



Market analysis

22 Feb 2016

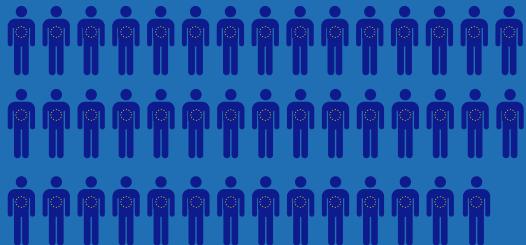
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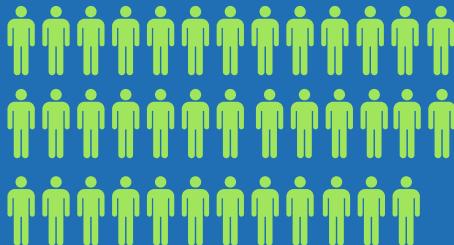
Global perspective



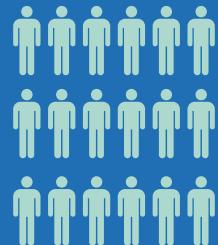
In 2014, **879 million** passengers travelled by air in the European Union, an increase of 4.4 % compared with 2013 [1].



44% were
intra-EU flights



38% were
extra-EU flights



18% were
domestic flights

According to the data gathered from the interviews (taken in Helsinki, Turku, Krakow, Barcelona as well as on online forums), the waiting times are usually quite short - we can estimate the average to **2 hours**.

Tranzitter wants to operate in market of **providing short and unique experiences** for passengers who are waiting for their connecting flight.

Our market **heavily relies on geography**. We have analyzed the data from three chosen airports.

A natural consequence of such market's structure is to start operating at first in one 'pilot' city.

We chose **Helsinki**.



Market trends



money



Earning power of people is rising. Many people can afford to realize their dreams and travel a lot more frequent.

less time



People want to make better use of their time, since nowadays they are always running.

tourism



Europe is being visited by more and more tourists yearly.

borders



Due to terrorist threats and unstable political situation in some countries, we can expect more restrained security policy on airports. Some countries from Schengen zone may even restore border controls.



Airports' customers

According to our interviews, most of the people waiting on the airports **are bored**.

People would like to do something fun while waiting on their connection flight... but they are not sure what and they don't seem to want to think about that.

About 15% of interviewed people didn't mind waiting on the airport.

Transit stops are not destinations and people usually **don't plan the transit time**.

Only around 10% of interviewed customers would consider taking a short sightseeing trip to the nearby city, if they were assured that they will be back on the airport on time for their transfer flight.

Local marketplace

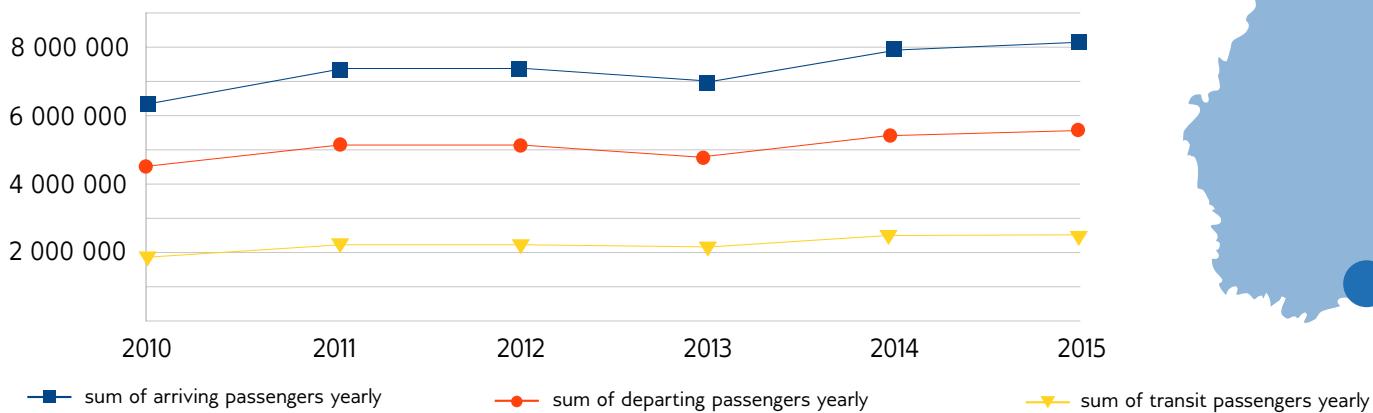


According to official data, in 2015 Helsinki-Vantaa airport has served 8 206 285 passengers [2].

