

How to promote services sector exports and innovation:

An Airline Perspective



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Profile

Pax Traffic : 17.1 mio pax total

Full-service : 12.2 mio Dom + 3.2mio International pax

LCC - Citilink : 1.6 mio pax

Frequencies : 2230 flights per week (Dom + Int)

Destinations : 31 domestic + 17 international

Fleet : 80 aircraft – B747-400, A330-200/300, B737-800,
B737-300/500

On order : 10x B777-300ER (Jun 2013), 20x A330-200/300, 18x
CRJ1000 (Oct 2012)

Recognition : SkyTrax World's Best Regional Airline 2012



Exposure to the International Scene

- Operates in business environment of 12 foreign countries
- Connects Jakarta to 11 business cities around the region with 175 weekly services
- Member of various airline/travel industry associations
- Active participation in trade/industry programs and exhibitions



Fine-tuning the Business Model

- Further adoption of industry best practices
- Expansion of long-haul services, 2013
- Establishment of domestic regional bases to extend quality service to business travellers
- Extensive loyalty and corporate sales program to support the business community





Thank You

Fine-tuning the Business Model

- Adoption of industry best practices
- Extensive loyalty and corporate sales program to support the business environment
- Establishment of domestic regional bases to extend quality service to business travellers

