Airline Competitive Assessment

User Guide
Definitions & Methodology

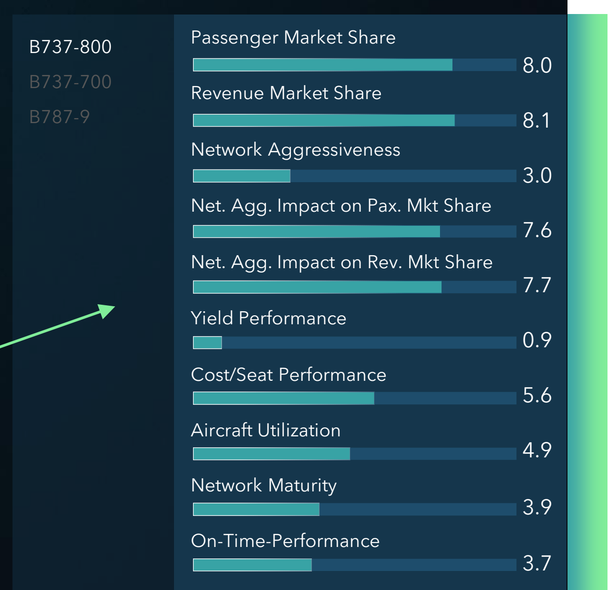
The Commercial & Operational Performance score reflects the overall commercial and operational performance of a sub-fleet within an airline. It takes into consideration all of the following sub-scores, each to varying degrees with the aim of comparing this performance to that of all the other fleets in service today.

This is not an average and the total score may be higher or lower than all subscores. It reflects the positioning of this

Commercial & Operational Performance **7.0** /10

All subscores are calculated in such a way that all profiles are distributed according to a Gaussian curve centered on the average value 5.

Generally speaking, a score beyond 6 can be considered particularly ahead of the industry standards, while a score below 4 denotes a notable gap compared to all other profiles studied.



Full Aircraft/Airline Fit analysis with 30+ metrics available on demand

Commercial & operational performances on a simple scale between 0 and 10
All scores based on a benchmark of 500+ airlines worldwide

AvBench

In partnership with Ch-aviation & Milanamos

Passenger Market Share Performance (PMP)

Definition

Distribution and evolution [illegible] the absolute passenger vol[illegible]

Closely tracking the progression and dispersion of the airline's passenger market share within the specific aircraft type(s) network over the past three years, whether on the upswing or downswing, alongside the absolute volume performance relative to industry benchmarks for the particular aircraft type.

An airline that is dominant in a large market but with little progress in terms of market share may obtain a score equivalent to an airline with a lower passenger volume but greater progress.

Transavia France
Boeing 737-800

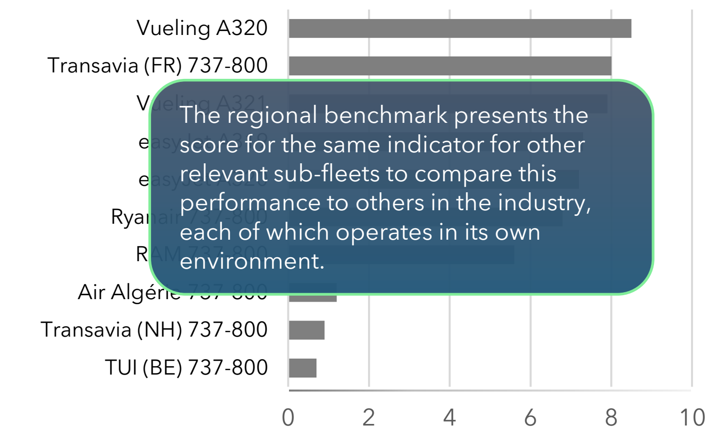
PMP Score

8.0 /10

Take Away

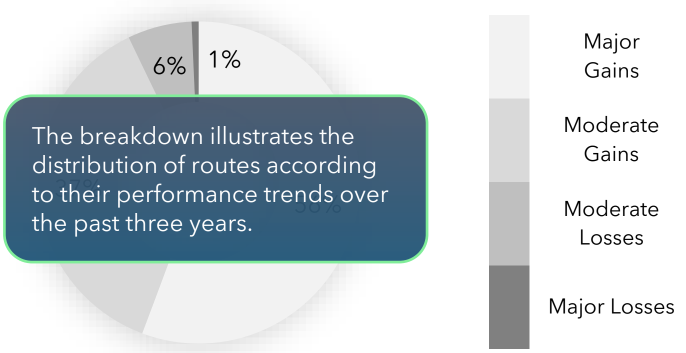
If Air France has withdrawn [illegible] routes served today by Transavia France - fueling half of its growth over the last 3 years, Transavia France's performance in terms of passenger market share on the rest of its network has been remarkable. Transavia France has do[illegible] [illegible]air together have lost a million passeng[illegible]

Regional Benchmark



The regional benchmark presents the score for the same indicator for other relevant sub-fleets to compare this performance to others in the industry, each of which operates in its own environment.

Boeing 737-800 Network breakdown



The breakdown illustrates the distribution of routes according to their performance trends over the past three years.

