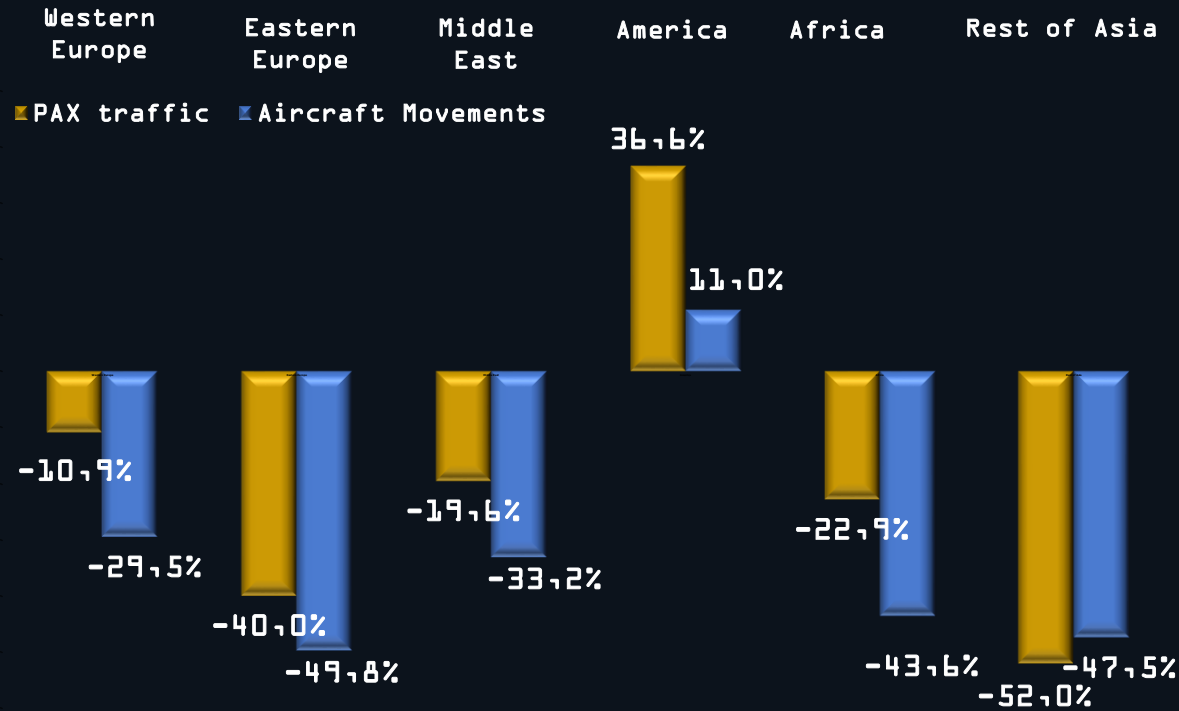
Destinations (a/p's)



Services



International traffic recovery, driven by the performance of the America and the West European markets



Pax Market Shares

2022

Western Europe	71.3%	↑
Eastern Europe	9.7%	
Middle East	8.7%	
America	7.9%	↑
Africa	1.9%	
Rest of Asia	0.5%	

