

Ethiopian – An invaluable partner to Athens International Airport Connecting Athens to the African Market



25 June 2024



→ **Ethiopian at Athens**

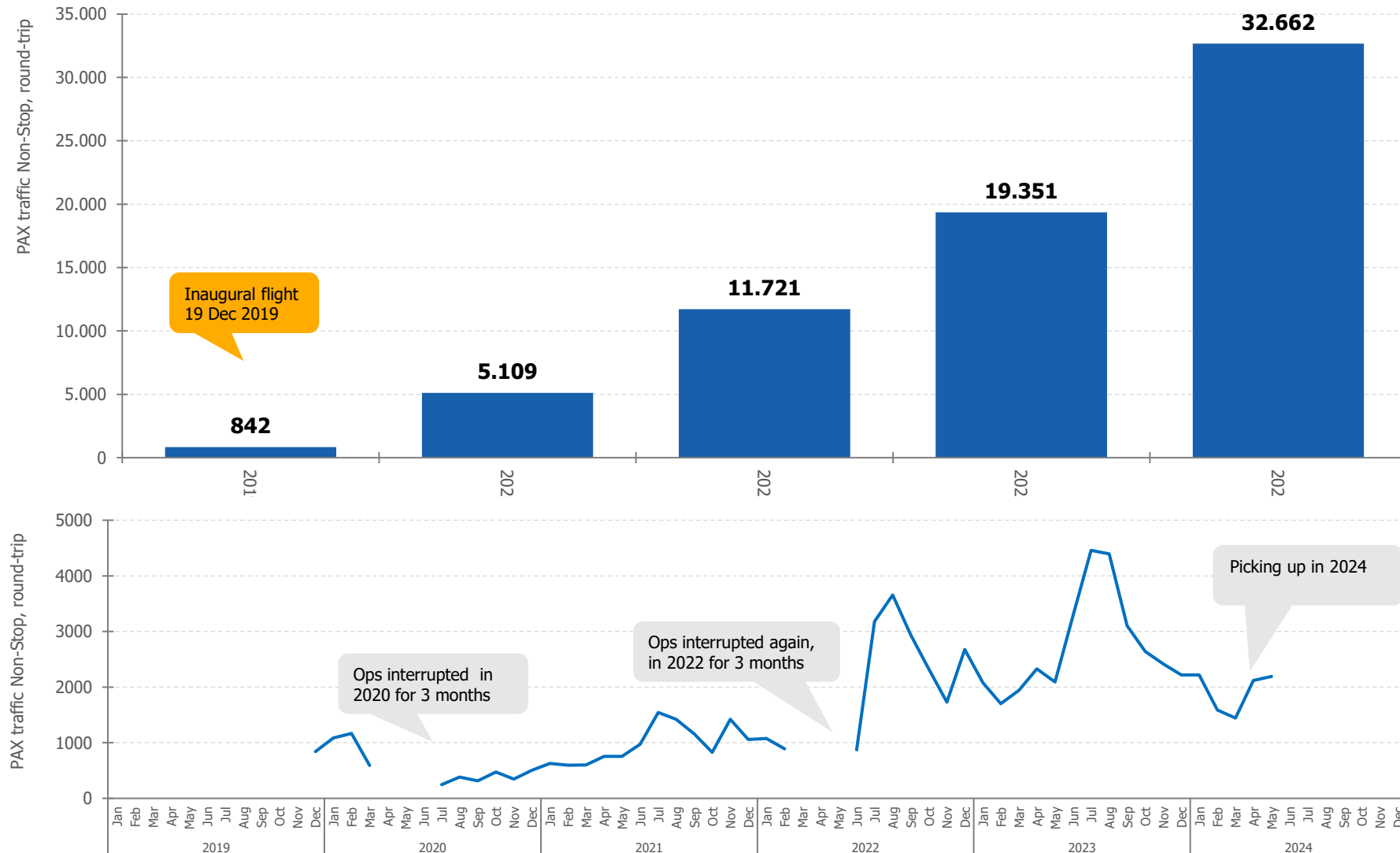
→ **The African market**

→ **Passenger Demographics**

Brave start in turbulent times, a vote of trust in the Athens market despite head-winds (COVID/travel restrictions – Geopolitical issues)



Ethiopian - PAX traffic evolution
2019 to 2023
All PAX on board, including ATH and beyond

