

# SAS



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# Today's destinations



# Today's destinations



# Austin, Tx





# Austin, Tx



- Population of around 1 million
- Over **30 million+** tourists every year
- Known as the "**Live Music Capital of the World**," Austin has over 250 live music venues.
- Often referred to as "Silicon Hills" due to its **growing tech industry** presence.
- Boasts a warm climate with over **300** sunny days per year.
- Known for its focus on **sustainability** and **environmental** initiatives.
- Recognized as one of the most **LGBTQ+ friendly** cities in the United States.
- Frequently ranked among the **best places** to live in the U.S. due to its vibrant culture, job opportunities, and quality of life.



# Opportunities in Austin



- Many companies are **relocating** their headquarters to Austin, increasing business travel demand. Notable relocations include Oracle and Tesla's Gigafactory.
- Austin's population grew by **33%** from 2010 to 2020, making it one of the **fastest-growing** large cities in the U.S.
- The city hosts numerous conventions and conferences, including South by Southwest (SXSW), which alone attracts over **400,000** attendees from around the world.
- As a centrally located city in the U.S., Austin offers **strategic connectivity** for both domestic and international flights.
- Austin consistently ranks among the top cities for **job growth**



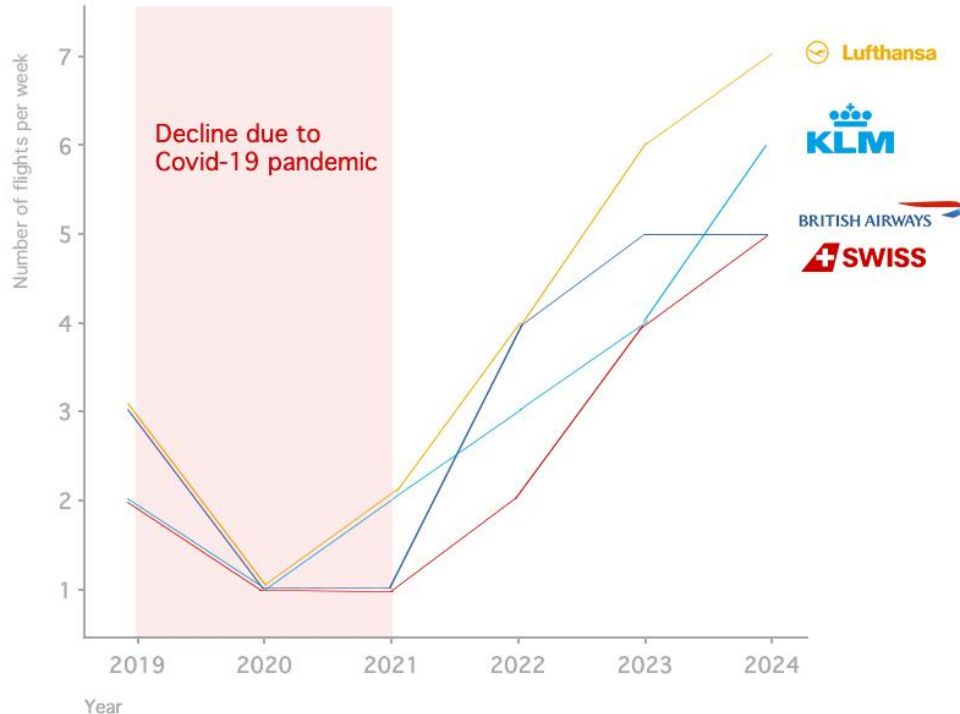
Why aren't SAS flying to Austin?





