

# CYPRUS

**STEVE HEAPY**

**CEO - JET2.COM & JET2HOLIDAYS**



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**Jet2holidays**  
Package holidays you can trust

# **AGENDA**

- OUR BUSINESS**
- THREATS & OPPORTUNITIES**
- PACKAGE HOLIDAYS YOU CAN TRUST**
- CUSTOMER SERVICE**
- QUALITY & AWARDS**
- MARKET STATS & FLEET COMPARISON**
- HOLIDAYS PRICE COMPARISON**

# ***OUR BUSINESS***



## **PART OF THE DART GROUP**

Dart Group PLC is a Leisure Travel and Distribution & Logistics group specialising in:

- The provision of ATOL licensed package holidays by our tour operator, *Jet2holidays*<sup>®</sup>,
- Scheduled leisure flights by our airline, *Jet2.com*<sup>®</sup>, to holiday destinations in the Mediterranean, the Canary Islands and to European Leisure Cities; and
- The distribution, by *Fowler Welch*<sup>®</sup>, of fresh produce, and temperature-controlled and ambient products throughout the UK, on behalf of retailers, processors, growers and importers.

**The Dart Group PLC has a heritage of over 40 years, dating back to 1971**



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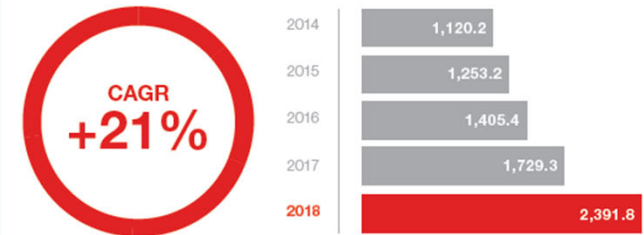
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## DART GROUP YEAR END RESULTS

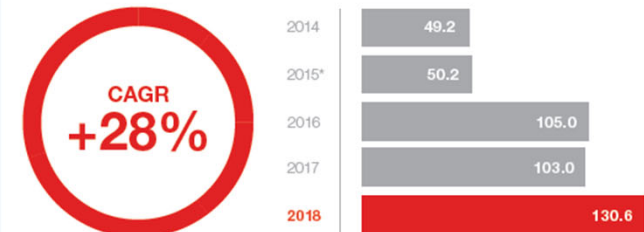
Dart Group Year Ended 31<sup>st</sup> March 2018:

- Turnover was £2,391.8m; a 38% increase from 2017.
- Underlying (EBITDA) was £242.5m for 2018 (£190.0m, 2017).
- Underlying profit before FX revaluations and tax was £114.6m (£101.0m, 2017).
- The group's net cash position at the 31<sup>st</sup> March 2018 was £202.0m (£168.5m, 2017).
- The group had net assets of £528.9m (£431.4m, 2017).

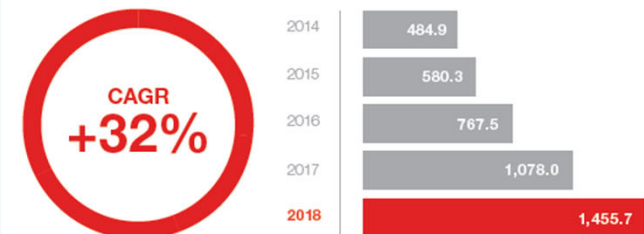
### Revenue (£m)



### Operating Profit (£m)



### Advance Sales at Year End (£m)



# ***THREATS & OPPORTUNITIES***



## **THREATS**

- Competition
  - Capacity
  - Low fares
  - Dynamic Packagers
  
- Economy
  - Inflation
  - Interest Rates & Debt
  - Taxes
  - Unemployment
  - Brexit
  - Exchange Rates

## **OPPORTUNITIES**

- Tour operator competitors have shrunk in Cyprus
- Ryanair are distracted
- We have a unique business model
- *Jet2holidays* customers tend to be more loyal
- We are very strong financially and well protected against a downturn
- We have the best customer service in the industry