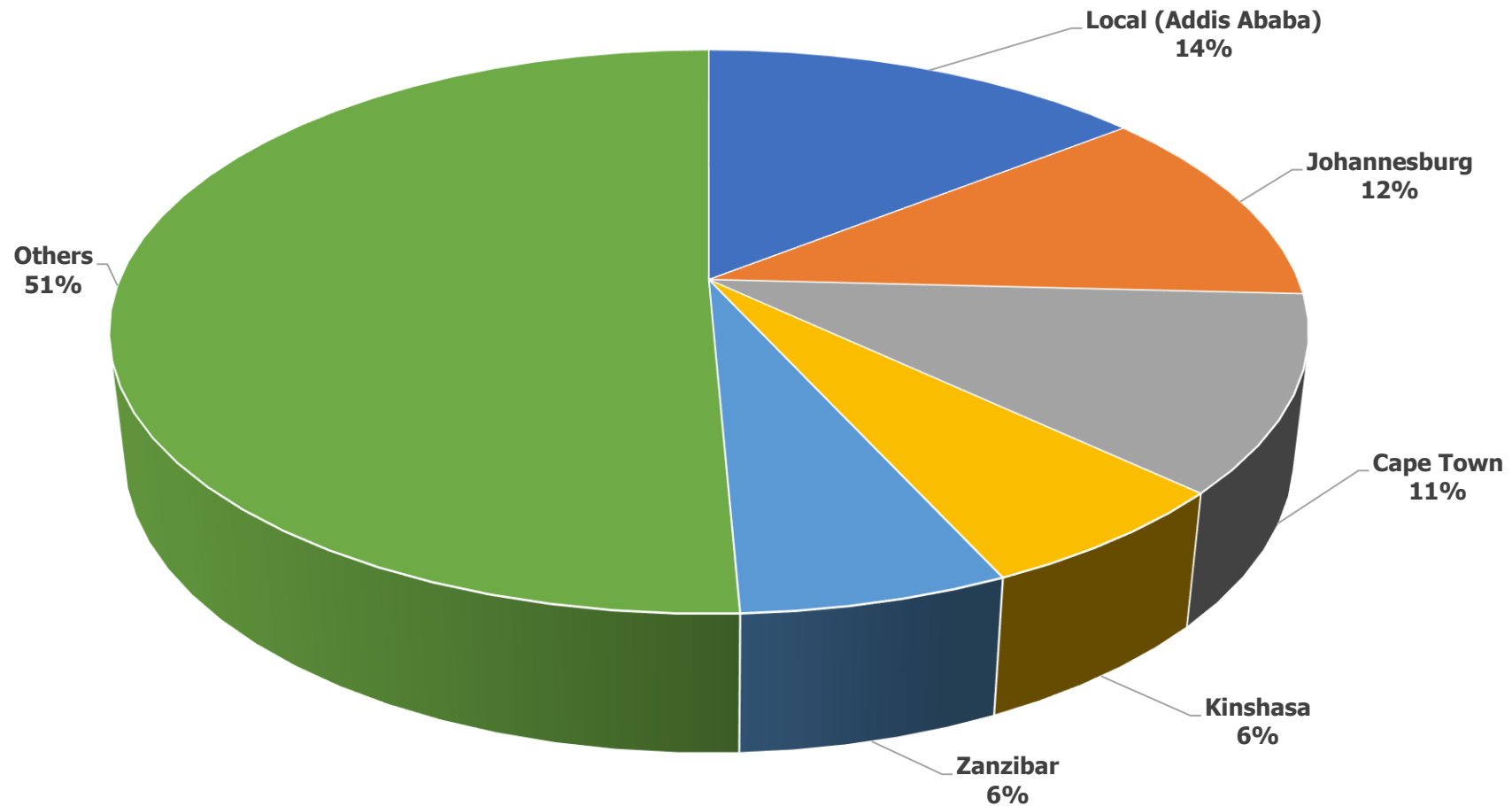


Source : AIA MIS
Communications & Marketing (CMA)

Ethiopian not only a point-to-point airline, Johannesburg, Cape Town, Kinshasa & Zanzibar at TOP positions beyond ADD