These two tables show the top and bottom 15 markets in terms of performance trends observed over the past three years. Ranking is determined by factors such as overall volume impact, magnitude of gains or losses, and the degree of dependence or influence exerted by the specific aircraft type(s) in these markets.

It is worth noting that regional aircraft could experience a reduction in passenger demand in long-haul markets if they play a crucial role in providing feed to the widebody fleet, for example.

Best 15 routes

Route	Current MS	Last 3y gain	Last 12m	Current Pax Vol.	Main Loser
Paris-Toulon/Hyeres	71%	25.9%	-5.6%	220,674	Air France
Biarritz-Paris	64%	24.2%	2.2%	222,052	Air France
Montpellier-Paris	55%	17.0%	36.0%	267,448	Air France
Marseille-Nantes	[illegible]	[illegible]	[illegible]	[illegible]	Air France
Paris-Sfax	[illegible]	[illegible]	[illegible]	[illegible]	Tunisair
Paris-Sevilla	[illegible]	[illegible]	[illegible]	[illegible]	Air France
Faro-Paris	[illegible]	[illegible]	[illegible]	198,889	Air France
Santorini-Paris	83%	12.9%	13.1%	125,949	Air France
Brest-Marseille	75%	24.1%	52.0%	64,138	Ryanair
Algiers-Paris	[illegible]	[illegible]	[illegible]	[illegible]	Aigle Azur
Djerba-Paris	[illegible]	[illegible]	[illegible]	[illegible]	Air France
Oran-Paris	[illegible]	11.0%	2.8%	105,583	Aigle Azur
Agadir-Paris	[illegible]	[illegible]	[illegible]	[illegible]	TUI (Bel.)
Lisbon-Nantes	55%	9.9%	-0.8%	101,794	Air France
Porto-Paris	38%	1.8%	8.0%	556,183	Aigle Azur

Worst 15 routes

Route	Current MS	Last 3y gain	Last 12m	CurrentPax Vol.	Main Winner
Madeira-Porto	14%	-7.7%	-15.8%	61,937	easyJet
Ibiza-Paris	45%	-2.8%	6.0%	101,477	Vueling
Athens-Paris	40%	-0.5%	5.5%	214,154	SKY Express
Paris-Tirana	22%	-6.6%	12.6%	15,565	Wizz Air
[illegible]	[illegible]	-1.3%	[illegible]	34,709	Air France
[illegible]	[illegible]	-4.1%	[illegible]	[illegible]	Volotea
Paris-Split	31%	-0.9%	[illegible]	[illegible]	Vueling
[illegible]	[illegible]	-0.1%	[illegible]	[illegible]	Air France
[illegible]	[illegible]	-0.6%	[illegible]	27,236	Wizz Air
-					
-					
-					
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This performance is based on an Origin and Destination (O&D) framework, rather than being segmented by specific routes. Consequently, this approach may depict scenarios where, for instance, Air France appears to be losing market share to Emirates on the Paris - Bangkok route, even when Emirates does not operate a direct service on that particular route.

The given % show the **annual** average gain or loss in market share over the last 3 years

The total absolute volume presented here is for the whole airline. It is not limited to the specific aircraft type(s).

Total Airline Passenger last 12 months: 11,079,100
Absolute passenger volume change last 12 months: +6,155,500

For more detailed results, full set of data, or a dynamic solution, please contact : Info@AvBench.com

Revenue Market Share Performance (RMP)

Definition

Distribution and evoluti... the absolute revenue o...

Closely tracking the progression and dispersion of the airline's revenue market share within the specific aircraft type(s) network over the past three years, whether on the upswing or downswing, alongside the absolute revenue performance relative to industry benchmarks for the particular aircraft type.

An airline that is dominant in a large market but with little progress in terms of market share may obtain a score equivalent to an airline with a lower revenue but greater progress.