***“PACKAGE HOLIDAYS  
YOU CAN TRUST”***

***IT'S MORE THAN JUST  
A SLOGAN***



## 5 LARGEST ATOLS – 2013-2019 CHANGES

	Position 2019	ATOL	Position 2013	ATOL	Change
TUI UK Ltd	1	5.4m	1	3.98m	+1.42m
<b><i>Jet2holidays</i></b>	<b>2</b>	<b>3.81m</b>	<b>8</b>	<b>0.32m</b>	<b>+3.49m</b>
Thomas Cook Tour Operations Ltd.	3	2.5m	2	3.88m	-1.38m
On The Beach Ltd	4	1.3m	9	0.30m	+1m
Expedia, Inc	5	1.2m	3	0.48m	+0.72m

# ***CUSTOMER SERVICE INNOVATIONS***



## **CUSTOMER SERVICE TOUCH POINTS**

- 34 brand new Boeing 737-800 NG aircraft in a fleet of 100 aircraft.
- Award winning call centre. Answers all calls within 80 seconds. Converts at over 50%
- More airport customer helpers – more control of the customer journey
- More overseas customer helpers
- Every one of our 12,000 colleagues receives mandatory customer service training
- 24 Hour Customer Helpline
- Free Resort Flight Check-In



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## **FREE RESORT FLIGHT CHECK-IN**

- Extensive FREE service allowing customers to check-in for the airport at their hotel
- Free Resort Flight Check-In trialled in Benidorm in Summer 2015.
- In Summer 2016 the service extended to Majorca and Tenerife, soon followed by Lanzarote, **Cyprus** and Costa del Sol.
- From Summer 2018 all 4 Canary Islands were served, making the service available across 9 destinations.
- For Summer 2019 Costa Brava has been added.
- In total Free Resort Flight Check In will be available in 271 hotels & 50 in Cyprus
- Free Resort Flight Check-In alone employs 618 staff utilising 66 *Jet2holidays* branded trucks



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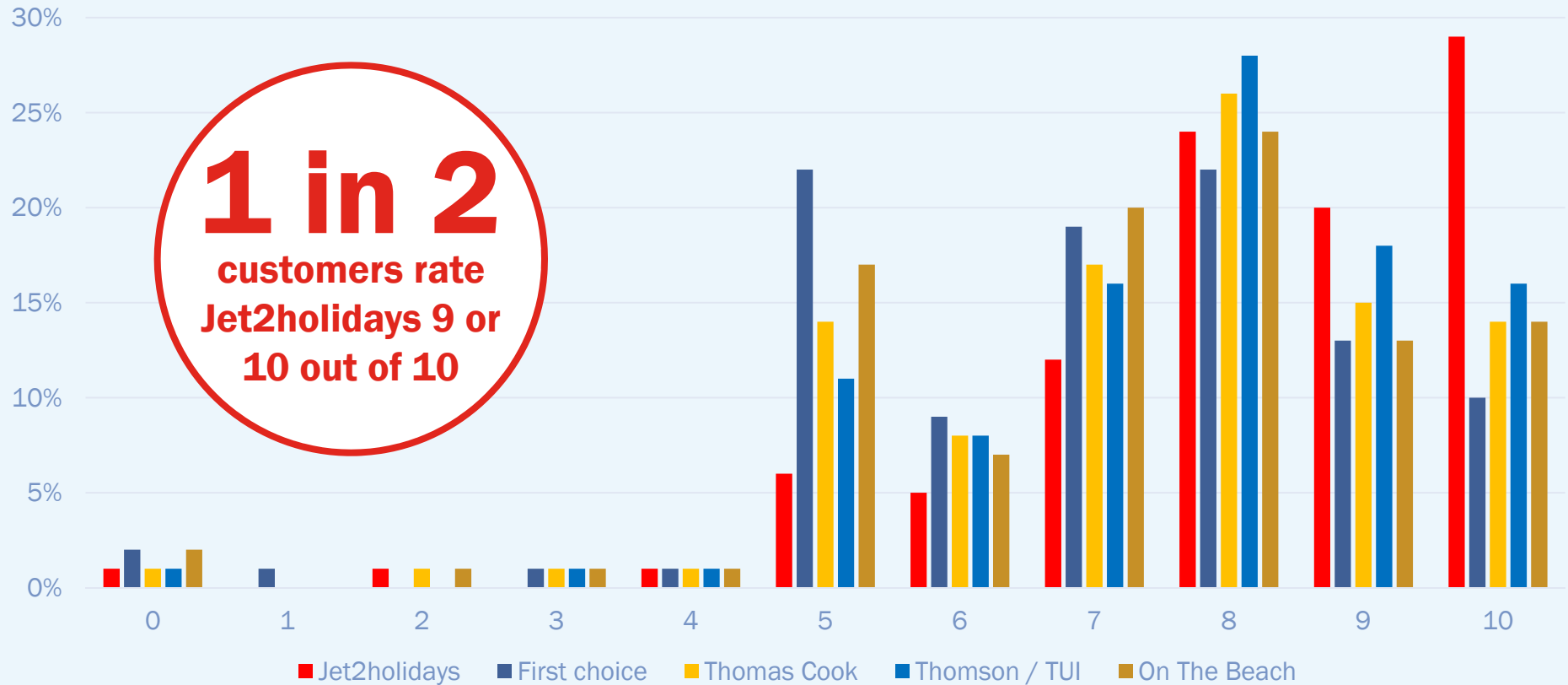
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# ***JET2.COM & JET2HOLIDAYS QUALITY & AWARDS***



