

TOWARDS MORE RESPONSIBLE AIR TRAVEL

Arūnas Skuja
General Manager,
Baltics and Eastern Europe
Finnair

21.11.2019



FINNAIR



Estonia – among Finnair's strategic markets

- One of the world's longest continuously operating airlines (1923)
- Helsinki-Tallinn up to 9 times a day. Tartu 5 times a week.
- 19 destinations in Asia, 8 destinations in the Americas and over 100 destinations in Europe
- Best Airline in Northern Europe in World Airline Awards eight years in a row
- 4-star Skytrax rating
- Member of the **oneworld** alliance





Connecting Asia and Europe with fast and smooth connections via our Helsinki hub

Our strategy stems from geography

- The location of our Helsinki hub enables **fast connections between Asia and Europe**
 - Efficient fleet rotation – to Asia and back in **24 hours**
 - **Short travel times** for our customers
 - **Less emissions**
- HEL airport designed for **smooth transfers**
 - Airport expansion supporting Finnair growth



Growth continues

New destinations in **2019**

- **Los Angeles, Sapporo, Punta Cana**
- Hannover, Trondheim, Bologna, Bordeaux, Porto

Capacity growth continues – new frequencies

- Hong Kong, Tokyo, Osaka
- **Daxing Intl** on top of Capital Intl in Beijing
- Guangzhou as year-round route from winter 2019 onwards.

New destinations in **2020**

- **Busan**
- **Handeda** in Tokyo

Sustainable,
profitable
growth.



The global scope of aviation



1300
airlines



3 759
airports



~32 000
aircrafts



170 air navigation
service providers



45 000+
Routes
(130 destinations AY)



120 000
flights per day
(300 AY)



4.4 billion
passengers
per year
(13,3m AY)

CARGO

\$18.8 billion worth
of goods
transported
per day



Air traffic is
forecast to
employ 97.8
million people
in 2036

FINNAIR'S KEY ENVIRONMENTAL ASPECTS ARE:



EMISSIONS FROM THE USE OF JET FUEL

FLIGHT NOISE

THE ENERGY CONSUMPTION OF PROPERTIES

CABIN WASTE

- Global
- Local
- Personal





How can we reduce CO2 emissions of aviation?

1 **USE OF TECHNOLOGY**

A350 produces 25% less emissions

2 **OPERATIVE MEASURES**

Fuel-efficient flying
Aircraft weight
Continuous Descent Approach

3 **BETTER USE OF INFRASTRUCTURE**

Air Traffic Control
Single European Sky

4 **BIOFUELS**

60 - 80% less emissions
Availability and price need to be addressed

5 **MARKET BASED METHODS**

CORSIA, EU ETS;
Finnair paid 45 million EUR of environment related payments in 2018
Push for change

Push for change – inviting customers to join us in CO2 reductions

- Possibility to offset CO2 emissions through CO2 emission reduction projects, **or** to reduce emissions by supporting biofuel purchases
- Service available in Finnair Shop
- Customers can use Finnair Plus points to pay



What can every air traveler do?

- Choose an airline with a modern fleet
- Fly the shortest possible route
- Combine flying with other modes of transportation
- Pack light
- Offset your emissions

If every Finnair passenger would take 1 kg less baggage with them, we would save 1.2 million kg of fuel per year. This would be enough to fly 20 flights between Helsinki and Tokyo.





We want to be the best choice for responsible air travelers.



Welcome on board!

#responsibility #sustainability
#smallthingsmatter