

Sky Express presentation

**ERAA Conference 2-3 April 2014, Lisbon, Portugal**

**Thursday 03 April 2014 09:00 – 10:30**

**SESSION 3 - Raising our profile:**

**Promoting our diverse and unique  
airline members**

**Agamemnon Kikerakis  
Vice Chairman & CEO  
Sky Express**

Sky Express



9 years  
of presence



More than  
35.000  
flight hours!



More than  
55.000  
flights!



More than  
650.000  
passengers

## Company identity



Since 2005 in Heraklion, Crete, Greece

3 X Bae Jet Stream 41 (30Y) & 1 X ATR42-300 (46Y)

85 employees

> 23 airports

> 9.000 in budget YR 2014

≈ 85% punctuality

Turnaround since YR 2012 into a profitable airline  
(New Shareholding Structure & New Management)



Established



Fleet



Employees



Airports served



Flights



On Time  
Performance



Financial results

## Prefectures of Greece



Greece ≈ 10,8 Mi Population  
census 2011

## Network (routes characteristics)

- Routes with low passenger traffic
- Routes that have not easy alternative connectivity
- Public Service Obligation (P.S.O.)
- Niche domestic market



# Benefit for local societies



business  
reasons



social  
reasons



medical  
reasons



army  
reasons



civil  
reasons



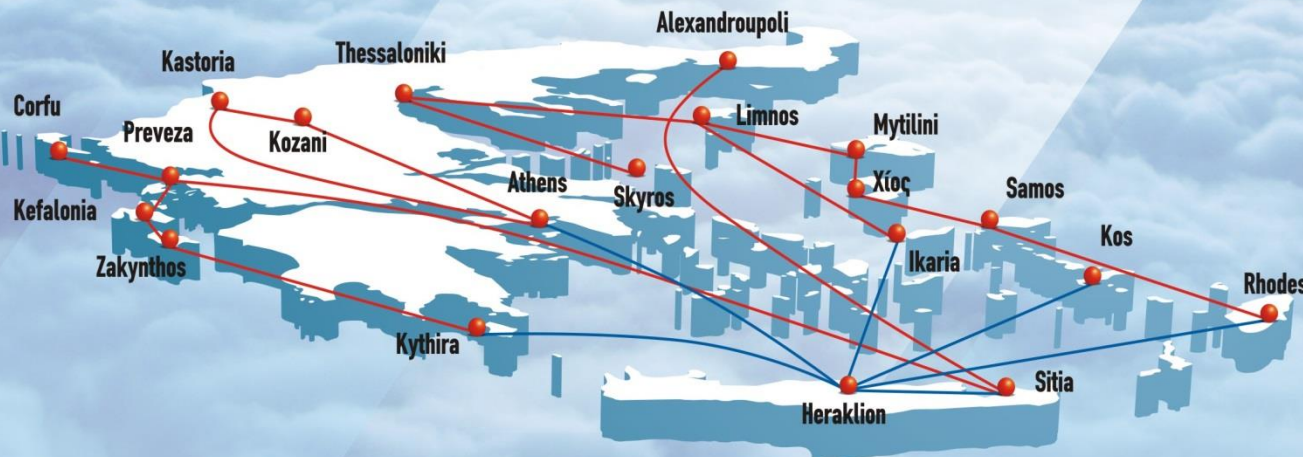
student  
reasons



leisure  
reasons

## Benefit for local societies

Connect islands and make possible transportation for social, medical, student, army, civil, business reasons.



social reasons



medical reasons



student reasons



army reasons



civil reasons



business reasons

## Benefit for local societies

Benefit for local societies, due to tourism increase.  
Feeded to/from airlines for smaller destinations.