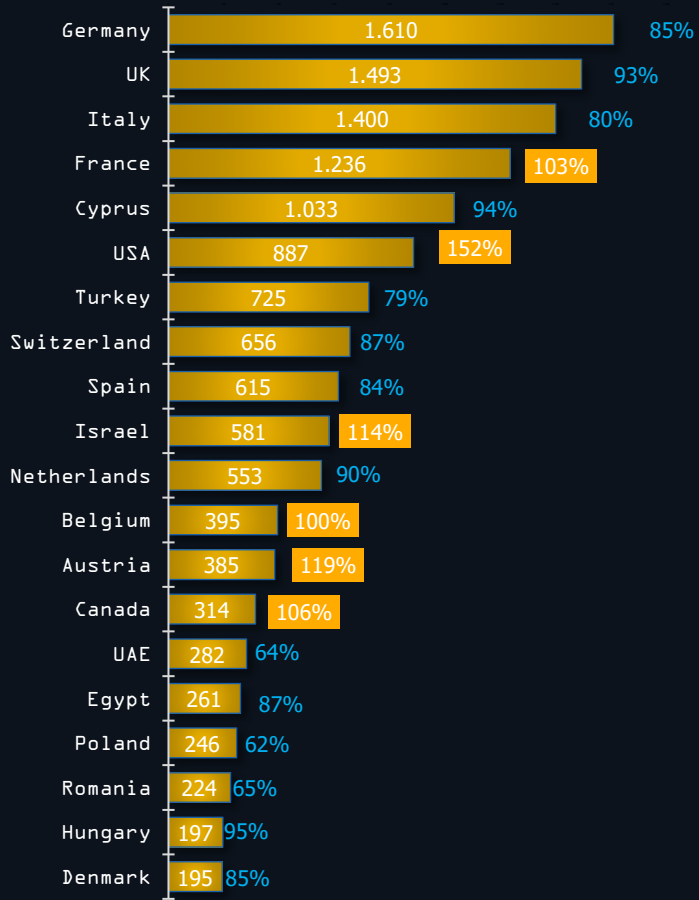
Pax Market Shares

2019

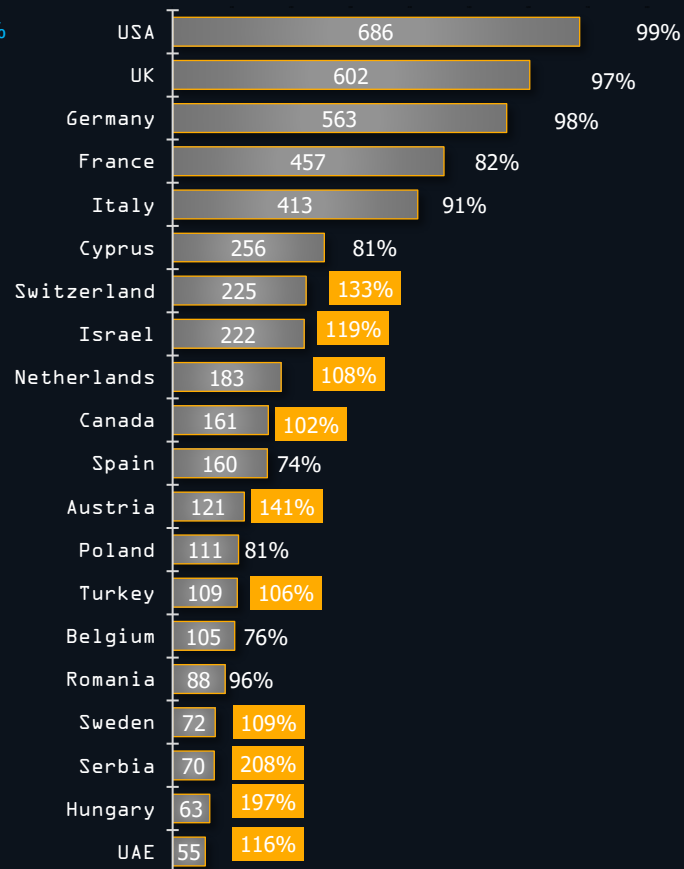
Western Europe	68.8%
Eastern Europe	13.9%
Middle East	9.3%
America	5.0%
Africa	2.1%
Rest of Asia	0.9%

USA & UK topped the foreign residents' international arrivals

PAX Int'l Direct traffic - /roundtrip



PAX traffic - Foreign Arrivals



Germany is Athens TOP International market in *Int'l Direct traffic* having recovered at 85% vs. 2019

In *Int'l Direct traffic*, 6 markets in the TOP 20 surpassed 2019 levels, with USA achieving TOP growth at +52%.