Transavia France
Boeing 737-800

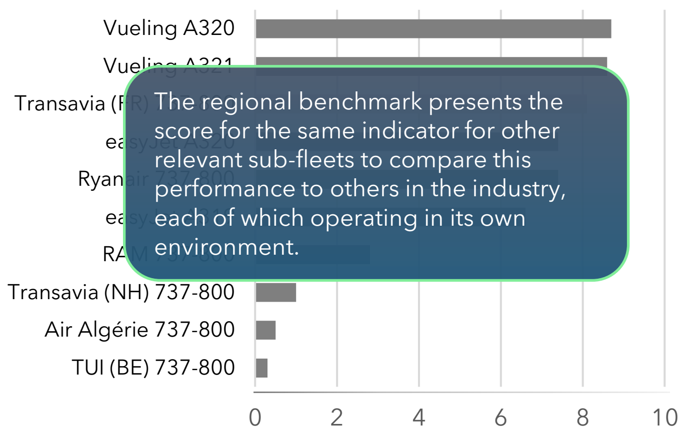
RMP Score

8.1 /10

Take Away

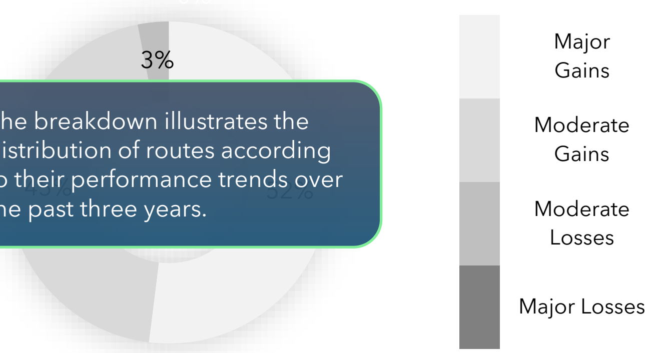
If Air France has withdra... routes served today by Transavia France - fueling half of its growth over the last 3 years, Transavia France's performance in terms of revenue market share on the rest of its network has been remarkable. Transavia France triplec... ...Vueling were able to achieve together dur...

Regional Benchmark



The regional benchmark presents the score for the same indicator for other relevant sub-fleets to compare this performance to others in the industry, each of which operating in its own environment.

Boeing 737-800 Network breakdown



The breakdown illustrates the distribution of routes according to their performance trends over the past three years.

Best 15 routes

Route	Current MS	Last 3y gain	Last 12m	Current Revenue	Main Loser
Paris-Toulon/Hyeres	72%	25.5%	1.0%	$20,559,252	Air France
Biarritz-Paris	56%	21.5%	3.8%	$20,012,486	Air France
Porto-Paris	43%	4.5%	13.3%	$62,480,302	TAP
Montpellier-Paris	41%	12.3%	30.0%	$22,370,060	Air France
Santorini-Paris	70%	14.6%	24.5%	$15,524,461	Air France
Faro-Paris	51%	11.2%	5.3%	$19,645,705	Air France
Agadir-Paris	44%	11.0%	6.8%	$18,151,009	Air France
Paris-Sevilla	39%	8.1%	6.9%	$20,668,674	Air France
Djerba-Paris	35%	8.4%	9.9%	$18,621,845	Air France
Paris-Sfax	100%	37.3%	0.0%	$3,889,668	Tunisair
Paris-Marrakech	27%	4.9%	10.7%	$27,889,454	RAM
Marseille-Nantes	43%	16.8%	-2.1%	$7,982,508	Air France
Monastir-Paris	43%	11.1%	5.0%	$12,035,435	Air France
Mikonos-Paris	63%	10.1%	21.2%	$12,110,248	Air France
Paris-Tunis	22%	5.2%	10.3%	$21,848,502	Tunisair

These two tables show the top and bottom 15 markets in terms of performance trends observed over the past three years. Ranking is determined by factors such as overall volume impact, magnitude of gains or losses, and the degree of dependence or influence exerted by the specific aircraft type(s) in these markets.

It is worth noting that regional aircraft could experience a reduction in passenger demand in long-haul markets if they play a crucial role in providing feed to the widebody fleet, for example.

Worst 15 routes

Route	Current MS	Last 3y gain	Last 12m	Current Revenue	Main Winner
Ibiza-Paris	31%	-2.2%	7.2%	$9,013,376	Vueling
Paris-Split	26%	-1.7%	6.6%	$3,747,135	easyJet
Olbia-Paris	35%	-1.8%	8.3%	$3,034,978	easyJet
[illegible]	14%	-3.6%	-2.5%	$1,368,142	Volotea
[illegible]	[illegible]	-2.6%	11.5%	$1,580,894	Wizz Air
[illegible]	[illegible]	-2.0%	[illegible]	[illegible]	Volotea
[illegible]	3%	-1.7%	[illegible]	[illegible]	Volotea
[illegible]	[illegible]	0.0%	[illegible]	[illegible]	easyJet
[illegible]	5%	0.0%	[illegible]	$2,351,658	Wizz Air
[illegible]	4%	0.0%	-0.3%	$9,181,495	Vueling
-					
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This performance is based on an Origin and Destination (O&D) framework, rather than being segmented by specific routes. Consequently, this approach may depict scenarios where, for instance, Air France appears to be losing market share to Emirates on the Paris - Bangkok route, even when Emirates does not operate a direct service on that particular route.

The given % show the **annual** average gain or loss in market share over the last 3 years

The total absolute volume presented here is for the whole airline. It is not limited to the specific aircraft type(s).

Total Passenger last 12 months: 996 M$
Absolute passenger volume change last 12 months: +604 M$

For more detailed results, full set of data, or a dynamic solution, please contact : Info@AvBench.com

Network Aggressiveness (NA)

Benchmark ... capacity ma... competition. The more the competition, the worse the score.

The index evaluates the current competitive pressure – the network aggressiveness – experienced by a specific aircraft or subfleet in the airline's network over the last 24 months.

This assessment considers the percentage of routes and their corresponding weight by seat capacity in the network where the aircraft encounters competition. It is categorized as either a monopoly, duopoly, or having multiple players, relative to industry benchmarks.

A score of 5 reflects an average level of competitive pressure. A higher score means a more favorable environment.