# Island hopping



become an  
**island  
hopper**

# Statistics

a/a	CITY	AIRPORT	POPULATION	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM DOMESTIC FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM FOREIGN & DOMESTIC FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL FLIGHTS VS POPULATION	TOTAL PAX (IN+OUT)/2 FROM DOMESTIC FLIGHTS VS POPULATION	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL & DOMESTIC FLIGHTS VS POPULATION	
1	Athens	ATH	3.089.698	3.851.310	2.202.621	6.053.931	1,25	0,71	1,96	
2	Thessaloniki	SKG	788.952	1.351.378	655.459	2.006.837	1,71	0,83	2,54	
3	Heraklion	HER	140.730	2.472.775	409.981	2.882.756	17,57	2,91	20,48	
4	Rhodes	RHO	115.290	1.785.305	291.405	2.076.710	15,49	2,53	18,01	
5	Corfu	CFU	101.770	943.917	106.993	1.050.910	9,28	1,05	10,33	
6	Mytilene	MJT	85.330	54.395	142.388	196.783	0,64	1,67	2,31	
7	Kozani	KZI	71.388	0	1.692	1.692	-	0,02	0,02	
8	Preveza	PVK	60.688	154.489	2.995	157.484	2,55	0,05	2,59	
9	Alexandroupolis	AXD	57.812	3.302	80.442	83.744	0,06	1,39	1,45	
10	Chios	JKH	54.000	8.735	74.951	83.686	0,16	1,39	1,55	
11	Kastoria	KSO	51.481	0	2.272	2.272	-	0,04	0,04	
12	Kefalonia	ZTH	45.033	198.033	16.231	214.264	4,40	0,36	4,76	
13	Zakynthos	ZTH	35.509	488.161	14.138	502.299	13,75	0,40	14,15	
14	Kos	KGS	34.280	925.834	85.720	1.011.554	27,01	2,50	29,51	
15	Samos	SMI	32.977	103.563	66.230	169.793	3,14	2,01	5,15	
16	Sitia	JSH	19.029	1.932	15.644	17.576	0,10	0,82	0,92	
17	Limnos	LXS	18.000	9.213	30.730	39.943	0,51	1,71	2,22	
18	Kythira	KIT	10.787	4.251	12.758	17.009	0,39	1,18	1,58	
19	Mykonos	JMK	10.134	176.399	110.430	286.829	17,41	10,90	28,30	
20	Ikaria	JKI	9.860	0	17.477	17.477	-	1,77	1,77	
21	Santorini	JTR	7.222	244.419	185.378	429.797	33,84	25,67	59,51	
22	Skiathos	JSI	6.160	119.041	11.819	130.860	19,32	1,92	21,24	
23	Skyros	SKU	2.602	9	9.955	9.964	0,00	3,83	3,83	
TOTAL			TTL	4.848.732	12.896.461	4.547.709	17.444.170	2,66	0,94	3,60



