



The Jazeera Airways Effect

2006

Wings of Freedom

A National Carrier of Kuwait.

jazeera AIRWAYS
طيران الجزيرة

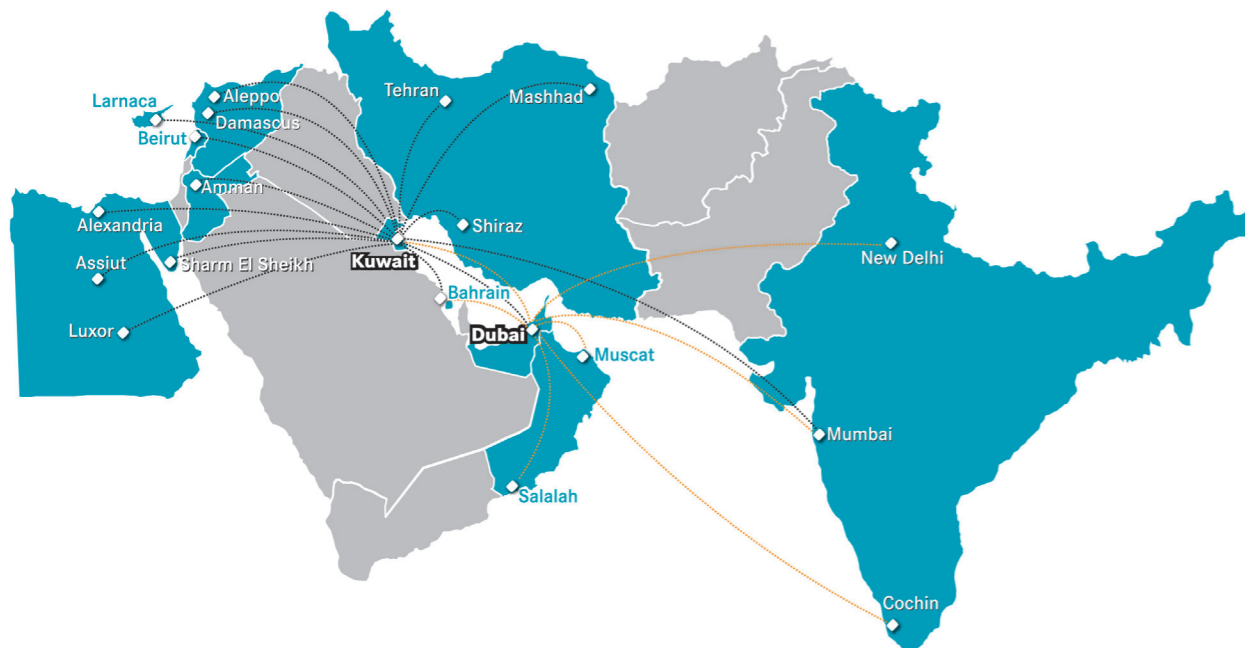
The Jazeera Airways Effect

The launch of Jazeera Airways on October 30th 2005 generated a lot of concerns from the aviation community in the region. Some believed that this new airline would steal or ‘cannibalize’ travelers from other airlines. However, by the airline’s first anniversary the industry noticed the opposite has occurred. Jazeera Airways’ added capacity combined with attractive fares and ongoing marketing had a spill over effect on the airlines and in turn actually stimulated the entire market to growth levels the industry has not seen in years. The extent of this effect became clear when airport statistics began reporting and feeling the impact of the increase in travelers.

