



Eyjafjallajökull and Aviation
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THE IMPACT

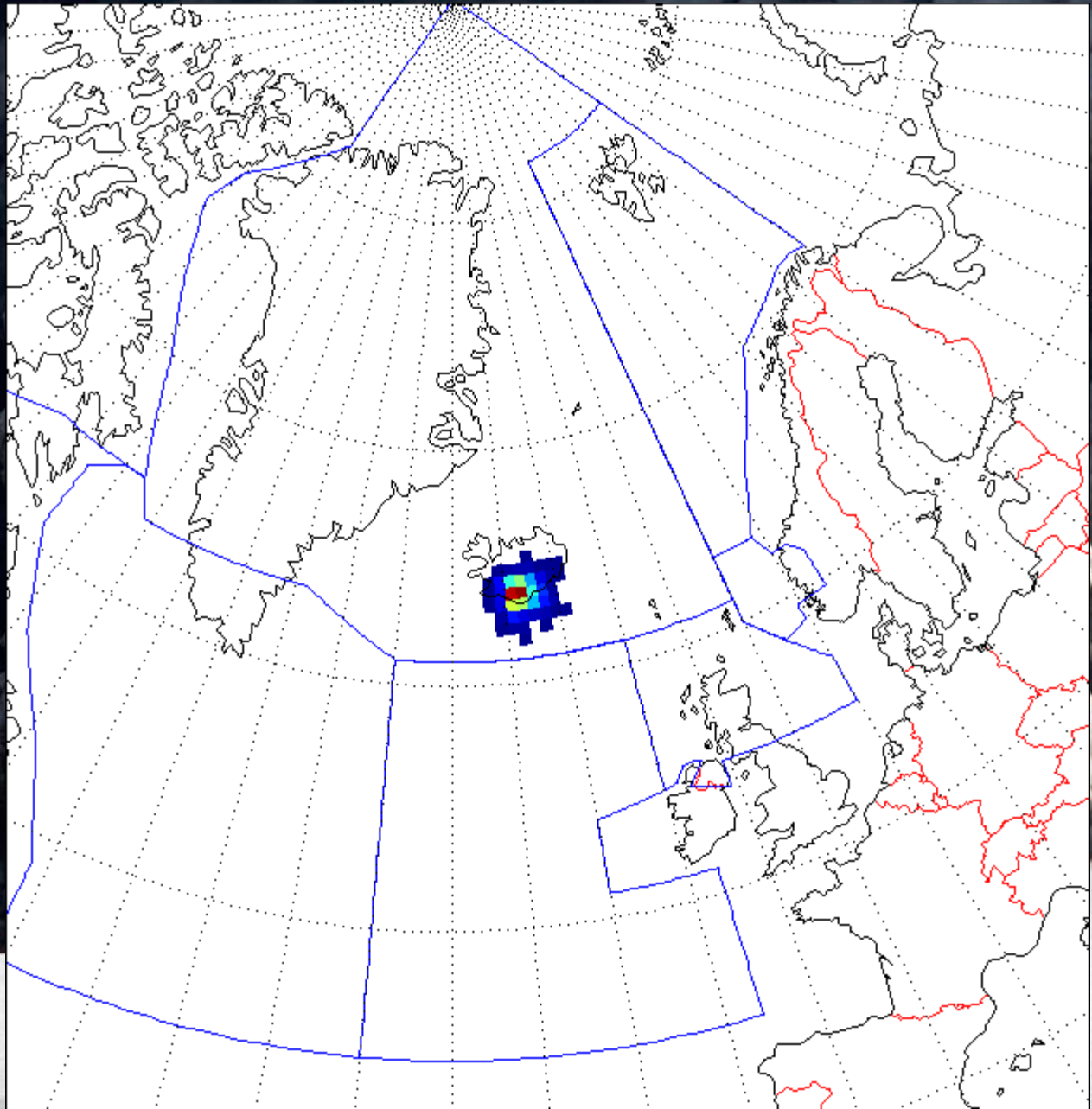
- + Worst delays since 9/11
- + Biggest impact on European civil aviation since World War II
- + Third major crisis in past 10 years
- + Estimated over 5 billion USD impact on the global economy
- + Estimated 1.8 billion USD lost revenue for airlines
- + Over 100.000 flights cancelled during a one week period
- + Heavy delays
- + Millions of passengers stranded all over the world
- + Huge impact on Iceland and Icelandic Economy - More serious effect if not for quick and drastic decisions

MUCH IS AT STAKE

- + Tourism created 20% of foreign currency income for Iceland
- + Tourism is 11,5% of GDP
- + Foreign Currency income in 2009 was 155 billion ISK
- + Tourism creates 10% of jobs
- + Summer of 2009 was the best ever, and 2010 bookings before eruption looked even more promising
- + A massive blow to the economy is a real possibility

HOW WERE WE PREPARED

- + We have in past 2 years analysed the impact of a possible volcanic eruption
- + Identified this as a possible threat in our SWOT
- + We built an inhouse model to try to predict the impact of an Volcanic eruption
- + We established a “Crisis Committee” with experts from flight operation, maintainance, route network and scheduling, executive Mgt, opsco and sales & marketing



ICELANDAIR REACTION

- + Speed and flexibility is the key
- + Maintaining flight schedule was a major priority
- + No discount on safety
- + Image of Iceland and Icelandair at stake
- + Flights to UK and Scandinavia as options to travellers
- + Flew every day to North America when European airports were closed and to European Airports that opened up
- + Moved our hub / route network to Glasgow
- + No impact on Booking inflow transatlantic
- + Crisis committee met 4 times a day for 6 weeks to decide on next steps based on forecast maps from VACC
- + Big focus on cooperation -> ISAVIA / the aviation authorities, the government, National Commissioner of the Icelandic Police, Department of Civil Protection...





- Vi er egentlig ganske glade i den vulkanen

Flystopp sendte backpackergutta på luksushotell med alt gratis. [Les saken](#)

Fire fly fra Island lander i Norge i ettermiddag

- Luftrommet åpnet mellom Kristiansund og Berlevåg
- Tre av fire flygninger i Europa kansellert

Her er de siste oppdateringene



Moving the hub over the ocean to GLASGOW

- + Maintaining flight schedule was a top priority – Were never locked in
- + Decision to move hub to GLA taken in six hours when KEF Airport closed
- + 200 ground and cabin crew staff moved to Glasgow and Akureyri
- + Almost 200 updates on 19 Websites in 11 languages
- + Over 80 press releases sent out
- + Daily contact with our partners and agents
- + Hourly Facebook and Twitter updates
- + 10 days total in 3 spells
- + 20-36 flights a day with 4-6000 pax



WHAT WE LEARNED OR NEED TO LEARN

- + The importance of the airline industry in today's global economy is more than ever
- + There was and is lack of understanding on volcanic ash behaviour on aviation
- + We have learned a lot which will help us next time, but more knowledge is needed
- + More research is needed among aircraft and engine manufacturers
- + Forecasts need to advance to better predict
- + Real time research and measurements must develop to give more precise results
- + Better Minimum Concentration Threshold is Required
- + Improve Forecast Models, Input Data and Operational Use
- + Clearer and more transparent environment (rules & laws) for airlines in a "Force Major" or "Act of God" situation. Airlines should not be held responsible for compensations to customers
- + Never waist a good crisis – be prepared



Thank You