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Progress for Cimber Sterling

After many months with falling ticket prices, the picture now seems to be changing. The so-called yield (revenue per passenger per seat-kilometre) rose at Cimber Sterling after a prolonged period of declining prices. Figures just published by Cimber Sterling show an 11% increase in revenue per passenger.

The markedly improved yield is primarily accounted for by Cimber Sterling's southern European destinations. As the company has previously communicated, last summer was marked by the start-up of the new business, which was reflected in the ticket pricing.

"First of all, because we came on the market with our product in early 2009, we were unable to make use of the autumn and winter as pre-sale periods, and the travel bureaus had long since entered into agreements with other companies for group travel. In 2010, we had the benefit of both pre-sale periods and agreements with travel agencies throughout Scandinavia. It is now evident that we have become much better at pricing our tickets," says Jacob Krogsgaard, CEO of Cimber Sterling, adding: "We have also just received the results of our annual customer survey, which show a record high level of customer satisfaction. We are very pleased to be able to offer a product that is so much to our customers' taste. Now it is important to maintain both customer satisfaction and yield."

Yield is not the only thing that is rising at Cimber Sterling. The number of Cimber Sterling's own passengers rose by 36% in July.

Behind the impressive growth in passenger numbers lies, amongst other things, considerable progress in Cimber Sterling's domestic routes, which have been showing double-digit growth figures for fifteen consecutive months. Passenger numbers were up by 32% in August 2010 compared to August 2009. Virtually all domestic routes enjoyed increases in passenger numbers greater than 25%; the Copenhagen-Aarhus route, for example, experienced a rise of 126%.

"We are seeing an excellent level of demand for our domestic product. In my view, this proves that our strategy of high flight frequencies adapted to business travel patterns is exactly the right one," continues Krogsgaard. "That said, we are also seeing entirely new target groups on board our aircraft who have not previously flown when they needed to travel around the country. This is due to correct pricing which makes tickets accessible to everyone, and the fact that the population in general has become more aware of the advantages of flying – even with the short distances involved within Denmark."

Cimber Sterling is currently introducing greater flight frequencies at Danish airports in order to meet the growing demand.

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This press release has been prepared in Danish and translated into English. In the event of any discrepancy between the Danish press release and the English translation, the Danish press release shall prevail

Cimber Sterling is a Danish-based airline with more than 850 employees, offices at five Danish airports and a fleet consisting of 26 large and small aircraft. Cimber Sterling operates more than 1,000 flights per week and carries some 2.4 million leisure and business passengers per year. In addition to operating domestic and holiday routes and flights to selected European destinations, Cimber Sterling also provides aircraft maintenance services, development and sales of software for control of aircraft maintenance logistics, and wet and dry aircraft leases. Read more at www.cimber.com