Final destination for PAX on ET flights ex ATH
Jan - Dec 2023





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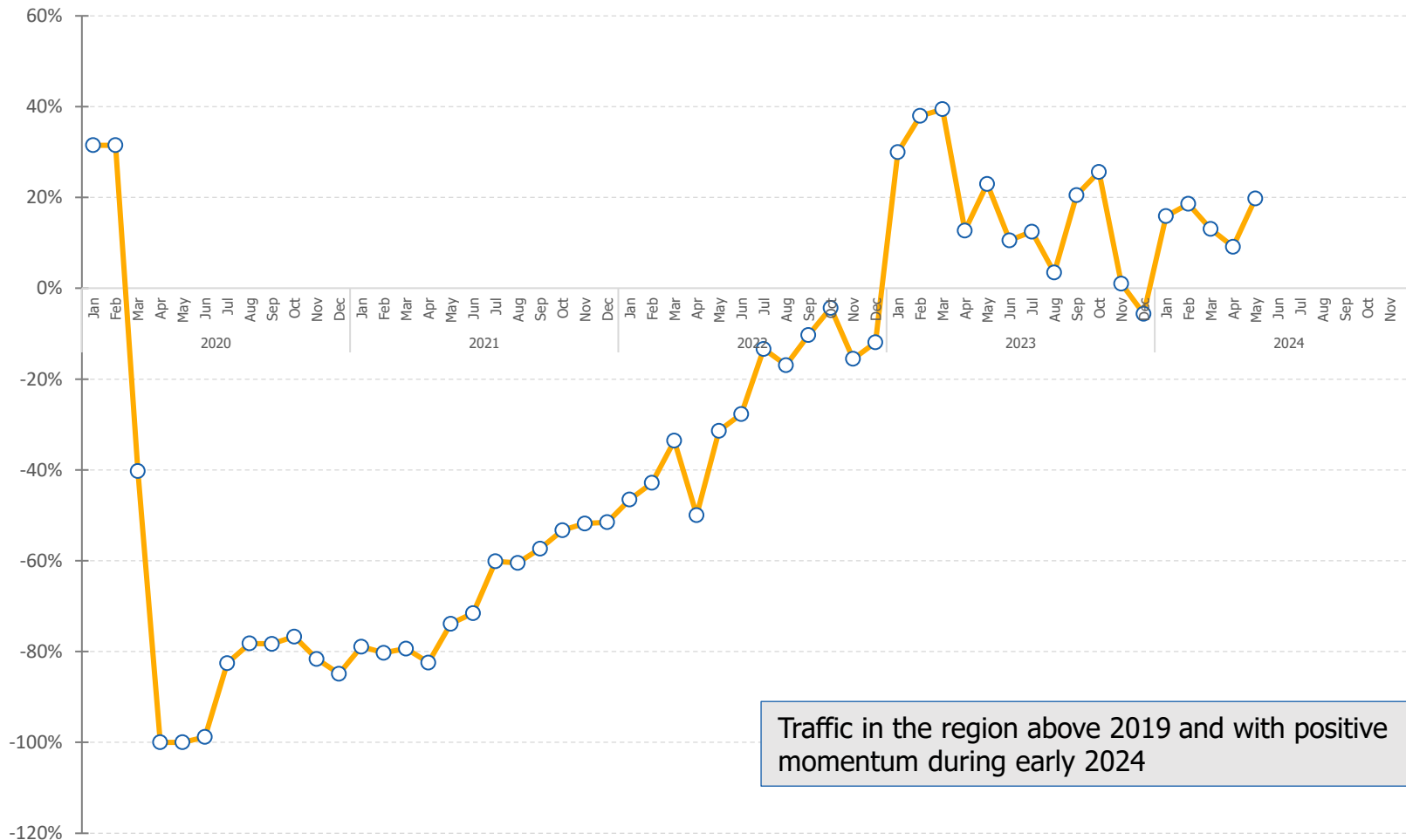
→ **The African market**

→ **Passenger Demographics**

Passenger traffic above 2019 levels almost throughout 2023 and during January to May 2024