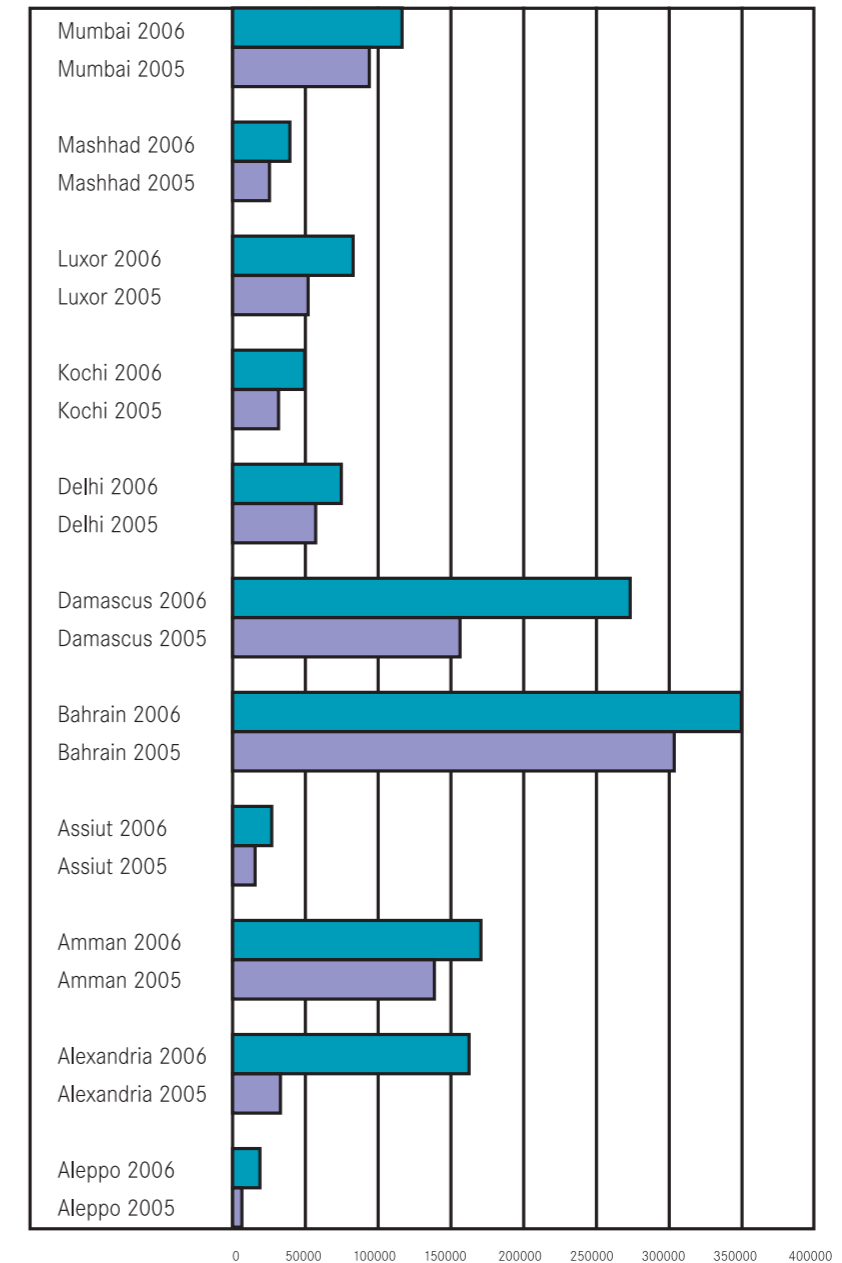
This phenomenon has come to be known as the ‘Jazeera Airways Effect’, which has not only impacted Alexandria, Amman, Beirut, and Damascus but the majority of the cities Jazeera Airways operates to. This document reviews the Jazeera Airways’ effect on the market by showing the actual official statistics released by the relevant aviation and airport authorities. The following pages show the Jazeera Airways Effect on the following routes:

- Kuwait-Aleppo
- Kuwait-Alexandria
- Kuwait-Amman
- Kuwait Assuit
- Kuwait-Bahrain
- Kuwait-Damascus
- Kuwait-Delhi
- Kuwait-Dubai
- Kuwait-Kochi
- Kuwait-Luxor
- Kuwait-Mashhad
- Kuwait-Mumbai

Jazeera Airways Route Map



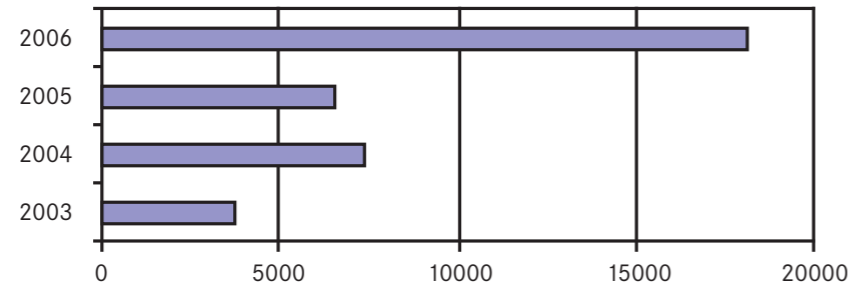
The Jazeera Airways Effect Summary Graph*