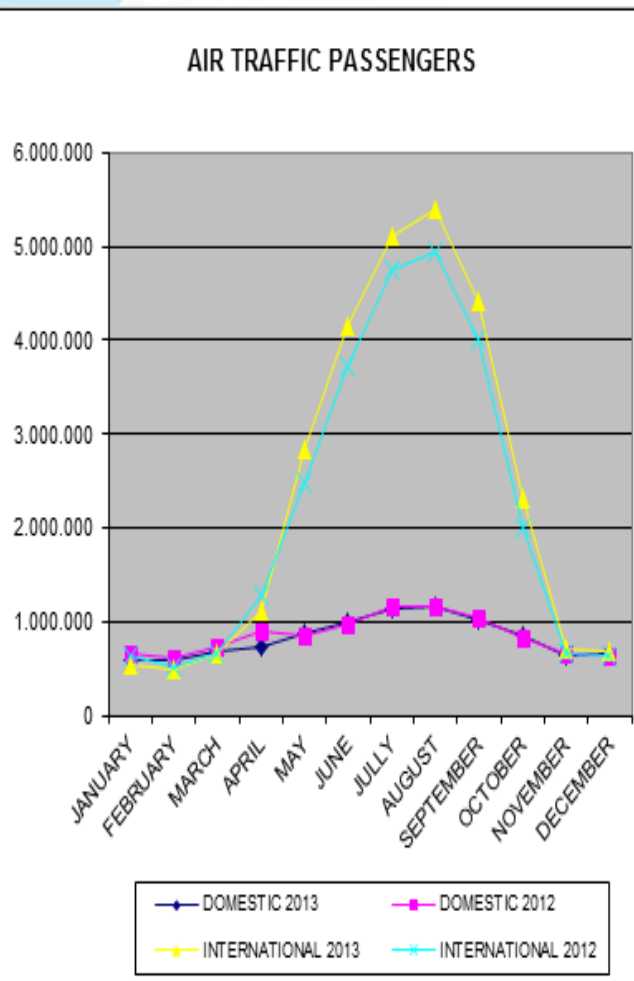
# Statistics



a/a	CITY	AIRPORT	POPULATION	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM DOMESTIC FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM FOREIGN & DOMESTIC FLIGHTS	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL FLIGHTS VS POPULATION	TOTAL PAX (IN+OUT)/2 FROM DOMESTIC FLIGHTS VS POPULATION	TOTAL PAX (IN+OUT)/2 FROM INTERNATIONAL & DOMESTIC FLIGHTS VS POPULATION	
1	Thessaloniki	SKG	788.952	1.351.378	655.459	2.006.837	1,71	0,83	2,54	
2	Heraklion	HER	140.730	2.472.775	409.981	2.882.756	17,57	2,91	20,48	
3	Rhodes	RHO	115.290	1.785.305	291.405	2.076.710	15,49	2,53	18,01	
4	Corfu	CFU	101.770	943.917	106.993	1.050.910	9,28	1,05	10,33	
5	Mytilene	MJT	85.330	54.395	142.388	196.783	0,64	1,67	2,31	
6	Kozani	KZI	71.388	0	1.692	1.692	-	0,02	0,02	
7	Preveza	PVK	60.688	154.489	2.995	157.484	2,55	0,05	2,59	
8	Alexandroupolis	AXD	57.812	3.302	80.442	83.744	0,06	1,39	1,45	
9	Chios	JKH	54.000	8.735	74.951	83.686	0,16	1,39	1,55	
10	Kastoria	KSO	51.481	0	2.272	2.272	-	0,04	0,04	
11	Kefalonia	ZTH	45.033	198.033	16.231	214.264	4,40	0,36	4,76	
12	Zakinthos	ZTH	35.509	488.161	14.138	502.299	13,75	0,40	14,15	
13	Kos	KGS	34.280	925.834	85.720	1.011.554	27,01	2,50	29,51	
14	Samos	SMI	32.977	103.563	66.230	169.793	3,14	2,01	5,15	
15	Sitia	JSH	19.029	1.932	15.644	17.576	0,10	0,82	0,92	
16	Limnos	LXS	18.000	9.213	30.730	39.943	0,51	1,71	2,22	
17	Kythira	KIT	10.787	4.251	12.758	17.009	0,39	1,18	1,58	
18	Mykonos	JMK	10.134	176.399	110.430	286.829	17,41	10,90	28,30	
19	Ikaria	JIK	9.860	0	17.477	17.477	-	1,77	1,77	
20	Santorini	JTR	7.222	244.419	185.378	429.797	33,84	25,67	59,51	
21	Skiathos	JSI	6.160	119.041	11.819	130.860	19,32	1,92	21,24	
22	Skyros	SKU	2.602	9	9.955	9.964	0,00	3,83	3,83	
TOTAL			TTL	1.759.034	9.045.151	2.345.088	11.390.239	5,14	1,33	6,48

## Statistics

TOTAL PASSENGERS	DOMESTIC		INTERNATIONAL	
	2013	2012	2013	2012
JANUARY	596.670	655.412	555.838	631.602
FEBRUARY	603.615	628.651	489.189	531.855
MARCH	680.181	744.691	664.953	674.789
APRIL	748.586	905.507	1.122.274	1.288.395
MAY	890.122	865.955	2.841.671	2.479.653
JUNE	990.205	974.104	4.157.581	3.735.774
JULY	1.143.141	1.171.611	5.109.571	4.763.392
AUGUST	1.158.675	1.168.882	5.405.505	4.938.287
SEPTEMBER	1.023.001	1.040.615	4.405.983	4.006.021
OCTOBER	847.264	842.389	2.319.025	2.011.008
NOVEMBER	646.811	659.371	708.671	657.381
DECEMBER	655.474	639.079	693.335	643.707
<b>TOTAL</b>	<b>9.983.745</b>	<b>10.296.267</b>	<b>28.473.596</b>	<b>26.361.864</b>



## Company strategy

### Safety, O.T.P. & Financial Health

- a) Daily Culture
  - i) Cost cutting
  - ii) Revenue Increase
  - iii) Process Improvement
  - iv) Reporting & KPIs monitoring
- b) On going Framework
  - i) Plan-Do-Check-Act (Deming's cycle)
  - ii) 5 forces Porter's model
  - iii) etc
- c) Management empowerment (continuous training)
- d) Passenger Focus



## Passenger focus

- on time performance (punctuality)
- safety records
- customer oriented personnel (continuous training )



## How to improve collectively the industry (regional airlines)

- a. Create a task force with the following scope
  - i. to establish a questionnaire that will be distributed by the ERA members to their passengers that will prioritize the main parameters that passengers prefer when selecting an airline
  - ii. to propose specific actions towards the improvement of the passenger perception about the regional airlines industry by exploiting the results of the above survey
  
- b. Create a task force with the following scope
  - i. get suggestions by the ERA members towards action that declares social responsibility
  - ii. evaluate the suggestions and their ideas and make proposals to the ERA members



# Sky Express Blood donation



**Nikos Kazantzakis**  
**( 1883-1957 Greek**  
**Author – Philosopher)**

***“Love the responsibility,  
say that all alone will save  
the whole world,  
if lost then I will be  
responsible”***





Social media

*[www.skyexpress.gr](http://www.skyexpress.gr)*

*<https://twitter.com/skyexpressgr>*

*<https://www.facebook.com/SkyExpressAirlines>*

**www**



sky express 

*fly sky, fly on time*

member  
**era**   
european regions airline association

Thank you for your attention

A blue silhouette map of Europe is centered on the page, overlaid on a background of white clouds. The map shows the outlines of the major European landmasses.