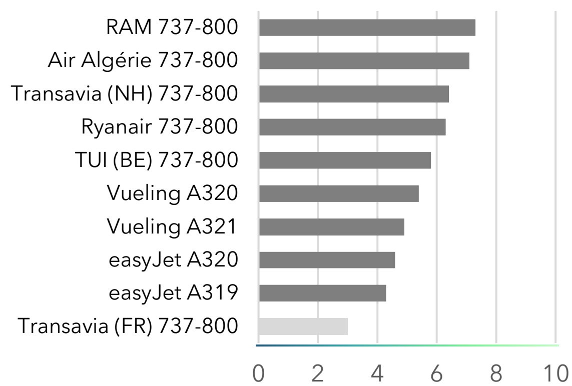
Transavia France
Boeing 737-800

NA Score

3.0 /10

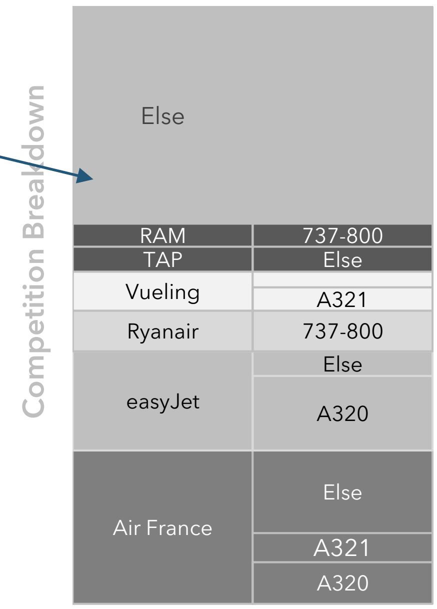
Take Away

With 91% of ro... ...ve environment. In comparison, Tr... (NH) and Ryanair both have 30% of their networks in a monopoly situation.



The competition breakdown reflects the level of exposure in terms of capacity deployed by the specific subfleet analyzed in this report.

It is not representing how much capacity the competition is putting, but how much your own capacity is being exposed to your competitors.



Main Moves from Competition (Past 12 months)

Main Threat	Capa. Change
Algiers - Paris	+170%
Paris - Rome	+47%
Paris - Marrakech	+119%
Lisbon - Paris	+27%
Casablanca - Paris	+48%

Main Relaxation	Capa. Change
Montpellier - Paris	-59%
Paris - Perpignan	-100%
Paris - Pau	-52%
Lille - Marseille	-50%
Brest - Marseille	-100%

Network Aggressiveness Impact on Passenger & Revenue Market Share (NADIP & NADIR)

Market Share performance based on the evolution of the Network Aggressiveness over the past 3 years. A low score means the airline is being hunted down. A high score means the airline is hunting down the competition.

NADIP Score

7.6 /10

NADIR Score

7.7 /10

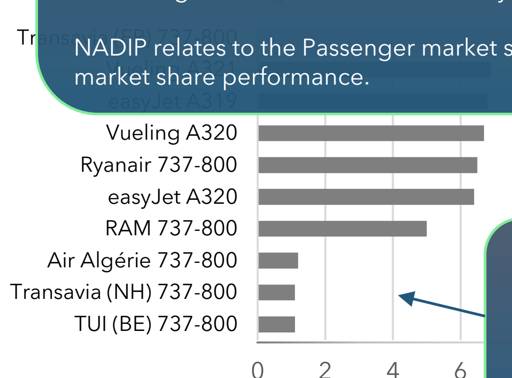
These indexes are derived from the interplay of the preceding indexes, specifically 'NA' and 'PMP'/'RMP' and their evolving trends, carefully calibrated to yield the highest score when an airline successfully secures market share in an intensely competitive landscape (resulting in a low 'NA' score), and conversely, registering a lower score when its passenger market share diminishes despite a favorable competitive backdrop.

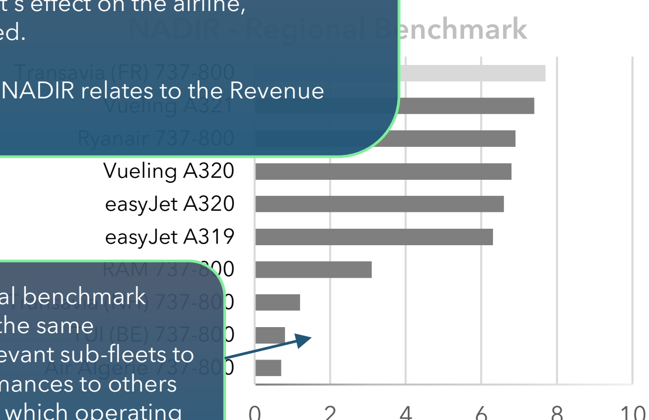
These indexes provide insight into the competitive environment's effect on the airline, discerning whether the airline is actively hunting or being hunted.

NADIP relates to the Passenger market share performance, the NADIR relates to the Revenue market share performance.

Take A...

Despite a highly competitive ... at both passenger ...





Here again, the regional benchmark presents the score for the same indicators for other relevant sub-fleets to compare these performances to others in the industry, each of which operating in its own environment.