In *Int'l Direct traffic*, Hungary & Denmark entered the TOP 20 list, leaving out Qatar & Russia

USA is Athens TOP International market in *Foreign Residents' Int'l Arrivals* almost reaching 2019 levels

In *Foreign Residents' Int'l arrivals*, 10 International markets surpassed 2019 levels, with record growth achieved by Serbia +108%

Recovery levels Domestic, Europe, Non-European Top 10 Overview

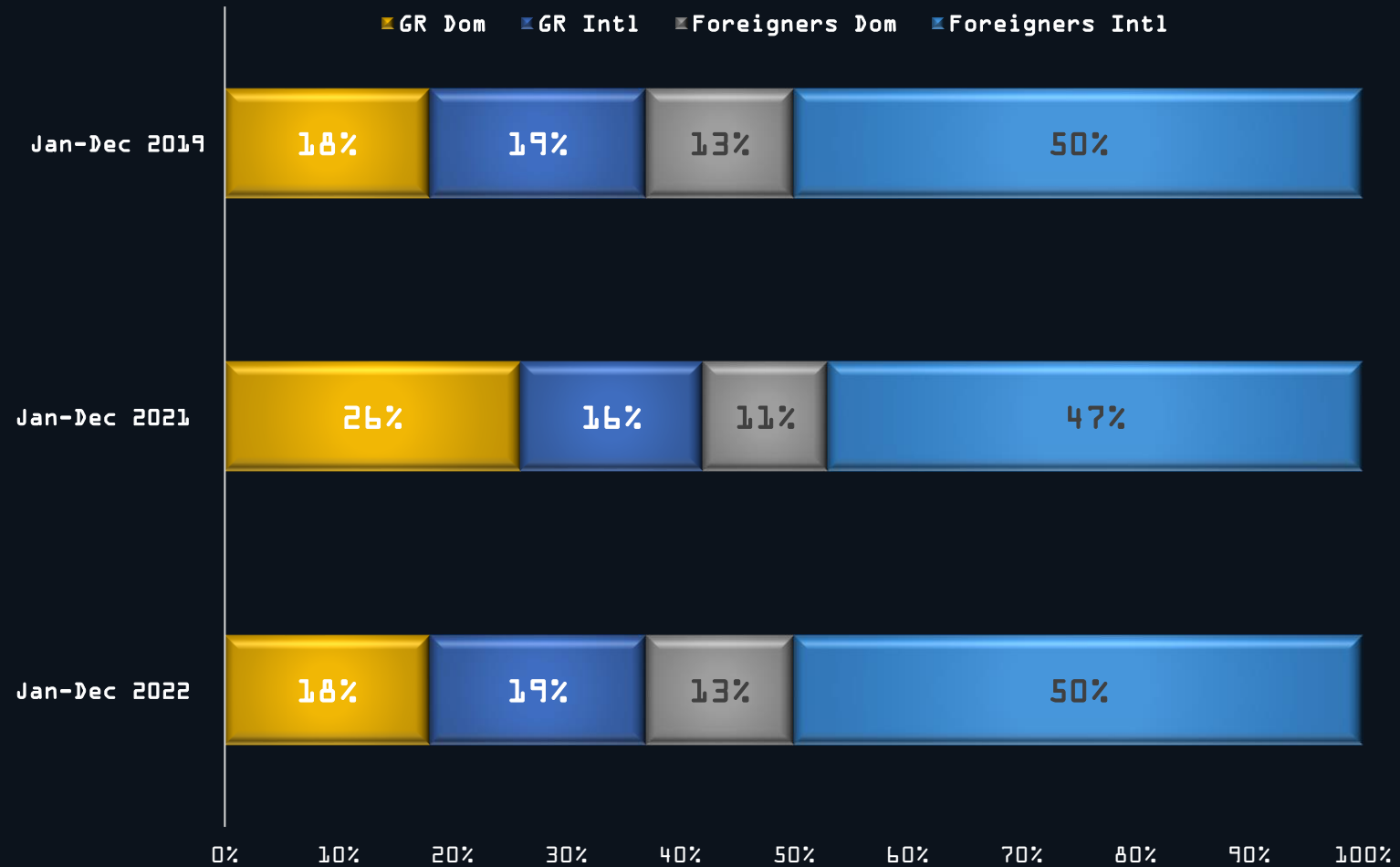
% Total Passenger Traffic Development 2022/2019

