

## Potential new routes to/from Geneva

Genève Aéroport main unserved or underserved markets with high potential

Airport	City	Market Characteristics
<b>EUROPE</b>		
CGN	Bonn/Cologne	Niche market with mainly corporate traffic – Unserved
GLA	Glasgow	Route served only during ski season; demand for year-round – Underserved
MRS	Marseille	Strong ethnic & leisure demand for south of France – Unserved
LCA	Larnaca	Niche destination with good Spring/Autumn demand - Unserved
STR	Stuttgart	Business traffic - Unserved
MXP / LIN	Milan	Business traffic – Unserved
ZAG	Zagreb	Strong demand year-round, with good elasticity – Unserved
BLQ	Bologna	Business & leisure market – Unserved
TLL	Tallinn	Mainly leisure market with some high tech / IT business traffic; connections with Finland – Unserved
VNO	Vilnius	Niche leisure route with traffic driven by student exchange programs – Unserved

Airport	City	Pax	Market Characteristics
<b>NORTH AMERICA (unserved)</b>			
MIA	Miami	44,000	A mix of leisure, business and ethnic traffic
LAX	Los Angeles	40,000	Good mix leisure / business
SFO	San Francisco	36,000	Mainly leisure demand + some high tech / IT business traffic
BOS	Boston	28,000	Around 30% of high-yield traffic; low seasonality
<b>ASIA (unserved)</b>			
BKK	Bangkok	76,000	Mainly leisure market + connecting to South-East Asia
TYO	Tokyo	61,000	Predominantly incoming demand (from Japan)
ICN	Seoul	44,000	Around 20% of high-yield traffic
HKG	Hongkong	42,000	Strong travel demand with around 35% of high-yield traffic + Dynamic business relations (finance, luxury, watches, etc.)
SIN	Singapour	37,000	Business traffic with around 50% of high-yield
DEL	Delhi	31,000	Very strong governmental + business traffic demand
PVG	Shanghai	30,000	25% of high-yield traffic + important business relations
<b>LATIN AMERICA (unserved)</b>			
GRU	Sao Paulo	40,000	Largest LATAM market; good mix of business, leisure & ethnic markets; could be combined with GIG (29,000 pax)
EZE	Buenos Aires	20,000	Good mix of tourism & business traffic demand
<b>AFRICA (unserved)</b>			
MRU	Mauritius	37,000	Mainly leisure & ethnic market. Direct service with Air Mauritius in winter season only – Underserved
JNB	Johannesburg	30,000	About 37% of high-yield traffic demand