

# Icelandair and the eruption at Eyjafjallajökull

# Fimmvörðuháls - Prologue

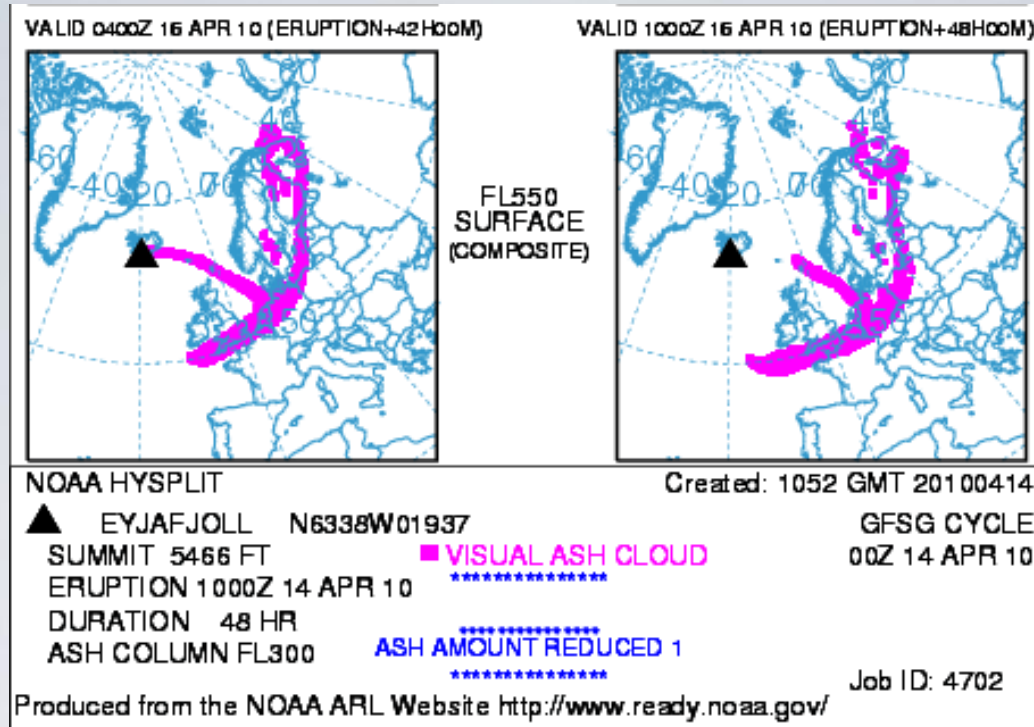
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- After several months of increased geological activities in Eyjafjallajökull Fimmvörðuháls erupted 21. march 2010





# Eyjafjallajökull starts



- + Skv þessu sleppur Keflavík næstu daga en ljóst að Evrópa mun verða fyrir áhrifum.
- + en. “According to this Keflavík is ok but it’s clear that Europe will be affected.”