For more detailed results, full set of data, or a dynamic solution, please contact : Info@AvBench.com

Yield Performance (YP)

Definition

The airline yield performance - average fare per passenger per nautical mile - is evaluated based on its region (yield curve versus region average) and its network (yield compared to its direct competitors for all the routes served by the airline).

The airline's yield performance is assessed over the last 12 months in relation to its competitors across all routes serviced by a particular aircraft type or subfleet. The score is determined through a weighted evaluation, with greater emphasis placed on routes that handle a higher volume of passengers.
This index gauges the revenue performance of a specific aircraft type on the airline's network in comparison to its competitors.

The revenue data are provided at segment level by our partner Milanamos

Transavia France
Boeing 737-800

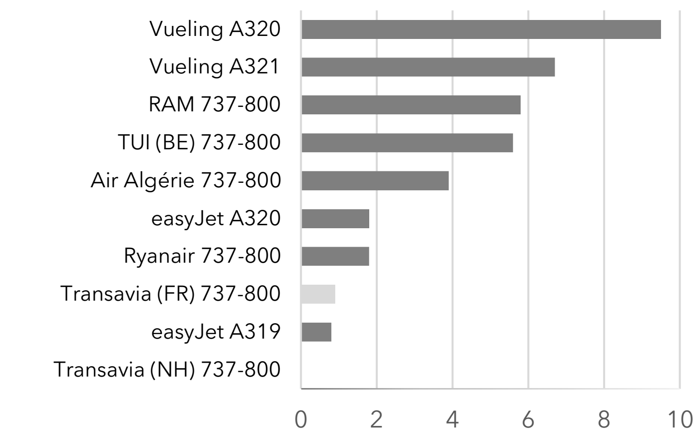
YP Score

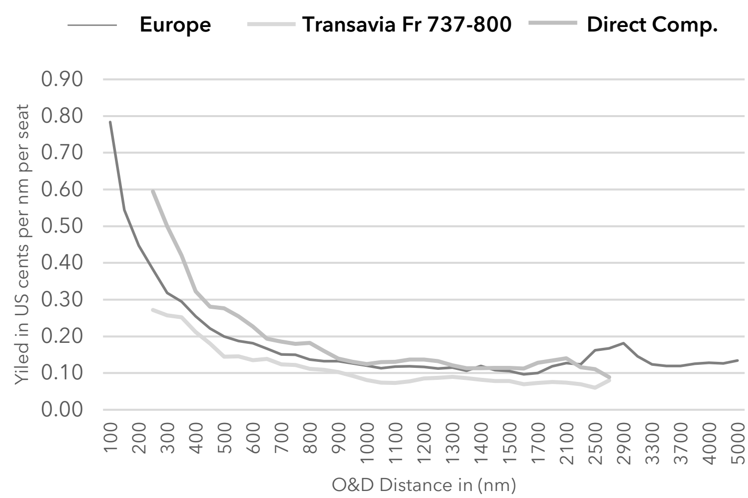
0.9 /10

Take Away

As the Low-Cost branch of Air France, Transavia obviously competes with Ryanair, easyJet and Vueling. The weighted average yield deviation is -21% against Transavia France.

Regional Benchmark





Top 15 routes where competition is ahead

Capacity Deployed

Route	TO Capacity Market Share	Comp. Yield Advantage	Strongest competitor
Paris - Tel Aviv-Yafo	32%	36%	El Al
Algiers - Paris	18%	53%	Air France
Paris - Marrakech	37%	27%	Air France
Athens - Paris	40%	30%	Air France
Montpellier - Paris	55%	24%	Air France
Paris - Tunis	31%	29%	Air France
Malaga - Paris	32%	31%	Air France
Djerba - Paris	47%	27%	Nouvelair
Paris - Sevilla	50%	21%	Vueling
Beirut - Paris	[illegible]	[illegible]	Air France
Barcelona - Paris	[illegible]	43%	Air France
Oran - Paris	29%	50%	Air Algérie
Madrid - Paris	18%	15%	Air France
Casablanca - Paris	16%	46%	Air France
Lisbon - Paris	24%	10%	Air France

For example on this specific route and over the past 12 months, Air France is on average extracting yield 24% higher than the reviewed airline.

These bars represent the capacity deployed, in terms of number of seats, by the airline examined and for this specific sub-fleet

Top 15 routes where Transavia France is ahead

Capacity Deployed

Route	TO Capacity Market Share	Advantage Over Competition	Most aggressive competitor
Porto - Paris	38%	13%	TAP
Madeira - Paris	51%	14%	TAP
Bastia, Corsica - Nantes	23%	22%	Volotea
Malta - Paris	6%	28%	Air Malta
Madeira - Porto	14%	6%	TAP
Marseille - Nantes	41%	6%	Ryanair
Paris - Toulon/Hyeres	71%	1%	easyJet
Brindisi - Paris	40%	11%	ITA
Paris - Lamezia Terme	21%	48%	ITA
Nador - Paris	55%	9%	Ryanair
Hurghada - Paris	35%	5%	Turkish
Calvi, Corsica - Nantes	19%	64%	Volotea
Ajaccio, Corsica - Brest	59%	16%	Volotea
Brest - Bastia, Corsica	69%	16%	Volotea
Brest - Toulon/Hyeres	56%	4%	TUI (Bel.)