Top Domestic	PAX 2019	PAX 2022	% 22/ 19	Rank 2019	Rank 2022	Top European	Pax 2019	Pax 2022	% 22/ 19	Rank 2019	Rank Jan to Dec 2022
Thessaloniki	1,348,330	1,205,795	-11%	1	1	London	1,401,258	1,277,280	-9%	1	1
Heraklion	1,003,168	1,011,292	1%	3	2	Larnaca	1,104,460	1,013,784	-8%	2	2
Thira/Santorini	1,196,791	1,005,008	-16%	2	3	Paris	890,533	876,657	-2%	3	3
Chania	558,191	578,680	4%	5	4	Istanbul	889,521	710,757	-20%	4	4
Rhodes	617,070	568,597	-8%	4	5	Rome	822,416	582,104	-29%	5	5
Mikonos	490,109	452,462	-8%	6	6	Munich	521,684	517,847	-1%	7	6
Kerkyra/Corfu	329,996	314,077	-5%	7	7	Frankfurt	617,486	491,409	-20%	6	7
Paros	202,176	278,014	38%	11	8	Amsterdam	498,147	466,845	-6%	8	8
Mitilini	281,121	271,991	-3%	8	9	Milan	479,417	460,559	-4%	10	9
Alexandroupolis	235,623	237,896	1%	10	10	Zurich	497,055	401,127	-19%	9	10

Top Non-European	Pax 2019	Pax 2022	% 22/ 19	Rank 2019	Rank 2022
Tel Aviv	508,220	582,545	15%	1	1
New York	450,013	530,276	18%	2	2
Cairo	288,362	254,889	-12%	4	3
Dubai	286,698	183,275	-36%	5	4
Toronto	158,299	164,336	4%	7	5
Doha	337,786	159,186	-53%	3	6
Montreal	137,907	150,960	9%	9	7
Beirut	163,015	123,977	-24%	6	8
Abu Dhabi	152,182	98,232	-35%	8	9
Atlanta		90,948			10

During Jan-Dec 2022 the Greeks/foreigners segmentation returned to the 2019 breakdown