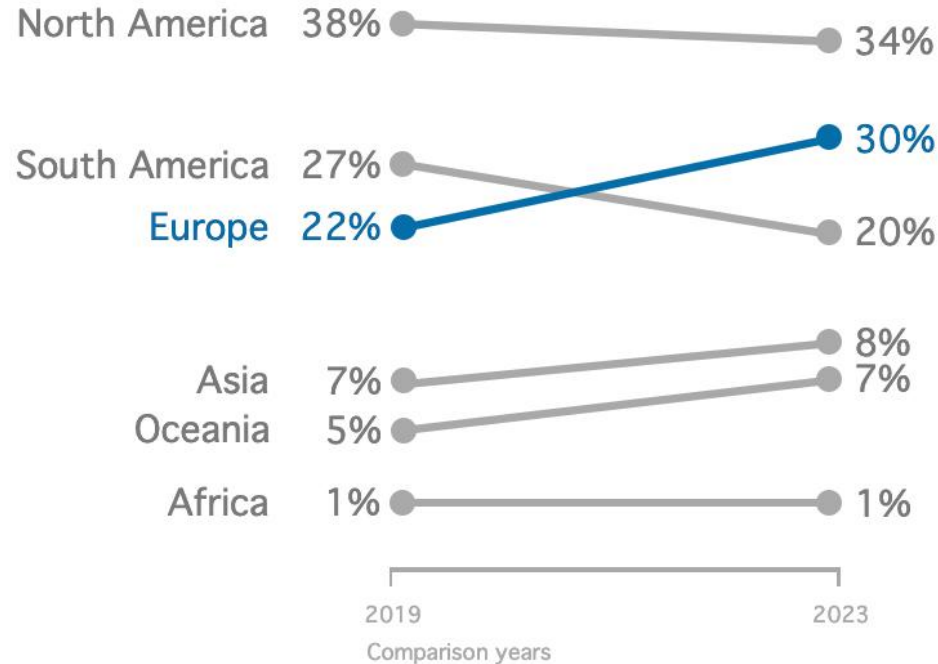
# Our biggest competitors views on Austin