For example, on this specific route and over the last 12 months, the reviewed airline achieves on average 6% higher yield per passenger than Ryanair.

For more detailed results, full set of data,
or a dynamic solution, please contact : Info@AvBench.com

Cost/Seat Performance (CP)

Definition

CASM performance of the airline's fleet over the competition on that specific network. Only costs directly linked to the aircraft types and their configuration are considered (excludes overhead). A high score means that the airline is very cost efficient against its competitors on its network.

Transavia France
Boeing 737-800

CP Score

5.6 /10

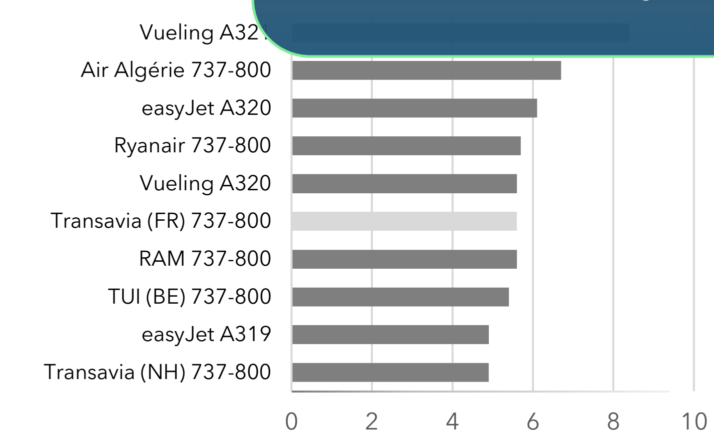
Take Away

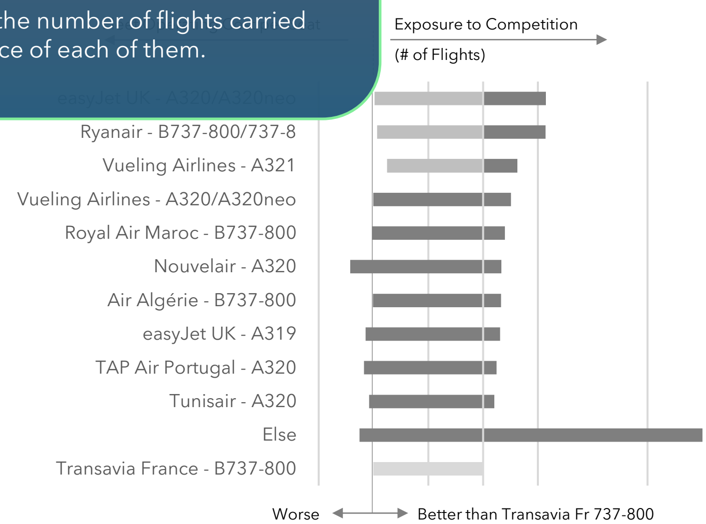
Ryanair's 737-8/-800, e[illegible] s competition in terms [illegible] France's 737-800 is 3% low[illegible]

The average cost per seat per nautical mile is computed for each route individually within the specific aircraft current network, both for the airline and its competitors. While the overheads are excluded, factors such as the aircraft type, the stage length, the average fleet age, and the cabin configuration are taken into account. A standard ownership cost is also applied based on the fleet age.

To evaluate performance over the entire network, the number of flights carried out for each route is used to weight the performance of each of them.

Regional Benchmark





Top 15 routes where competition is ahead

Capacity Deployed

Route	TO Capacity Market Share	TO Cost Disadvantage	Most efficient equipment
Athens - Paris	51%	8%	Aegean - A321neo
Biarritz - Paris	71%	4%	easyJet - A321neo
Ibiza - Paris	53%	9%	Vueling - A321
Menorca - Paris	42%	12%	Vueling - A321
Barcelona - Paris	33%	5%	Vueling - A321
Faro - Paris	55%	2%	Ryanair - 737-8/737-800
Marseille - Nantes	40%	3%	Ryanair - 737-8/737-800
Malaga - P[illegible]	[illegible]	[illegible]	Vueling - A321
Paris - S[illegible]	[illegible]	1%	Ryanair - 737-8/737-800
Paris - Palermo	68%	2%	Ryanair - 737-8/737-800
Paris - Tirana	30%	14%	Wizz Air - A321
Irakleion - Paris	69%	1%	SKY Express - A320neo
Fuerteventura - Paris	59%	4%	Vueling - A321
Madeira - Paris	64%	3%	Ryanair - 737-8/737-800
Paris - Tenerife	43%	3%	Vueling - A321

For example on this specific route and over the past 12 months, the airline specific aircraft's cost per seat is 9% higher than Vueling A321's.