*All comparative data are based on Jazeera Airways operations dates

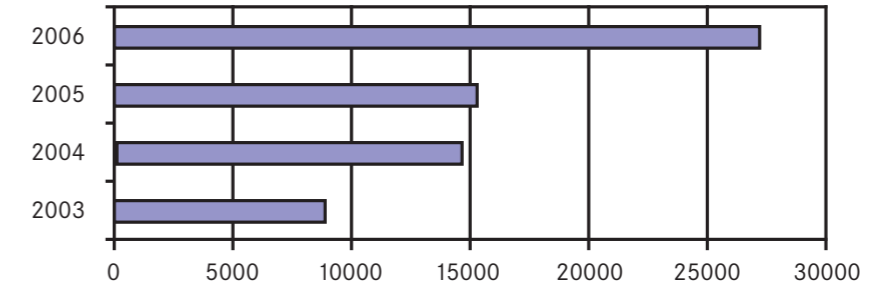
The Jazeera Airways Effect on Aleppo

Jazeera Airways Effect 207% stimulation of entire route traffic



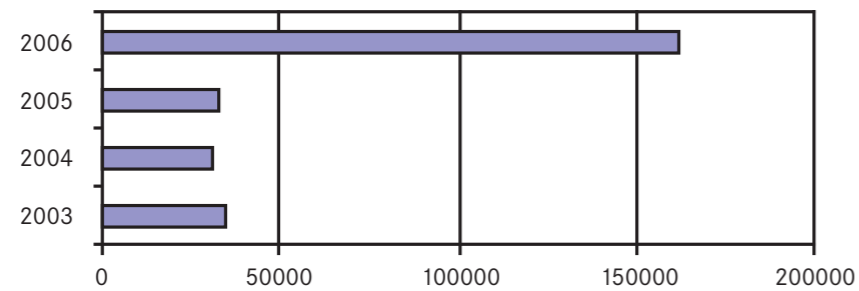
The Jazeera Airways Effect on Assiut

Jazeera Airways Effect: 92% stimulation of entire route traffic



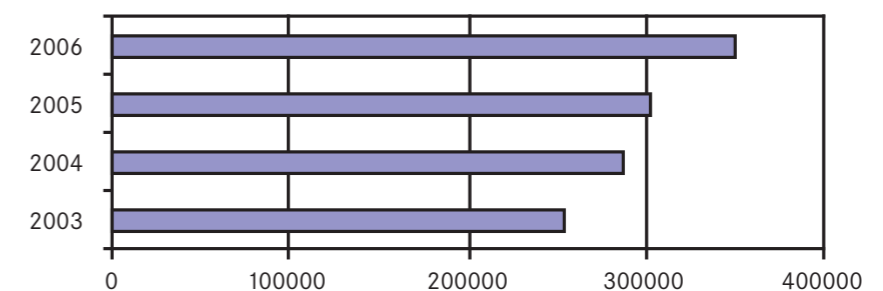
The Jazeera Airways Effect on Alexandria