## RECOMMEND VS COMPETITORS

How likely are you to recommend your Tour Operator (out of 10)?



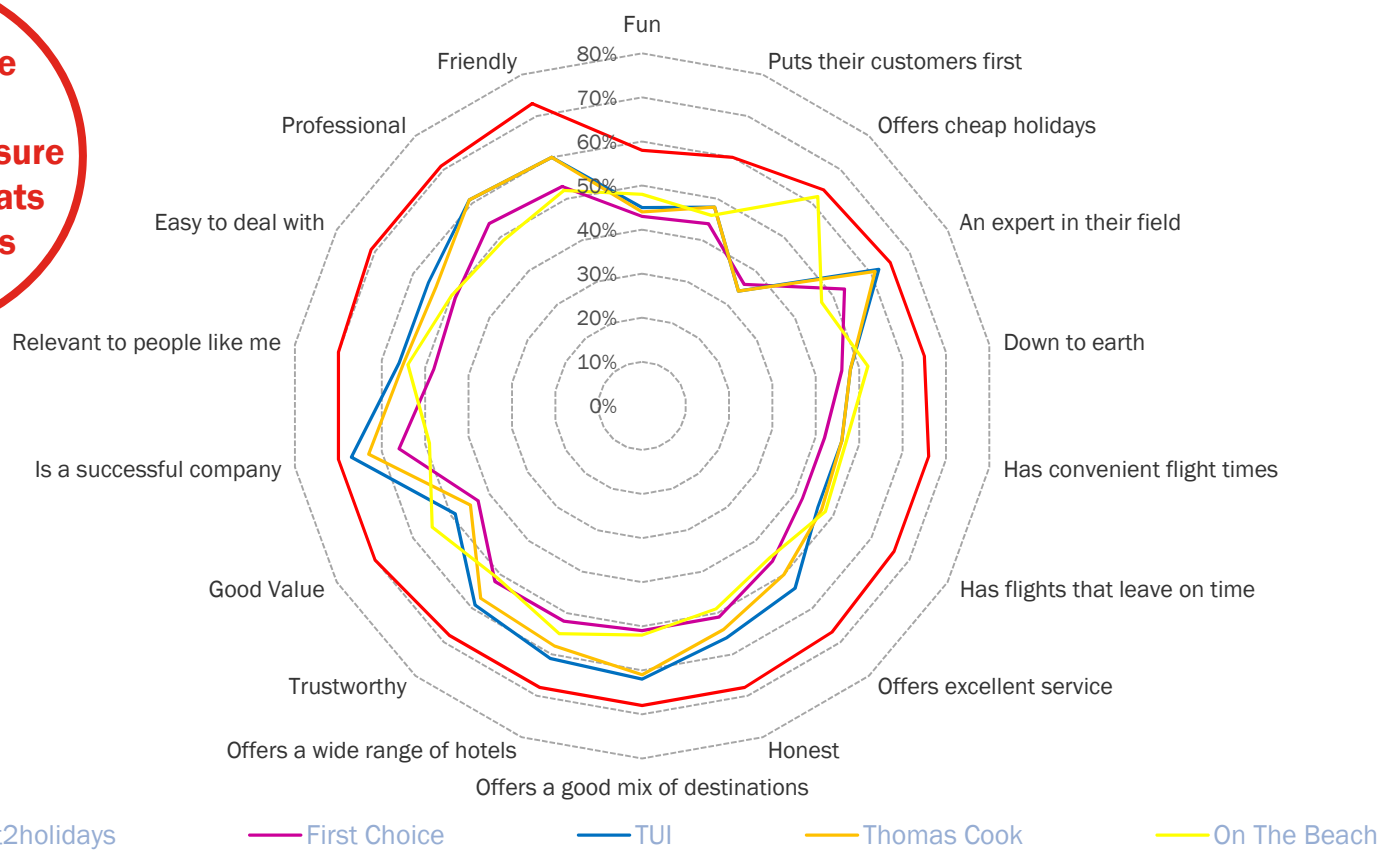
Source: Large scale independent survey conducted by Trinity McQueen with Northern & Southern Leisure Travellers in the UK. Dec 2018