Greek and Foreign Residents' market share Jan-Dec 2022



2020 : Pandemic Arrival



2021-2022 in (Airline Marketing) Numbers



500
Balloons



250
Banners




50 Cakes

+ **50** Terminal, Press & Trade events
+ **100** Marketing Activations



50 Artwork
Invitations



more than **20**
custom made
Mascots



12.500
Baked Cookies

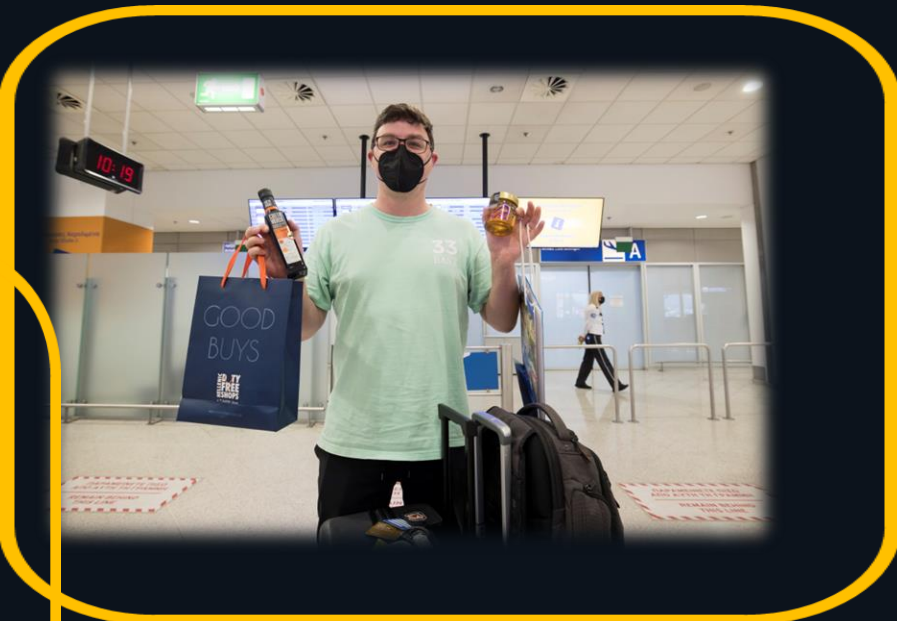


Uncountable Friends & Smiles
















2021-2022 in (Airline Marketing) Numbers

3.600¹ of  radio spots on air

75  online banners

10 Radio Campaigns
15 Digital Campaigns
25 Advertising Campaigns

 70 terminal advertising sites


 20 branded vehicles for outdoor promotion



A lot of email exchanges for the perfect result



2021-2022 in (Airline Marketing) Numbers

11.000 
post Likes

80 insertions
for Airlines in
Ready2Board magazine



50 Banners hosted at aia.gr
50 Destinations promoted in Ready2Board magazine
150 Social Media promotions/posts

Social Media organic
of 1.296.000 people

So many happy Airlines spotted
their logo in Athens!

Athens International Airport · Eleftherios Venizelos
 Δημοσιεύτηκε από Elena Dimopoulou · 5 ημ. · 🌐

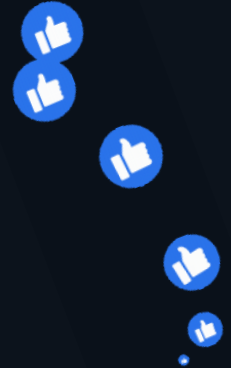
Η ITA Airways γίνεται 1 έτους 🎉 και μοιράζεται τη χαρά της μαζί σας! Ευχόσου στην ITA Airways (με σχόλιο στο ποστ) και μπες στην κλήρωση για να κερδίσεις 2 αεροπορικά 🛫 εισιτήρια με επιστροφή για την αιώνια πόλη! Καλή επιτυχία 🍀

Μπορείτε να δείτε τους όρους διαγωνισμού εδώ:
<https://www.aia.gr/traveler/social-terms>



8.340 Απήχηση 1.783 Αλληλεπιδράσεις - Δείκτης διανομής **Πρωώθηση δημοσίευσης**

👍❤️ 222 282 σχόλια 18 κοινοποιήσεις



Athens International Airport · Eleftherios Venizelos
 Δημοσιεύτηκε από Elena Dimopoulou · 2 Απριλίου στις 4:59 μ.μ. · 🌐

Happy Birthday dear Swiss International Air Lines 🇨🇭🛫🛬
 #athensairport #athens





7.863 Απήχηση 477 Αλληλεπιδράσεις **Πρωώθηση δημοσίευσης**

👍❤️ 139 4 σχόλια 5 κοινοποιήσεις

Athens International Airport · Eleftherios Venizelos
 Δημοσιεύτηκε από Elena Dimopoulou · 23 ώρες · 🌐

Finally Re-UNITED!
 Welcome back #athensairport 🇬🇷
 United #Athens #Greece



24.227 Απήχηση 1.618 Αλληλεπιδράσεις **Πρωώθηση δημοσίευσης**

👍❤️ 480 6 σχόλια 16 κοινοποιήσεις



Athens International Airport · Eleftherios Venizelos
 Δημοσιεύτηκε από Elena Dimoroulou · 4 Μαΐου στις 12:17 μ.μ.

Get ready... 😊
 Αθήνα - Ουάσινγκτον καθημερινά από τη @united ✈️
 #athensairport #athens #washington #unitedairlines

United is resuming seasonal nonstop services between Athens and Washington, D.C., starting 7 May 2022.

