

Luxembourg, 21 January 2016

LuxairTours and Luxair markedly increase their sales at Foire Vakanz

LuxairTours and Luxair Luxembourg Airlines have recorded significant sales increases during the Foire Vakanz fair which took place from 15 to 17 January 2016 in Luxembourg.

For LuxairTours, across all sales channels, the number of booked stays increased 5% compared to those recorded during the 2015 Foire Vakanz.

This growth confirms the good positioning LuxairTours against the expectations of its customers, especially after the redeployment of its flight plan decided last week. To address security risks in some countries, LuxairTours announced last Thursday a strengthening of its frequencies to its particularly popular destinations Madeira, Tenerife and Malaga.

The three most popular holiday destinations at the fair were Palma de Majorca, Tenerife and Faro.

Luxair Luxembourg Airlines recorded a total of approximately 24 000 tickets on one of its 21 scheduled destinations sold during these three days, against around 19,000 in 2015, a 26% increase.

Vienna, Stockholm and Berlin were the top three airline destinations during Foire Vakanz.

There was a particularly strong growth of the airline bookings made on the web or via mobile devices, with a 35% increase against the 2015 Foire Vakanz.

Luxair sees this success as a confirmation of its strategy based on increasing its capacities and frequencies, which in turn enables it to significantly increase the quota of entry price seats offered on each of its flights. The good performance of its web and mobile channels sanctions Luxair's efforts to make available to its customers new online booking platforms such as its mobile application.

LuxairGroup - Corporate Communication