African region
M-o-M performance vs. 2019



2023

➤ Passenger traffic at **+27%** vs.19

2024

➤ **+15%** when compared to 2019

Traffic in the region above 2019 and with positive momentum during early 2024



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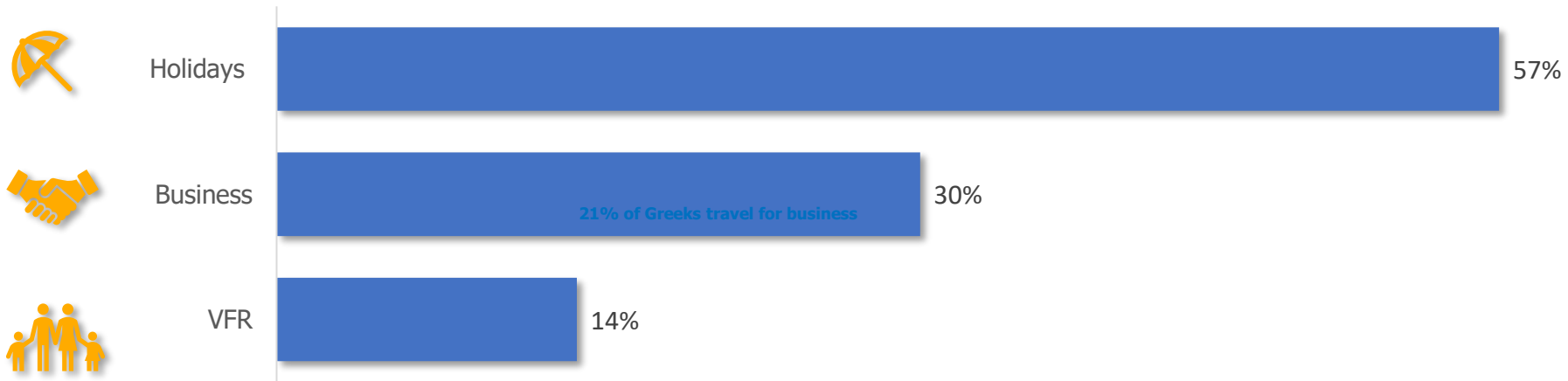
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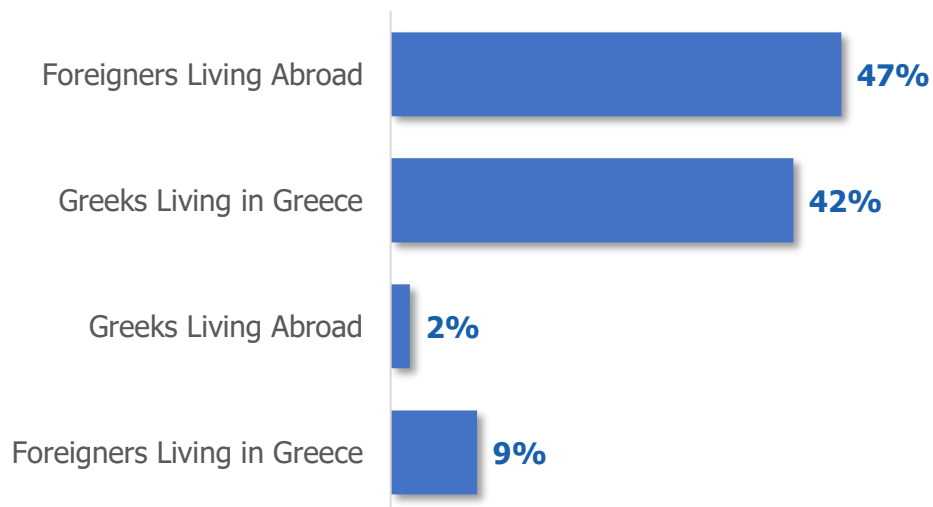
Travelling Characteristics for ATH – sub-saharan African market



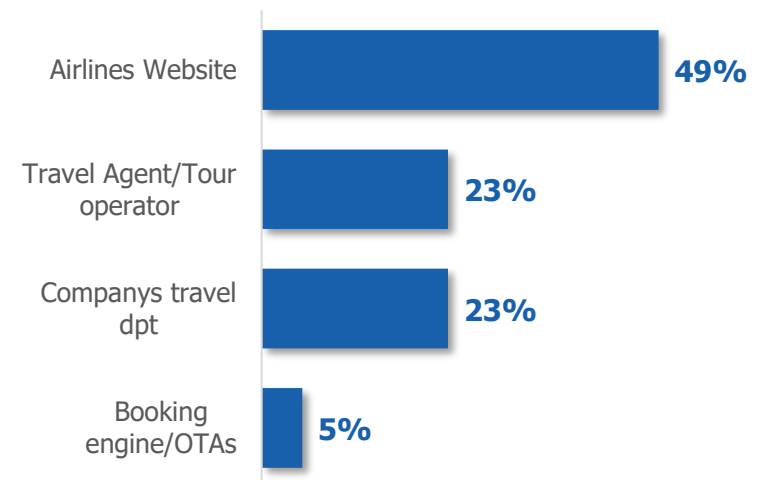
Trip purpose



Nationality vs Residency



Booking means



Reservation period: 45 days



ATH - sub-Saharan Africa personas

Aleksandra

The Greeks



- **Holidays (42%)**
as well as **Business (41%)**



43 years old

- Booking equally via **airlines website** or **Company's travel dpt (33%)**, or **travel agents (26%)**
- Travelling mostly **alone (42%)** or **with partner (34%)**
- Ticket reservation on average **37 days** before flight
- **6 trip/year**
- Average length of trip **24 days**

The Africans

Yared & Abeba



- **Holidays (65%)**
...but also, **business (20%)**



41 years old

- Booking mostly via **airlines website (67%)**, or **travel agents (15%)**
- Travelling **in couples (41%)** or **alone (33%)**
- Ticket reservation on average **54 days** before flight
- **5 trips/year**
- Average length of trip **24 days**



THANK YOU!