**Icelandair Challenge: Keep up network operations**

# Icelandair Crisis Management

### External parties

Icelandic Met office

ISAVIA

London VAAC

Government

Icelandic CAA

University of Iceland

**Once a day**

### Crisis Committee

CEO, VP, Directors, Key  
players

Flight operations,  
Ground operations,  
Maintenance, Sales and  
Marketing, PR

**2-4 times a day**

### Passengers

Facebook

Twitter

Local media

Call center

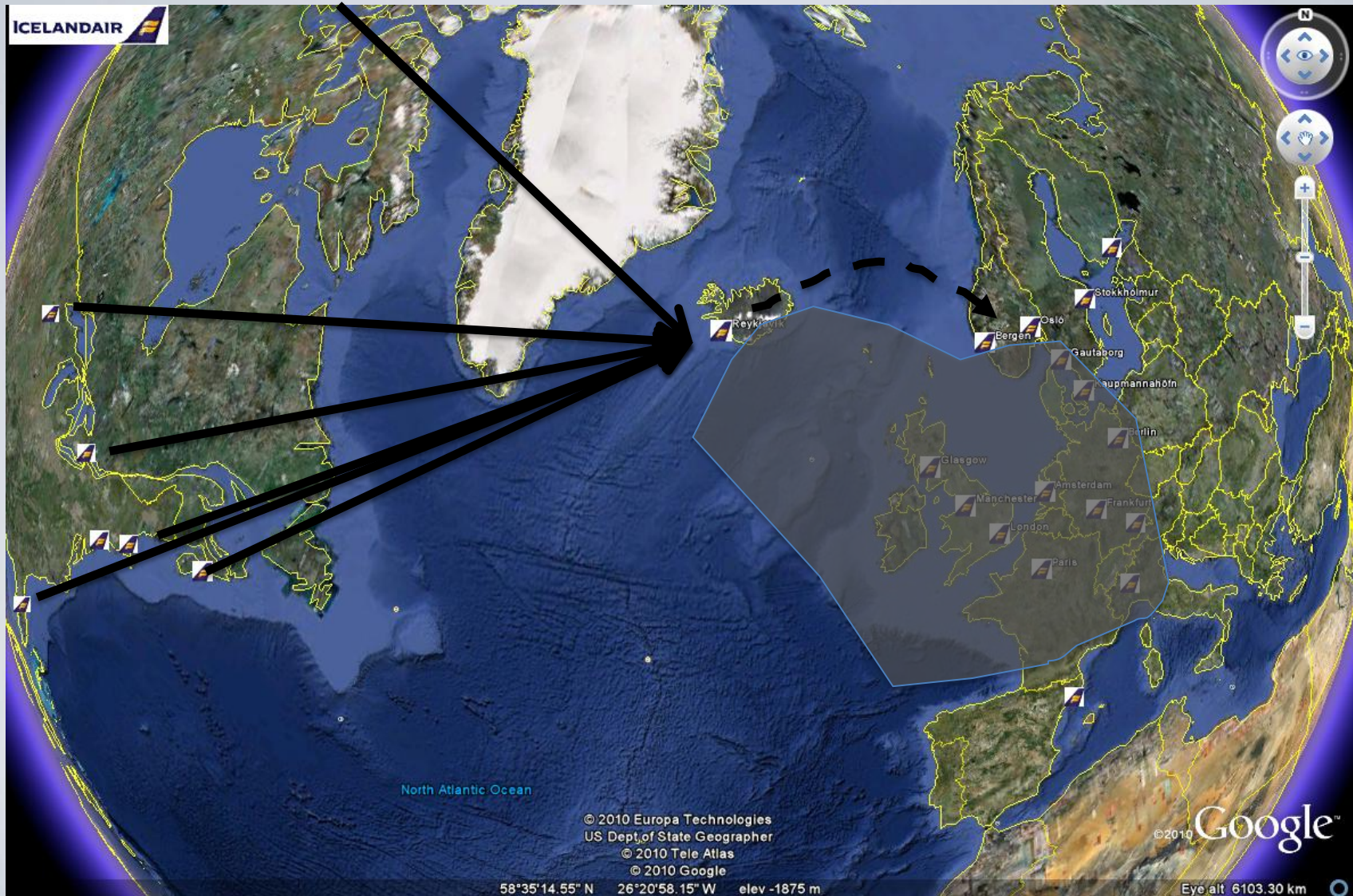
Offices and airports

**Constant update**





# Crisis management – 1st fase