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# RECOMMEND VS COMPETITORS – BRAND ATTRIBUTES

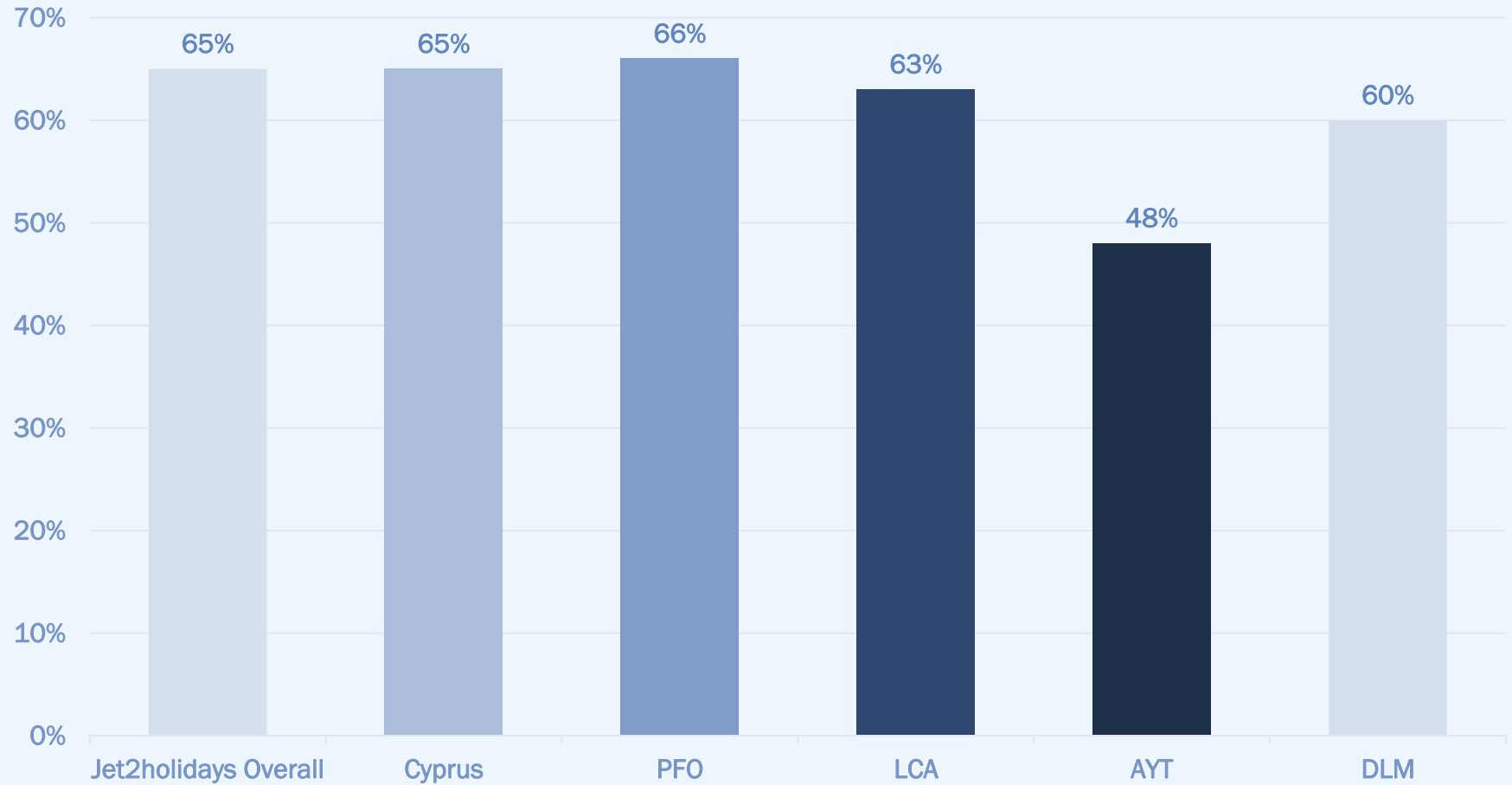
**On every single customer satisfaction measure Jet2holidays beats its competitors**



Source: Large scale independent survey conducted by Trinity McQueen with Northern & Southern Leisure Travellers in the UK. Dec 2018.



## JET2HOLIDAYS NET PROMOTER SCORE SUMMER 2018



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# JET2.COM AWARDS



## SPAA AWARDS

Best Holiday Airline  
(2011, 2012, 2013,  
2014, 2015, 2016,  
2017 & 2018)



## TRAVEL WEEKLY GLOBE AWARDS

Best Short Haul Airline  
(2012, 2013, 2014, 2017,  
2018 & 2019)



## SUN TRAVEL AWARDS

The Sun's Editor's  
Choice Award  
(2018)



## GLASGOW AIRPORT AWARDS

Airline of the Year  
(2016 & 2018)



## GROUP TRAVEL AWARDS

Best Airline  
(2014, 2015, 2017, 2018)



## TRIPADVISOR

Best Airline – UK (2017 & 2018)  
Best Low-Cost Airline – Europe (2017 &  
2018)  
(2018)  
Top Ten Airlines Best Economy Class –  
Europe of the World – 7<sup>th</sup> (2018)



## NI Travel Awards

Best Airline to Europe  
(2018)



## UKCSI

Highest ranked airline,  
coming 25<sup>th</sup> out of 250 UK  
companies  
(2018)



## WHICH?

Top Ranked UK Airline  
'Recommended Provider' Status in  
Which?  
Annual Airline Survey (2016 & 2017)  
Travel Brand of the Year (2018)



## GROUP TRAVEL AWARDS

Best Airline  
(2014, 2015, 2017, 2018)



## FEEFO

Trusted Service Award  
(2018)  
Gold Trusted Service Award (2019)



## SKYTRAX

UK's Most Loved Airline  
(2016)



## OAG ON-TIME PERFORMANCE

5\* & Most Punctual UK Airline  
(2017)

