



FINNAIR

Speed, Connections, Safety and Not Just the Way we Make you Feel!

Award-winning airline Finnair is growing as the #1 choice for travelers needing the fastest route to Europe, quickest connections and an indescribable quality of inflight service most airlines can only aspire to. JONNE LEHTIOKSA shares the airline's success secrets.

The competitive state of today's airline industry demands innovation, social responsibility, quality of product and unbeatable value as the price of survival, not to mention success, says Jonne Lehtioksa, Sales Director, Hong Kong, South China & Australia.

He should know. Smack in the heart of Asia, Lehtioksa is privy to the changing dynamics of the industry as the world's most reputed carriers do battle for the hearts and minds of the Asia's increasingly discerning customers.

Finnair offers the shortest travel times between 10 cities in Asia and around 60 European destinations via Helsinki. Competitors' regional hubs often require them to backtrack to their connections and add 1-4 hours to the customer's journey. In that sense, time-critical business travelers can't do better than pick Finnair. It turns out a wise choice because of the airlines' well-received concept of holistic travel involving every aspect of customer service from pre-boarding and luggage handling, right through the world-class inflight service and to the award winning spa and sauna at Helsinki airport.

Finnair was named Best Airline in Northern Europe by Skytrax and was just named among the top European airlines in Travel + Leisure magazine's reader survey on customer service.

What Customers Want

Besides time-saving routes and



JONNE LEHTIOKSA: "Expansion and growth has to be alongside social responsibility."

connections, what makes Finnair such an enviable airline?

"Firstly, Finnair has a long and honoured foundation responsible aviation where safety and social responsibility are among our founding tenets. We support IATA's goal of carbon neutral flying in 50 years and the global emissions trading scheme.

Finnair is committed to reducing its emissions by 24% per seat from 2009 to 2017. Work to reduce emissions also took place before this period, so between 1999 and 2017 emissions will be reduced by 41%.

Initiatives like these are appreciated by passengers who are indeed getting

increasingly knowledgeable about factors like global warming and corporate social responsibility.

"In fact, we launched a new revised emissions calculator. The calculator is the only one in the world to be based on actual cargo, passenger and fuel consumption figures, not averages or assumptions. The calculations are certified by PricewaterhouseCoopers and they are updated quarterly on the basis of actual realised figures.

Customers can influence the emissions produced on their own journey by selecting an airline which has a modern fleet and direct routes.

"The four pillars of Finnair's strategy to



reduce emissions over the long term are:

- 1) Technological Innovation (meaning newer aircraft, biofuel investments, participation in research, etc)
- 2) Operational Improvements (including Continuous Descent Approach landings,

makes routings more efficient)

- 4) Market-Related Measures (such as a global emissions trading scheme, etc)".

Green Initiative

As an industry, we have to grow more

"You have to go much beyond the obvious and provide customers with a sense that they are partnering with a responsible company that does the right thing for them as individuals and as co-habitants of our planet." | Jonne Lehtioksa | Sales Director, Hong Kong, South China & Australia.

lightening aircraft to reduce fuel usage, etc.)

- 3) Infrastructure Development (uncongested Helsinki airport reduces fuel consumption, Finnair also supports the EU Single European Sky initiative that

transparent, socially conscious and focus on sustainable development, says Lehtioksa.

"Finnair has already for decades made a long-term commitment to sustainable development. Now is the time to take

another major step towards sustainable air travel. Finnair undertook its first biofuel flight from Amsterdam and Helsinki last year. This was the longest commercial biofuel flight flown anywhere in the world to date."

Biofuel refers to fuel made from renewable organic raw materials. The plants used in the production of biofuel absorb carbon dioxide, which is released back into the atmosphere when the biofuel combusts.

"Finnair will accept for permanent use only a biofuel alternative that is socially, ecologically and economically sustainable. For example, the cultivation of the biomass used in the production of biofuel must significantly reduce GHG emissions, must not compromise food production or lead to biodiversity degradation or deforestation."

For its first biofuel flight Finnair used biofuel made from recycled vegetable oil supplied by SkyNRG in a mixture that is 50% biofuel and 50% ordinary aviation

fuel. Finnair and SkyNRG have agreed to jointly work on a structural supply chain, as both firmly believe that the adoption of “green routes” by airlines will help accelerate the development of sustainable and affordable jet fuels, which have the potential to reduce aviation emissions by up to 80% in the long-term. At this stage Finnair aims to fly at least three Amsterdam-Helsinki flights using a 50% biofuel blend in both engines. Refuelling is done at Amsterdam Airport Schiphol.

“Expansion and growth has to be alongside social responsibility. It isn’t enough to offer a great flying experience. You have to go much beyond the obvious and provide customers with a sense that they are partnering with a responsible company that does the right thing for them as individuals and as co-habitants of our planet.”

Asia Growth Prospects

Finnair plans to be among the top 3 in Asia-Europe traffic, and to double its traffic between Europe and Asia from 74 flights per week to 140 by the year 2020, says Lehtiksa.

“We have a new route to Chongqing opening in May this year making Finnair the first airline to open a direct flight route from Europe to Chongqing. This just shows that we expect that much of our growth in Asia-Europe traffic will come



from China. We are proactively scanning this vast and dynamic market for new opportunities.”

Finnair’s strategy is to benefit from the market growth in China and the rest of Asia by opening new routes where that growth is strongest.

“Finnair is also committed to becoming the most desired option in Asia-Europe traffic, which means continuing the innovations we’ve begun with our Service Design Unit, creating a unified design-focused approach to customer service at every stage of the journey.”

“The trick is to continually upgrade the quality of service in terms of every aspect of the flight. Here Finnair’s training of staff makes all the difference. Not just the

award-winning food and selection of fine wines, but the comfort of the seat, overall ambiance of the cabin, attentiveness and courtesy of the crew – every aspect of the flight has to be a reason why passengers choose Finnair again. Customer service is a vital competitive factor in the fight for the hearts of Asia’s discerning customers and Finnair understands the value of exceeding customer expectations. That’s what makes us competitive. It’s the way we make you feel. Come fly with us. Enjoy the experience of flying with a truly global airline that understands you best.” ■

For additional information please visit www.finnair.com