Jazeera Airways Effect 194% stimulation of entire route traffic



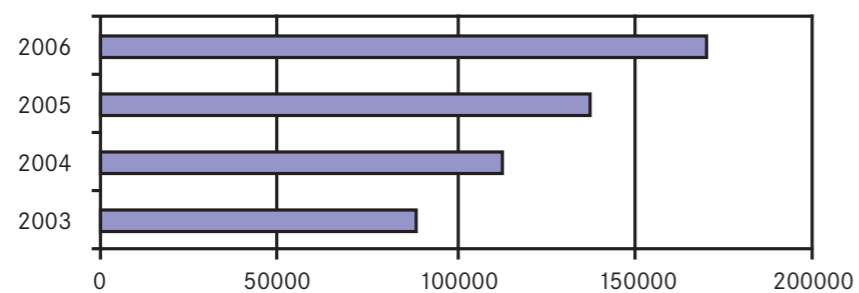
The Jazeera Airways Effect on Bahrain

Jazeera Airways Effect 22% stimulation of entire route traffic



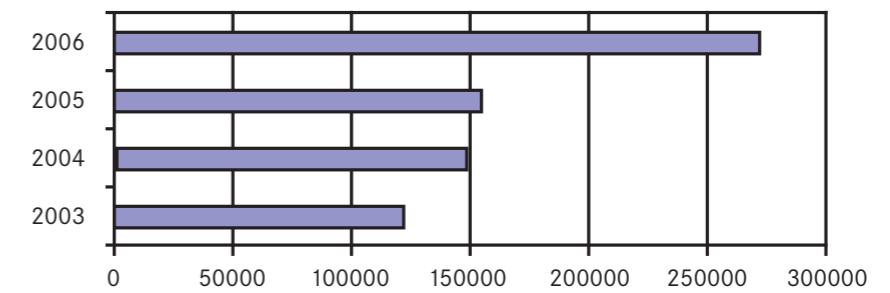
The Jazeera Airways Effect on Amman

Jazeera Airways Effect: 28% stimulation of entire route traffic



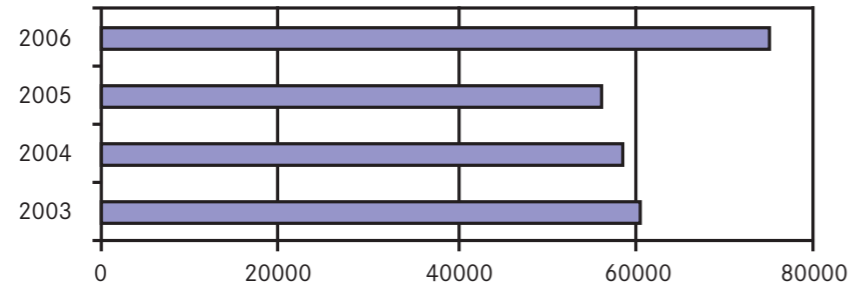
The Jazeera Airways Effect on Damascus

Jazeera Airways Effect: 65% stimulation of entire route traffic



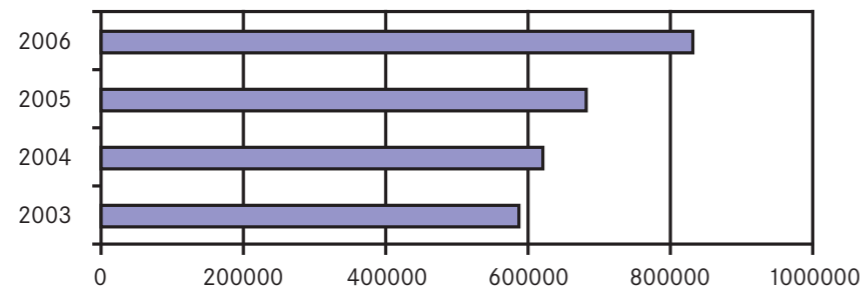
The Jazeera Airways Effect on Delhi

Jazeera Airways Effect: 16% stimulation of entire route traffic



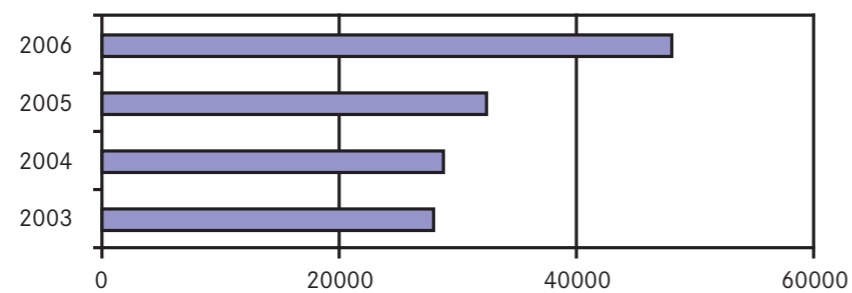
The Jazeera Airways Effect on Dubai

Jazeera Airways Effect: 15% stimulation of entire route traffic



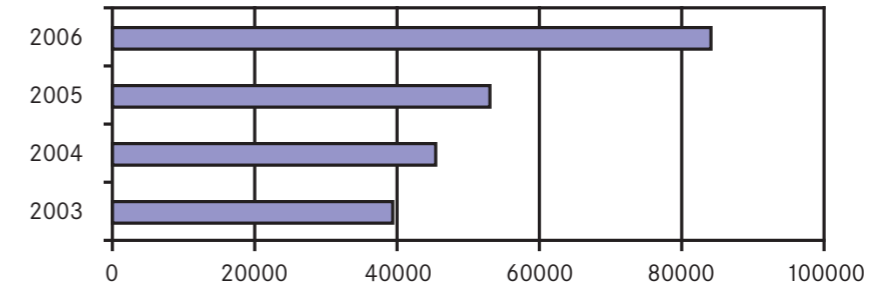
The Jazeera Airways Effect on Kochi

Jazeera Airways Effect 38% stimulation of entire route traffic



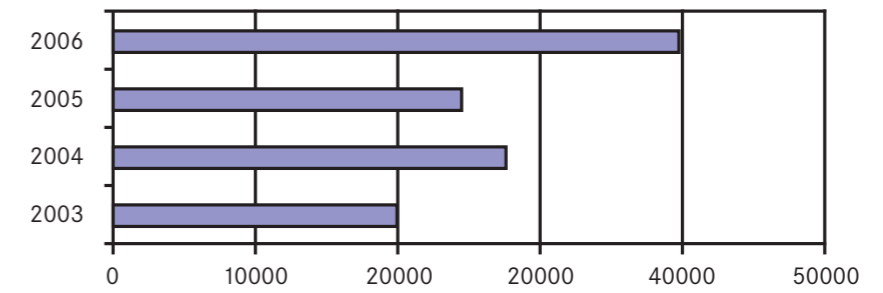
The Jazeera Airways Effect on Luxor

Jazeera Airways Effect: 77% stimulation of entire route traffic



The Jazeera Airways Effect on Mashhad

Jazeera Airways Effect: 53% stimulation of entire route traffic



The Jazeera Airways Effect on Mumbai

Jazeera Airways Effect 29% stimulation of entire route traffic