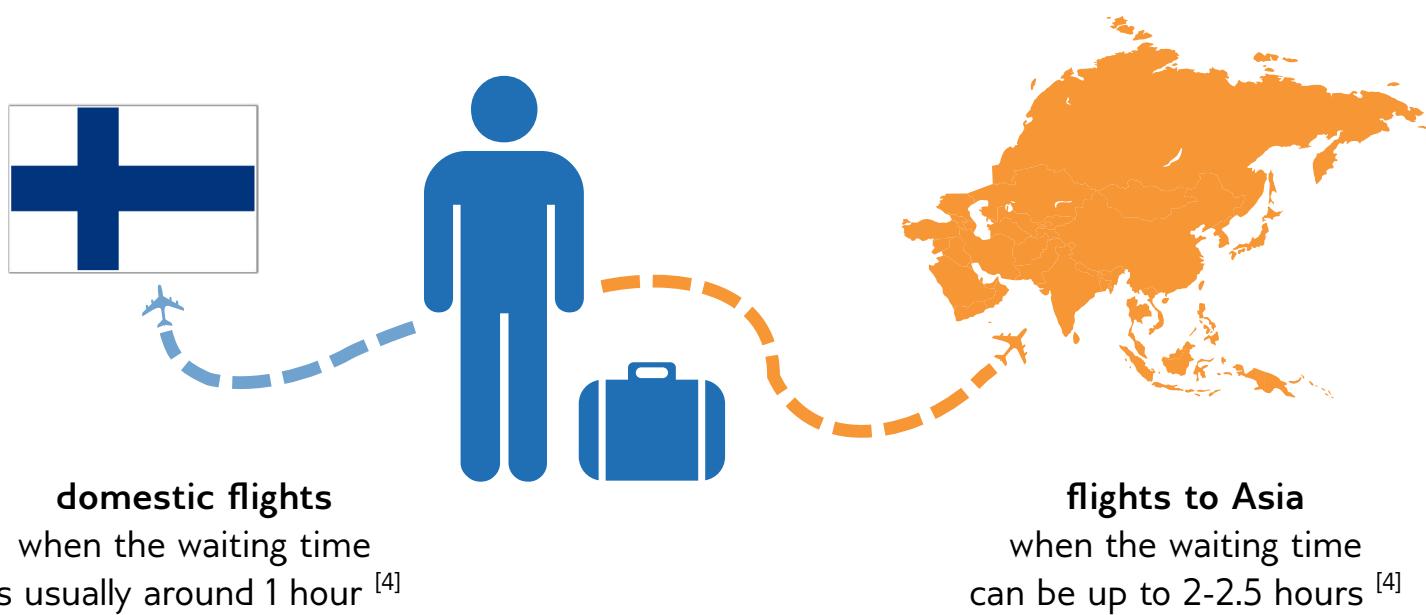
2 569 418 passengers were transit passengers (Helsinki was not their final destination but a stop on connecting flight) [2].

That creates us a market of about **7040 potential customers** daily.

Market is quite stable and growing slowly [2]:



On Helsinki-Vantaa airport we can distinguish **2 main groups of transfer passengers** [3]:

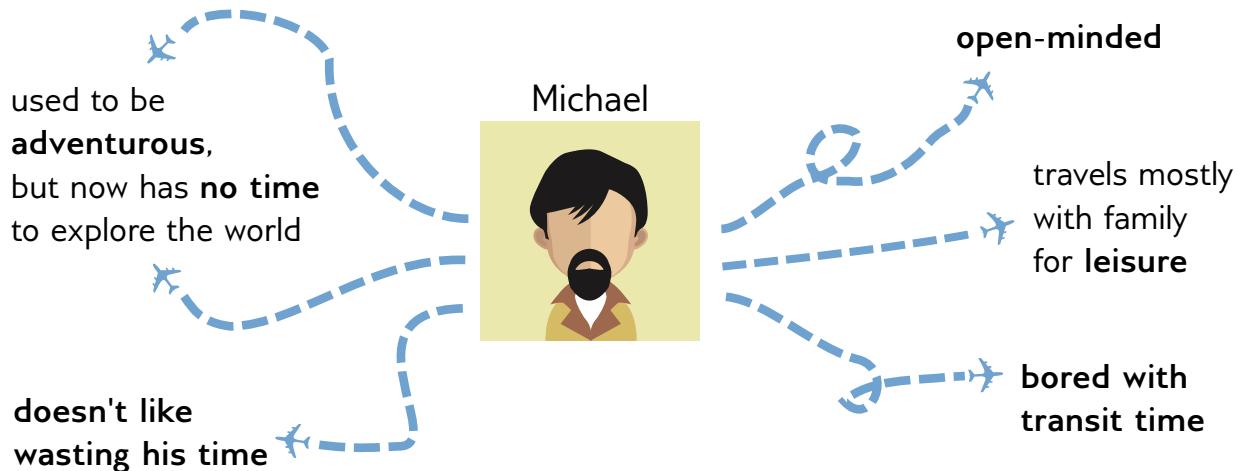


The waiting time is in both options quite short - therefore **transit passengers in Helsinki might be reluctant to leave the airport** in between the flights.

