

Adria collapse cuts Slovenia's direct links to 24 countries

60% of international capacity evaporates



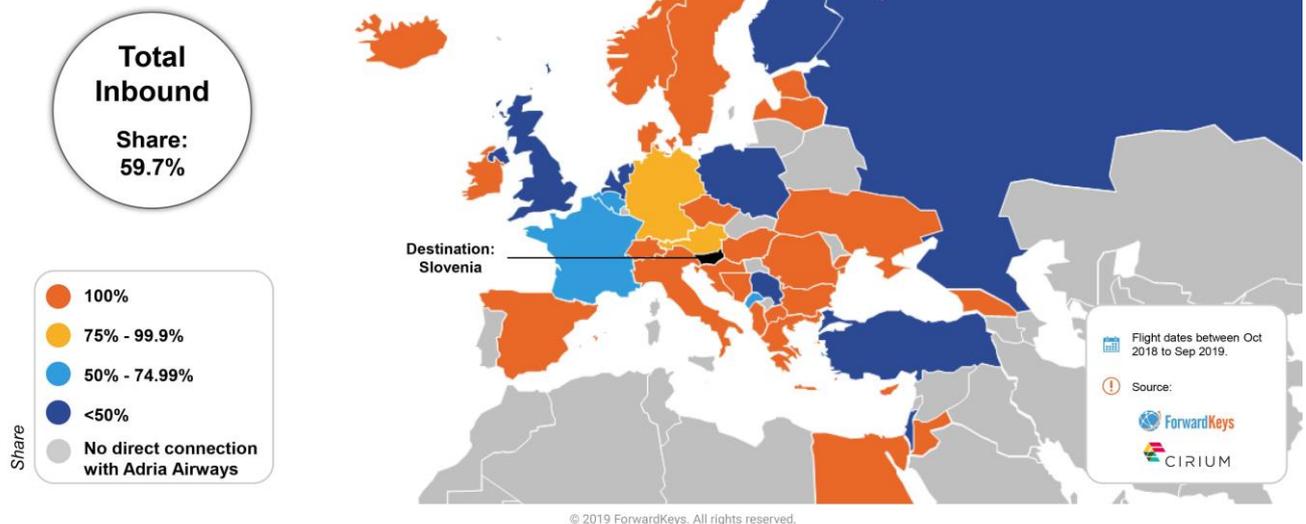
Olivier Ponti, VP Insights, ForwardKeys

A study by ForwardKeys, the travel analytics firm, has revealed that the bankruptcy of Adria Airways on 30th September, which accounted for 59.7% of international seat capacity to Slovenia, has resulted in the loss of direct flight connections with two dozen countries, including Czech Republic, Spain and Switzerland, all important origin markets for the country.

Other key source markets such as Austria, Germany and France will also be impacted, as Adria Airways accounted for 99.6%, 87.3% and 50.8% of seat capacity on flights from these countries.

The full list of countries, which had direct connections to Slovenia in the past 12 months and have now lost them, comprises: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Georgia, Greece, Hungary, Iceland, Ireland, Italy, Jordan, Latvia, Macedonia, Norway, Romania, Spain, Sweden, Switzerland and Ukraine. However, the impact is less dramatic than the list suggests, because some of the routes, such as those from Estonia, Georgia and Greece are seasonal, and others, from Cyprus, Hungary, Italy, Jordan, Latvia, Romania and Ukraine are irregular.

Adria Airways' share of seat capacity on direct flights to Slovenia by country of origin, Oct 2018 – Sep 2019



Olivier Ponti, VP Insights, ForwardKeys, said: “Given the attractiveness of Slovenia as a destination, I expect other airlines to fill the gaps left by Adria Airways but how long it will take to get back to the previous level is anyone’s guess. Slovenia, and its vibrant capital Ljubljana, remain accessible and well worth a visit; however, if you were counting on Adria Airways to get you there quickly, you must now allow more time.”

Ends

About ForwardKeys

ForwardKeys helps its clients measure and improve the effectiveness of their marketing & operations; anticipate the impact of events; and capitalise on future trends. Its data scientists do so by analysing an unparalleled amount of air travel information to produce valuable insights into the profile, behaviour and impact of past, present and future travellers. Sources include airline capacity plus over 17m booking transactions and 7m flight searches per day. Customers are brands, retailers, duty-free specialists, financial institutions, media agencies and travel marketers worldwide.

For further information, please contact Sophie Luis, Sophie.Luis@Tarsh.com on +44 (0) 20 7112 8556 or David Tarsh, David@Tarsh.com on +44 (0) 20 7602 5262 or visit www.ForwardKeys.com