These bars represent the capacity deployed, in terms of number of seats, by the airline examined and for this specific sub-fleet

Top 15 routes where Transavia France is ahead

Capacity Deployed

Route	TO Capacity Market Share	TO Cost Advantage	Most competitive equipment
Brest - Paris	98%	-49%	Chalair - ATR-42
Beirut - Paris	57%	-22%	MEA - A321neo
Djerba - Paris	53%	-4%	Tunisair - A320
Nantes - Tunis	70%	-17%	Nouvelair - A320
Djerba - Nantes	59%	-18%	Nouvelair - A320
Amman - Paris	23%	-17%	Royal Jord. - A320
Amsterdam - Paris	100%	-18%	El Al - 737-800
Brest - Toulon/Hyeres	66%	-17%	TUI (Bel.) - A320
Monastir - Paris	54%	-3%	Tunisair - A320
Monastir - Nantes	76%	-18%	Nouvelair - A320
Paris - Reykjavik	17%	-6%	PLAY - A321neo
Algiers - Nantes	63%	-10%	Tassili - 737-800
Dakar - Lyon	35%	-25%	Air Sénégal - A321
Paris - Zadar	47%	-16%	Ryanair - A320
Paris - Sharm el-Sheikh	97%	-22%	EgyptAir - 787-9

For example, on this specific route and over the last 12 months, the reviewed airline's cost per seat is 18% lower than El Al 737-800's.

For more detailed results, full set of data, or a dynamic solution, please contact : Info@AvBench.com

Transavia France
Boeing 737-800

Aircraft Utilization (AU)

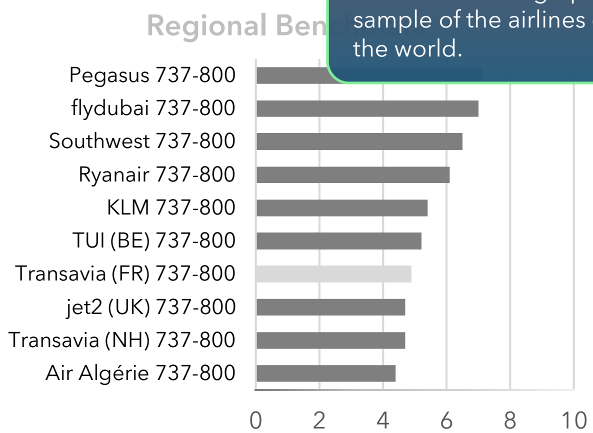
Annual number of scheduled cycles benchmarked versus other operators of the same aircraft type and adjusted based on average mission stage length.

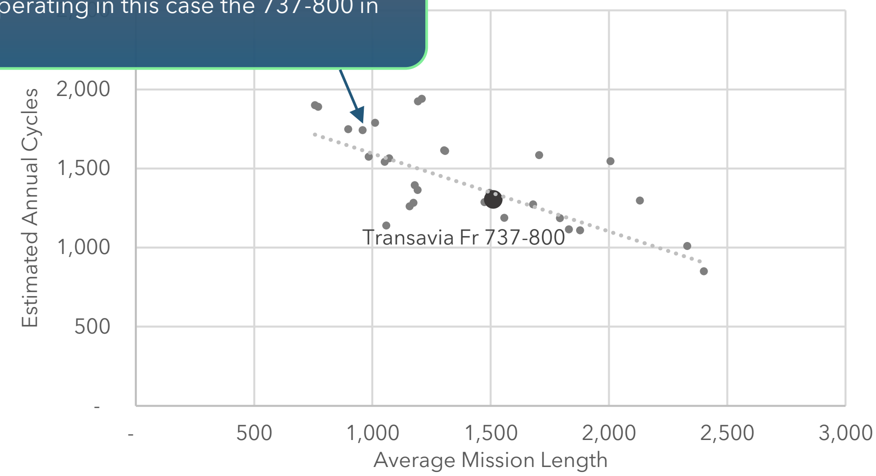
Take Away

Transavia France's 737-800 fleet utilization is around 1300 cycles per year and per aircraft, for an average mission stage length close to 1510 km.This is about 3% lower than the global distance adjusted trend for 737-800 operators. This good performance is in line with the rest of the industry but shows potential for improvements.

AU Score
4.9 /10

The dots on this graph reflect a selected representative sample of the airlines operating in this case the 737-800 in the world.





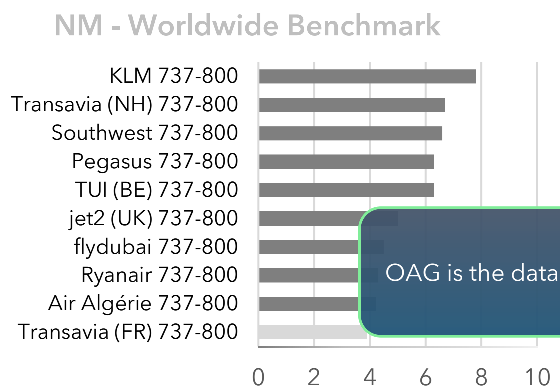
Network Maturity (NM)

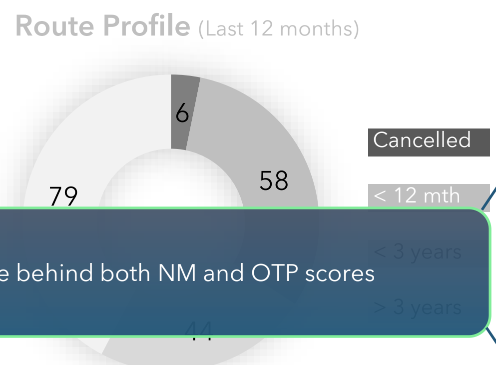
Number and percentage of routes that have been opened for more than 3 years and share of routes cancelled in the last 12 months.