Our customer

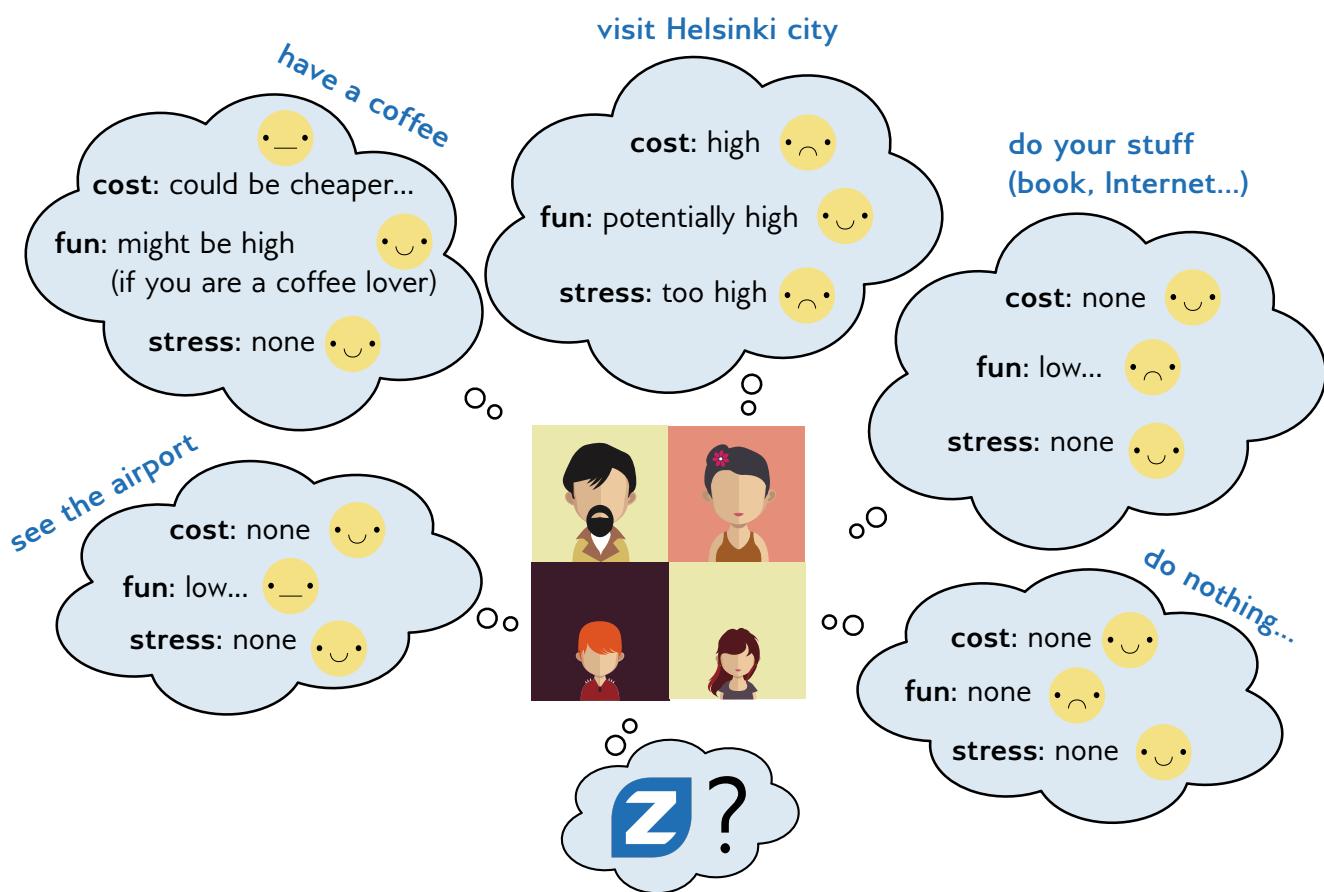


Meet **Michael** - Norwegian 30ys old businessman, father of two children.



Michael decided to take his family on holiday to their dream destination - Tokyo. They take flight from Oslo to Helsinki, and then, after a few hours, they take a second flight from Helsinki to Tokyo.

What can Michael and his family do when waiting for their transfer flight?



References:

- [1] http://ec.europa.eu/eurostat/statistics-explained/index.php/Air_transport_statistics
- [2] Finavia statistics <https://www.finavia.fi/en/finavia-corporation/statistics/>
- [3] Interview with Petra Merikanto from Finavia corporation
- [4] Flights search engine <http://flights.google.com>

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