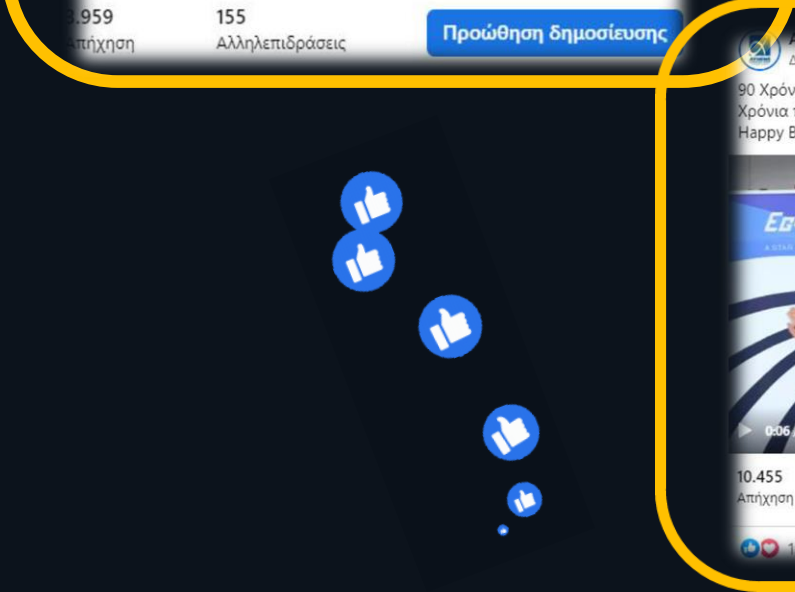
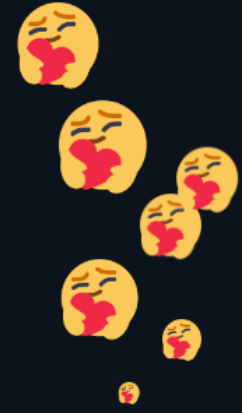
959 Απτήχηση 155 Αλληλεπιδράσεις

Πρώθηση Δημοσίευσης

Εγγραφείτε στο Privilege Club και κερδίστε δύο εισιτήρια για Ντόχα

99.283 Απτήχηση 5.258 Αλληλεπιδράσεις

29 σχόλια 18 κοινοποιήσεις



Athens International Airport · Eleftherios Venizelos
 Δημοσιεύτηκε από Siliia Alfieri · 9 Μαΐου στις 3:50 μ.μ.

90 Χρόνια EGYPTAIR! 🎉
 Χρόνια πολλά και καλωσόρισμα!
 Happy Birthday EGYPTAIR ❤️

10.455 Απτήχηση 819 Αλληλεπιδράσεις

9 σχόλια 31 κοινοποιήσεις

Πρώθηση Δημοσίευσης

28 Μαρτίου 18:54
 Από αρχείο

Welcome back @aircanada
 #athensairport
 #Athens #Montreal #Toronto

30 YEARS OF FRIENDSHIP

2020-2022 in (Airline Marketing) Numbers



During 2022, the Airport Marketing Team:

Spent more than **50 days** travelling for meetings with the Airline Developers across the world.