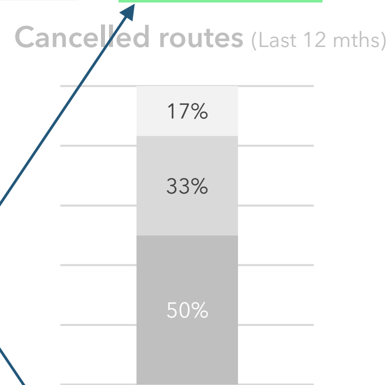
Take Away

Transavia France's 737-800 network is still very fluid. This is partly due to the transfer of routes from Air France, and the fact that Transavia France has significantly overhauled its network since COVID.

NM Score
3.9 /10







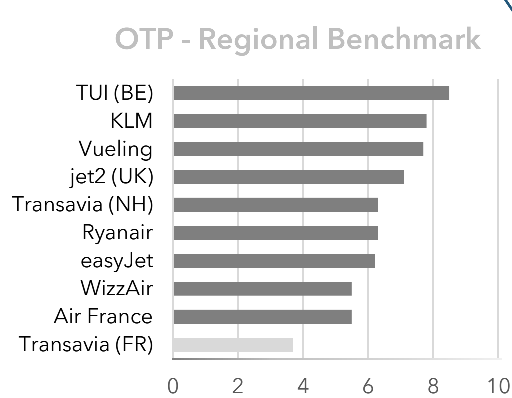
OAG is the data source behind both NM and OTP scores

On-Time-Performance (OTP)

Airline's overall On-Time-Performance benchmarked versus industry standards.

Take Away

Transavia France was only able to get 67% of its flights within 15 min of the scheduled arrival time, which is behind most operators in the industry. Transavia France ranks 74 out of 128 in Europe.



OTP Score
3.7 /10

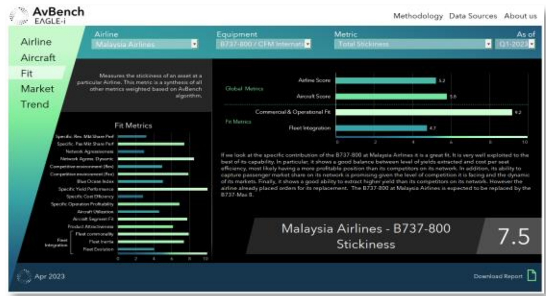
For more detailed results, full set of data,
or a dynamic solution, please contact : Info@AvBench.com

OUR MISSION

Access to airline credit ratings and current/future aircraft asset values are widely available through various rating agencies and appraisers. However, an assessment of the actual performance of a particular asset type and its stickiness to a particular airline does not exist till today. AvBench is a Business Intelligence company offering independent ratings and fleet reports reflecting the role and contribution of an aircraft within an airline's fleet and network.

Understanding why and how an aircraft contributes to the operational and commercial success of an airline will explain ahead of time the airline's financial performance and the role of each asset.

AvBench's unique solution "Eagle-i" analyzes the value of each type and its stickiness to a particular airline according to 30+ commercial and operational metrics.



AvBench's Eagle-i

This Airline Competitive Assessment report is an extract from AvBench's Eagle-i solution and reviews some of the multiple factors affecting the airline's commercial and operational effectiveness. All these factors are addressed by dedicated indexes, all using a similar scale between 0 and 10, and where the score 5 reflects a performance in line with the rest of the industry.

OUR EXPERTISE

Whether it is for network optimization, fleet analysis, or strategic planning, our experts leverage advanced analytics to extract actionable insights from complex data, enhancing decision-making processes. Based in Montreal and with a collective experience spanning 30 years, our team members have worked for several aircraft manufacturers and consulting firms and are passionate about empowering airlines and aircraft lessors with the knowledge and strategies they need to navigate the complex challenges of today's commercial airlines landscape.

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Airports Council International Data (1950 airports)
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3 Airlines Association Data (140 airlines)
Airports Monthly Reports (Top 50 airports)

MILANAMOS

CH-AVIATION

For more information, please contact us at Info@AvBench.com

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Updated on a monthly and quarterly basis with complete regional and world benchmark.

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Frontier Airlines
Malaysia Airlines
TAP Portugal
Shenzhen Airlines
Lion Airlines
Cathay Pacific
AeroMexico

Saab340
A320Neo
A321Neo
B737-400
CRJ900
Dash8-400
A220-300
B737-900
A320Neo
B777-300

70+ Aircraft Types

B757-200
A350-900
ATR72
B767-300
Fokker100
B777-200
CRJ200
E195-E2

Transavia France's Fleet as of Q1-2023

737-800 - 64