

# Marine Day

13<sup>th</sup> April 2022

Air France and KLM proudly partner with



# HISTORY



- AFKLM always had an opportunistic approach to find additional revenues.
- The first to identify lucrative Marine & Offshore flows, more stable than the regular published & corporate trends, over 35 years ago.
- Front runner in creating a special Global fare program with customized conditions and dedicated support to attract this business = offer that fits the segment
- Controlling Global distribution by contracting/partnering with Global Specialist Agents.
- FR distributed more selective through corporate clients

# OUR OFFER

- Complete and unique network with convenient schedule to popular marine destinations
- OW fares filed in USD
- True Global Program
- Global scope = ROW and JV flows
- Through fares in Economy, PE and Business cabin.
- Aligned fares for M&OE
- Fares on all traffic regions including North Atlantic with our partner DL
- Fares distributed via TMC ( with direct access) and IAS ( for the smaller agents)



# OUR OFFER - BENEFITS



- Use your miles to upgrade to economy comfort/ Premium Economy or Business cabin

BLUEBIZ

- Maximize your company travel budget by accruing and redeeming BluePoints



- Fares now eligible for spouses, children & infants travelling with seafarer or who will join the ship

IAS  
INTERNATIONAL  
AIRLINE  
SERVICES

- A dedicated and experienced Marine exclusive desk, offering 24h services

# OUR OFFER - BENEFITS



OK to BOARD

In co-operation with IAS, AFKL can offer Schengen visa in arrival in CDG and AMS for last minute request ONLY !!



Automatic reissues possible upon an Additional Collection



- Online check in
- 30h before the flight
- Seat allocation

# PERFORMANCE

€268M only 5% short of 2019 / KLM even surpassed pre-pandemic levels by 4%



- This Segment has always be seen as a stable “Niche Market” with so called “last minute fill-up traffic”, against lucrative yields. However, the Pandemic changed this segment from a “Niche” to our main commercial priority and with that our most revenue generating !!
- Shipping industry is part of crucial global supply change = few exempted vital occupation allowed to travel = resilient to crisis
- Real collaboration internally and amongst both industries:

# ACHIEVEMENTS



- We started the pandemic in full panic not knowing what was going on, no knowing what could and could not be done
- We were confronted with indication with approx. 150k stranded crew world wide, and they wanted to go home= we were approached by corporates, embassies and shipping Associations begging for help since the safety onboard and mental health of crew could not longer be guaranteed.
- And then the magic happened = all teams on board = willing to run the extra mile= each pax counts!!
- 1<sup>st</sup> Charter to MNL
- Repat flights =smartly adding capacity to our capped volumes
- “Golden Triangle” = enable to align fare/capacity strategy within a complex environment , securing quality of bookings and still maintaining our competitiveness

# ACHIEVEMENTS



- Manual booking process to destinations where seamen were exempt from Government regulations
- “Piggyback” on Corporate’s needs to introduce testing at SPL and still up to now we continue supporting bookings to CN and ex SIN
- Ex SIN delivered a multimillion additional revenue
- AFKLDL maintain front runners during the pandemic thanks to your commitment, flexibility and professionalism, from Country Managers, to Pricing, Network, Security , IAS, Sales teams , Trade Partners and many more







# Q&A

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