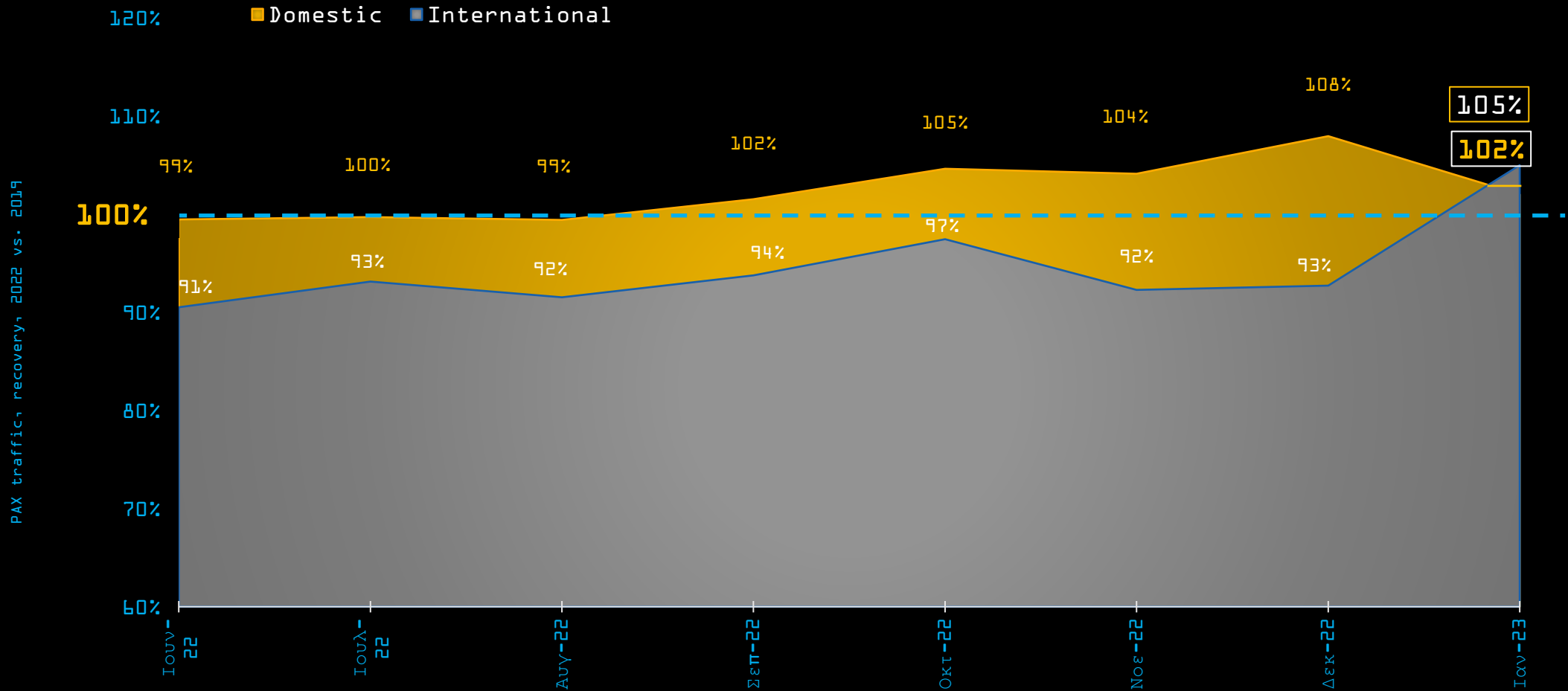
Worked for more than **3,000 hrs.** in pre-meetings and meetings

Travelled more than **60,000 miles** from/to Europe, the US and Asia.

2020-2022 in (Airline Marketing) Numbers



January 2023 traffic evolution pinpoints a rapid recovery with International recovery surpassing Domestic



Source : AIA MIS Communications & Marketing (CMA)

Network connectivity is further enhanced in 2023 with interesting developments

- 13 New Destinations
- 3 New Airlines
- 16 New Services



Destination	Airline
Baku	Aegean
Birmingham	Aegean
Bratislava	Aegean
Bristol	Aegean
Cagliari	Volotea
Chania	Ryanair
Corfu	Ryanair
Dammam	Aegean
Izmir	Sun Express
Kalamata	Aegean
Keflavik	Play
Liubljana	Aegean
London STN	Jet2
Marrakesh	Aegean
NewCastle	Aegean
Olbia	Aegean
Palma De Mallorca	Aegean
Paphos	Ryanair
Riga	Aegean
Pisa	Aegean
Seville	Aegean
Shanghai	Air China
Split	Aegean
Toulouse	Volotea
Kuwait	Kuwait Airways
Kuwait	Aegean
Lille	Sky Express
Lyon	Sky Express
Marseille	Sky Express
Nantes	Sky Express





2.2 AIRLINE
MARKETING
WORKSHOP

THANK YOU