



PRIMERA AIR CONTINUES SHOWING RAPID GROWTH AND CONQUERING THE USA MARKET

News / Airlines



The introduction of three fare classes on European flights, development of the most demanded routes and closing down the unprofitable flights have been the most important factors that allowed a low – cost airline *Primera Air* to achieve the record high results this year. Taking into account airline's outstanding performance, *Primera Air* continues to revolutionize transatlantic flights from Europe to USA.

During the first eight months the number of passengers carried by *Primera Air* has grown by 23,4% compared to the same period last year and has reached 700,8 thousand people. According to the forecasts, the number of passengers carried by the airline will exceed one million by the end of 2017.

As announced before, *Primera Air* starts flying to New York and Boston from its new European bases in London, Paris and Birmingham beginning of April 2018. Starting from spring next year *Primera Air* will also commence flights from Riga to its most popular vacation destination – the city of Malaga in Costa del Sol region in Spain.

Continuing the success of previous years, during the first eight months of 2017 company has increased its total earnings by 16,3% as well as revenues per available seat – kilometre

(RASK) by 12,1% compared to the same period last year. The airline has also managed to show compelling performance regarding ancillary revenue that has grown by 3,11%, reaching income of 9,36 million euro.

“We are proud to announce excellent financial performance of our airline and the increase in the number of passengers we have carried. This in particular means that all our actions taken and projects launched in 2016 are delivering great results: we have improved our product by introducing three fare classes on European flights, closed unprofitable routes and focused on those with higher demand. We have also managed to increase our load factor and now enjoying amazing results – our average annual load factor has reached 87%,” said *Primera Air* vice – president and chief commercial officer Anastasija Viš?akova.

Airline tickets to more than 70 destinations operated by *Primera Air*, including new European bases in London (Stansted, STN), Paris (Charles de Gaulle, CDG) and Birmingham, UK (BHX) can be purchased at www.primeraair.lv.

Primera Air is a scheduled operator, operating flights to more than 70 airports in Europe. *Primera Air* is based in Denmark and Latvia, and is part of the *Primera Travel Group* that operates travel agencies and tour operating companies in Sweden, Denmark, Norway, Finland, Iceland and Estonia.

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