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# JET2HOLIDAYS AWARDS



## SILVER TRAVEL AWARDS

Best Short-Haul Operator  
(2017 & 2018)



## SUN TRAVEL AWARDS

Best Short-Haul Operator  
(2018)  
The Sun's Editor's Choice  
Award (2018)



**ADVANTAGE  
CONSORTIA  
AWARDS**  
Best Trade Team  
(2016)



## TRAVEL WEEKLY GLOBE AWARDS

Best Short Haul Operator  
(2016, 2017, 2018 & 2019)  
Best Trade Friendly Brand (2018)  
Favourite Short Haul Operator of the Year (2018)  
Best Trade Sales Team (2019)



## ELITE TRAVEL GROUP CONSORTIA AWARDS

Best Trade Website  
(2017 & 2018)  
Best Trade Team  
(2018)



## SPAA AWARDS

Best Overall Operator (2014, 2015, 2016  
& 2017)  
Best European Short Break Provider –  
*Jet2CityBreaks* (2016)  
Best Mainstream Short Haul Tour  
Operator (2015, 2016, 2017 & 2018)



## TOURISM AWARD CANARY ISLANDS

Award for Sustainability &  
Marketing of Islands in the  
UK (2017)



## INDEPENDENT TRAVEL EXPERTS (ITE)

Business Partner of the Year  
(2016)  
Trade Team of the Year (2017)



## TRAVEL BULLETIN STAR AWARDS

Best Short Haul Tour Operator (2017)  
Best Family Holiday Operator (2018)



## NI TRAVEL AWARDS

Best Package Tour Operator (2015,  
2016, 2017 & 2018)  
Best Internet Booking System  
(2015, 2016, 2017 & 2018)  
Best Sales Support to the Northern  
Ireland Travel Trade (2015 & 2016)



## WHICH?

Travel Brand of  
the Year (2018)



## UKCSI

Highest ranked tour  
operator, coming 20<sup>th</sup> out of  
250 UK companies  
(2018)



## FEEFO

Gold Trusted  
Service Award  
(2018)

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# TRUST PILOT



## Easyjet

Reviews 2,874 • Bad



## TUI

Reviews 2,253 • Poor



## Ryanair

Reviews 3,788 • Bad



## Thomas Cook

Reviews 1,222 • Bad



## Jet2.com

Reviews 2,884 • Great



## Jet2holidays

Reviews 2,726 • Great



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# ***MARKET STATS & FLEET COMPARISON***



## THE UK MARKET TO CYPRUS S19

Summer 19 performance to  
date: Jet2holidays vs the  
Package Market (source  
GFK)

Overall Market **-3.5%**

UK PACKAGE  
MARKET (exc J2H)

**-8%**

Year on Year

Jet2holidays

**+10%**

Year on Year

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## THE UK MARKET TO PAPHOS S19

Summer 19 performance to date: Jet2holidays vs the Package Market (source GFK)

Overall Market **-3.6%**

UK PACKAGE MARKET (exc J2H)

**-9%**

Year on Year

Jet2holidays

**+11%**

Year on Year

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## THE UK MARKET TO LARNACA S19

Summer 19 performance to date: Jet2holidays vs the Package Market (source GFK)

Overall Market **-3.4%**

UK PACKAGE MARKET (exc J2H)

