



Press Release | Monthly Traffic Performance Data | March 2010

# Icelandair Group Traffic Data

Based on figures for the month of March 2010

## Highlights of Operations in March

- Icelandair passenger number up by 24% from last year
- Air Iceland passenger numbers down by 2% from last year
- Capacity – sold block hours up by 36% from last year

<b>Icelandair</b>	<b>Mar 10</b>	<b>Mar 09</b>		<b>CHG (%)</b>	<b>Jan-Mar 10</b>	<b>Jan-Mar 09</b>		<b>CHG (%)</b>
Number of Passengers (PAX) - in thousand.....	87.772	70.804	↑	24%	227.175	188.811	↑	20%
Load Factor (%).....	74,6%	72,1%	↑	2,5 ppt	68,1%	67,1%	↑	1,0 ppt
Available Seat Kilometers (ASK) - in thousand.....	313.609	249.393	↑	26%	882.618	712.831	↑	24%

<b>Air Iceland</b>	<b>Mar 10</b>	<b>Mar 09</b>		<b>CHG (%)</b>	<b>Jan-Mar 10</b>	<b>Jan-Mar 09</b>		<b>CHG (%)</b>
Number of Passengers (PAX) - in thousand.....	29.247	29.895	↓	-2%	79.828	80.406	↓	-1%
Load Factor (%).....	72,0%	69,6%	↑	2,4 ppt	68,5%	69,1%	↓	-0,6 ppt
Available Seat Kilometers (ASK) - in thousand.....	11.953	12.254	↓	-2%	33.333	32.848	↑	1%

<b>Capacity</b>	<b>Mar 10</b>	<b>Mar 09</b>		<b>CHG (%)</b>	<b>Jan-Mar 10</b>	<b>Jan-Mar 09</b>		<b>CHG (%)</b>
Fleet Utilization (%).....	88,6%	79,1%	↑	9,5 ppt	90,1%	81,5%	↑	8,6 ppt
Sold Block Hours.....	4.492	3.297	↑	36%	12.575	10.194	↑	23%

<b>Cargo Business</b>	<b>Mar 10</b>	<b>Mar 09</b>		<b>CHG (%)</b>	<b>Jan-Mar 10</b>	<b>Jan-Mar 09</b>		<b>CHG (%)</b>
Available Tonne Kilometers (ATK) - in thousand.....	14.371	12.600	↑	14%	39.017	36.153	↑	8%
Freight Tonne Kilometers (FTK) - in thousand.....	9.130	8.642	↑	6%	22.825	23.135	↓	-1%

<b>Tourism</b>	<b>Mar 10</b>	<b>Mar 09</b>		<b>CHG (%)</b>	<b>Jan-Mar 10</b>	<b>Jan-Mar 09</b>		<b>CHG (%)</b>
Available Hotel Room Nights.....	16.492	16.492	↓	0%	47.640	47.760	↓	0%
Sold Hotel Room Nights.....	10.294	9.631	↑	7%	27.486	24.785	↑	11%
Utilization of Hotel Rooms.....	62,4%	58,4%	↑	4,0 ppt	57,7%	51,9%	↑	5,8 ppt



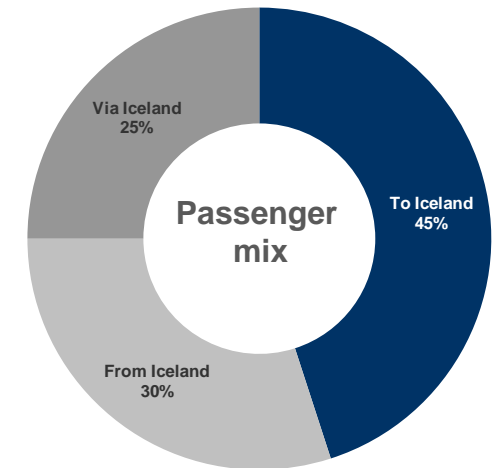
## Icelandair March 2010

### Key Markets Status:

**From Iceland:** Increase on all routes

**To Iceland:** Good growth in all markets except Scandinavia. Main growth in UK due to new Manchester and Glasgow capacity. US growth driven by new capacity to Seattle

**Transatlantic:** Major growth, driven by new Seattle and NYC capacity. Double business class sales between years



### Operations in March:

- Capacity increase year-on-year was 26%, focused on the US and Scandinavia network routes and improved transatlantic traffic flow
- Load factor was 74,6% compared to 72,1% in 2009
- *Next traffic statistics for Icelandair Group will be released on May 10<sup>th</sup> 2010*

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