Weekly flights to Austin by SAS four major competitors



# Rise of European Arrivals to Austin

## Arrivals based on continents to Austin

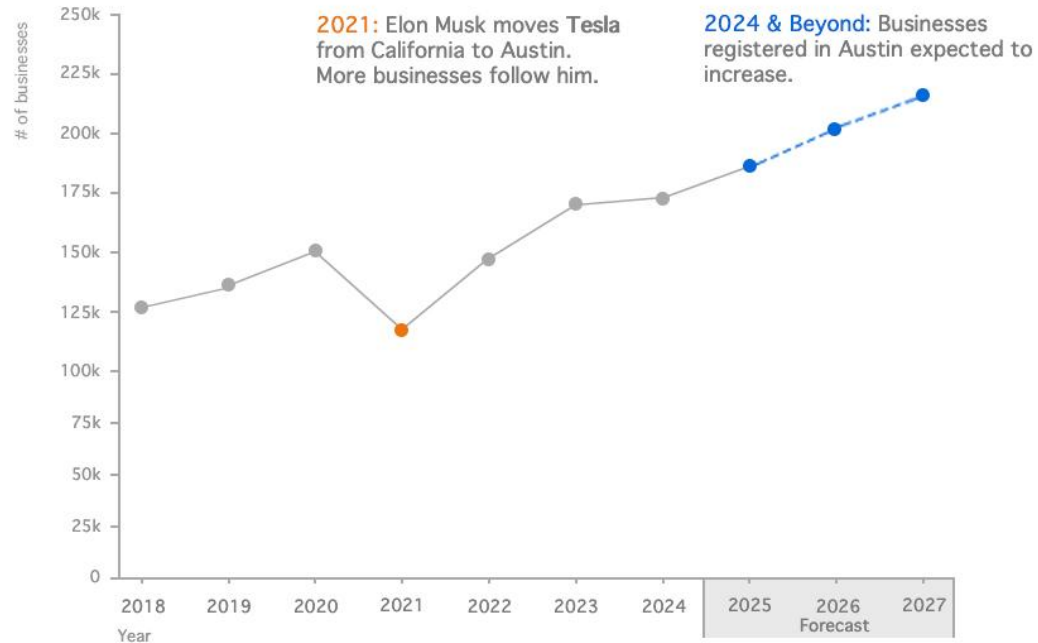


Source: Austin-Bergstrom International Airport



# More Businesses opening in Austin

## Businesses registered in Austin



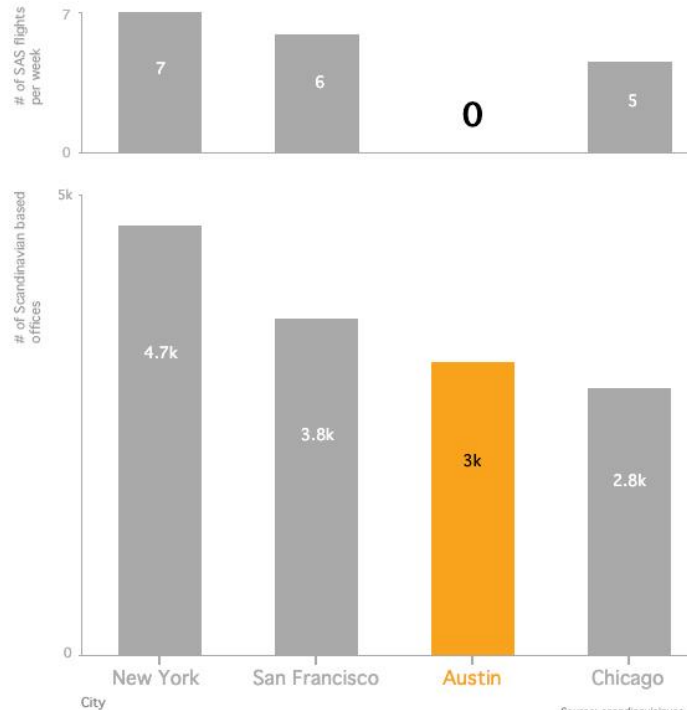
Source: austin.gov



# Scandinavian Connections to Austin

SAS weekly flights to destinations with  
Scandinavian based offices\*

\* As of May 2024



Source: scandinaviainusa.org

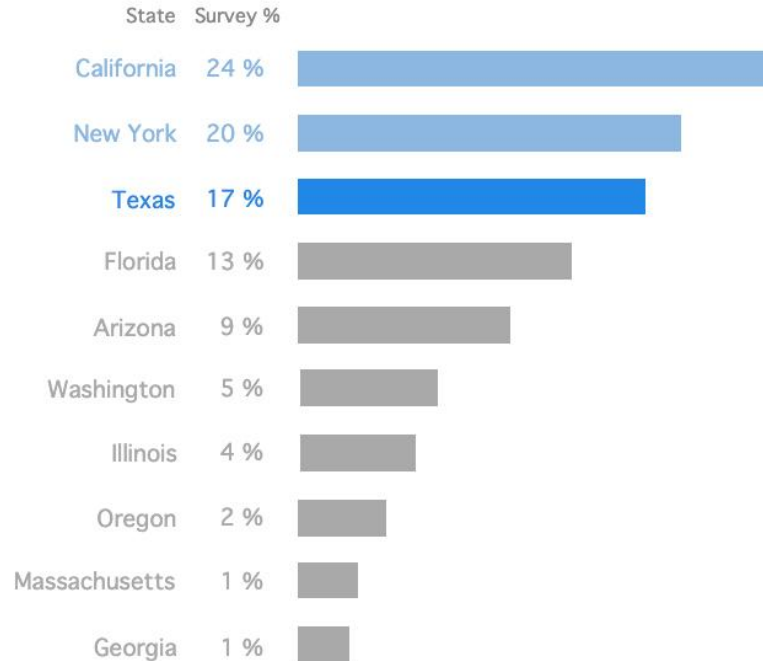




# Tourists in Texas

## Top 10 US States Europeans want to visit\*

According to survey



\* Survey made in 2023 with 112k respondents. The question was phrased: "Which State would you most likely visit if you had the chance to go right now". Majority of the respondents came from western Europe with various backgrounds. Only top 10 answer is shown, the respondents were able to choose from 50 US states.



# Proposal

SAS should implement at least **one direct route** per week from all our hubs (Stockholm, Copenhagen, and Oslo) to Austin, Texas. This destination could be **vital** for our growth.



# Summary

- Austin is a blooming city
- People have a lot of reason to visit Austin
- Competitors are flying regularly to Austin
- Again, we should consider flying to Austin