**-7%**

Year on Year

Jet2holidays

**+9%**

Year on Year

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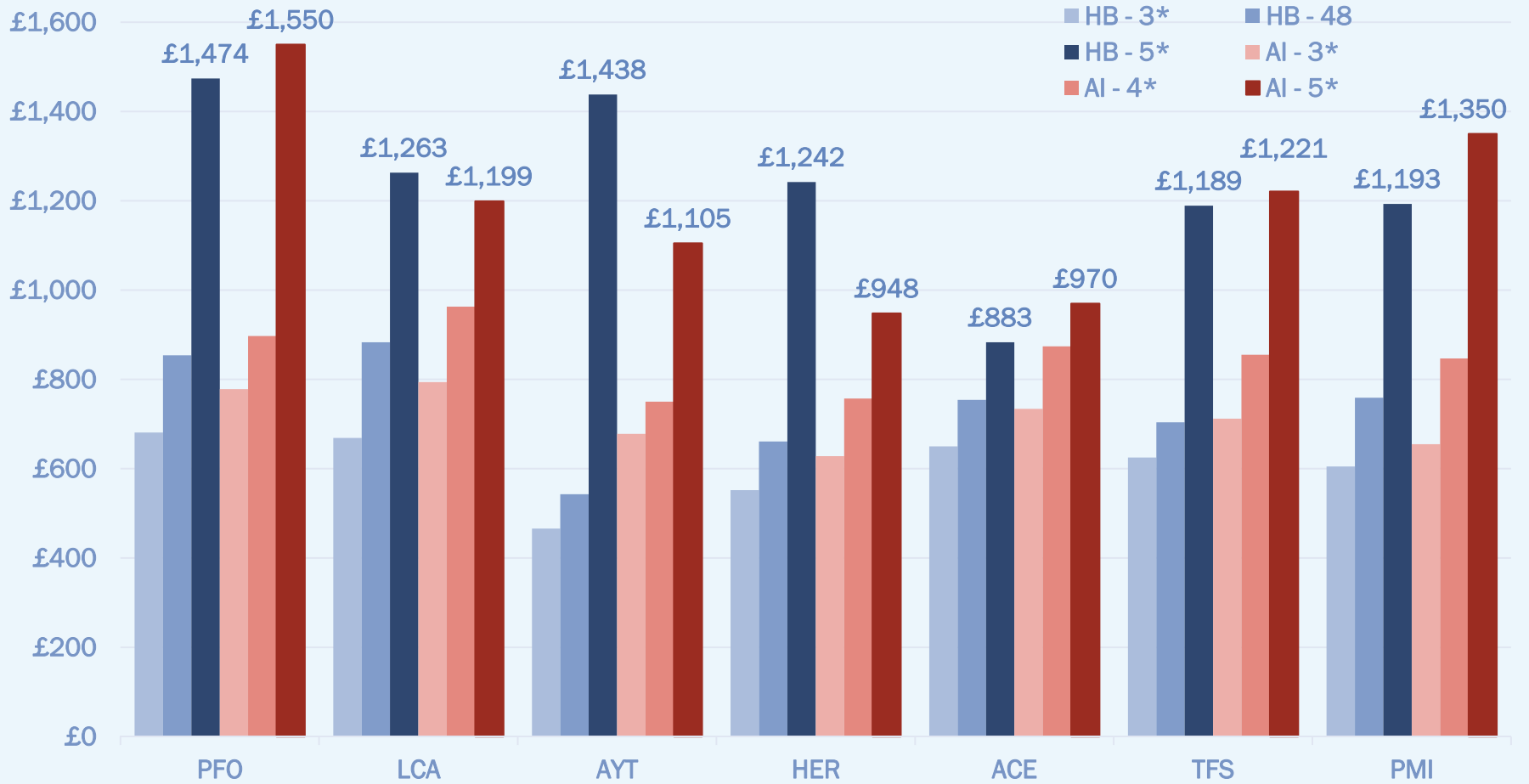
## **CAPACITY CHANGES TO CYPRUS S17 – S19 FLIGHTS PER WEEK**

<b>LCA + PFO</b>	<b>TCX</b>	<b>TUI</b>	<b>Jet2</b>
S17	31	61	35
S18	26	61	48
S19	25	61	56
S18 vs S17	-5	-	+13
S19 vs S18	-1	-	+8
S19 vs S17	-6	-	+21

# ***JET2HOLIDAYS HOLIDAY SALES PRICE COMPARISON***



# JET2HOLIDAYS HB / AI SELLING PRICE COMPARISON



\* S19 Actual Selling Prices based on 7nt MAN on 10/02/19

***THANK YOU***