# Trondheim Norway – April 18th 2010





# Closure of Keflavík

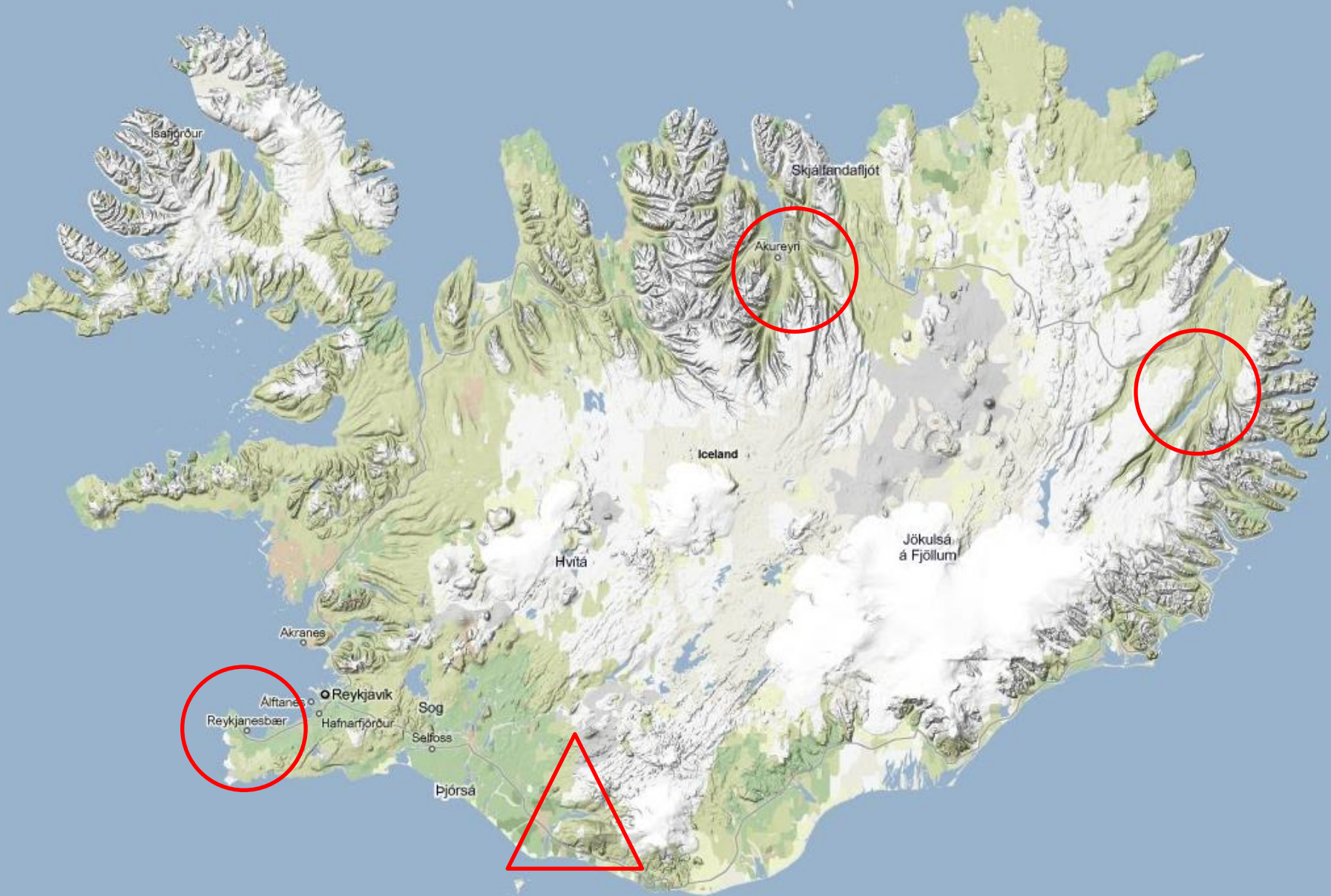
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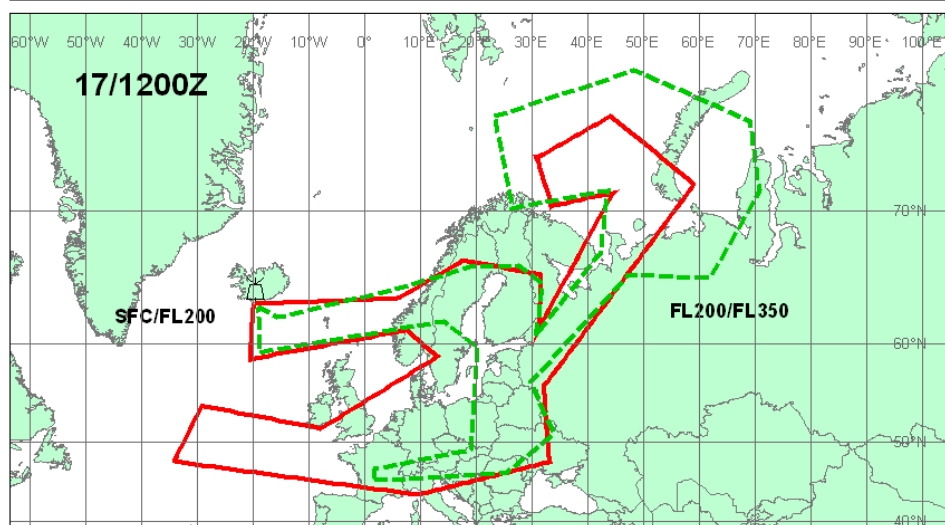
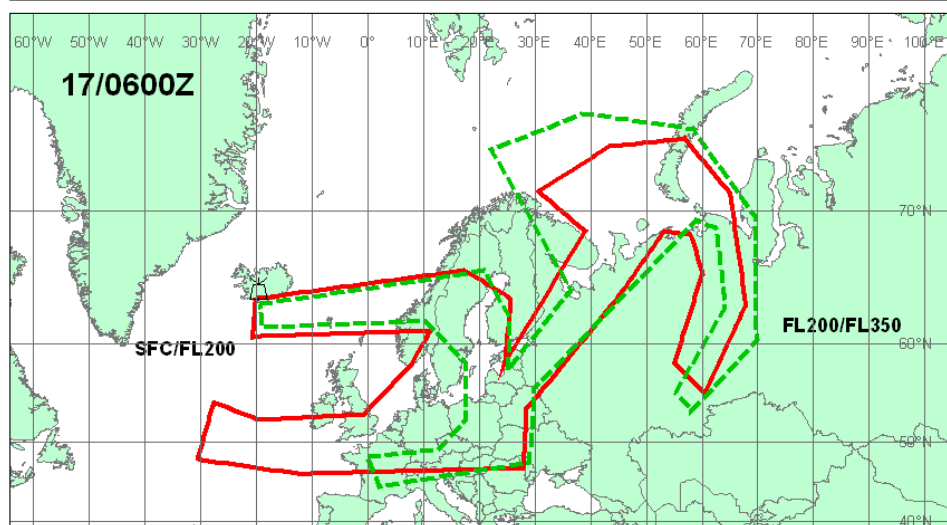
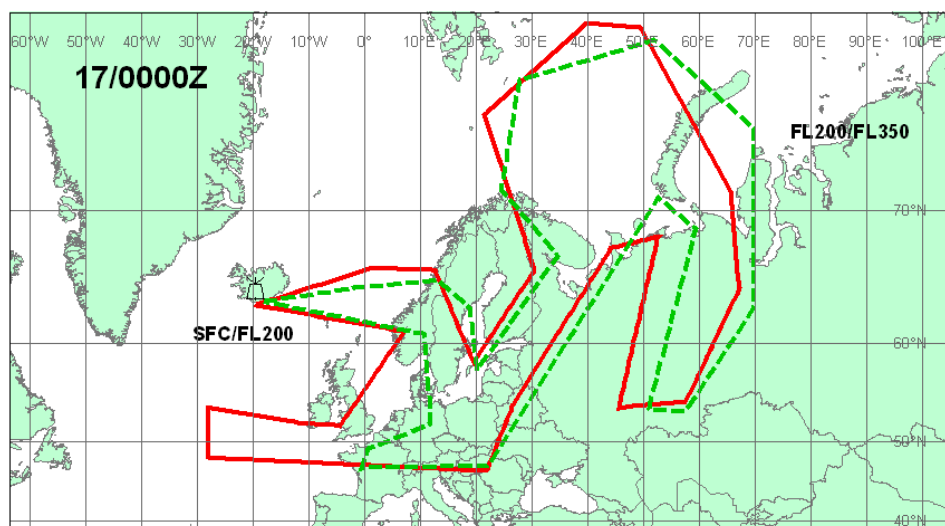
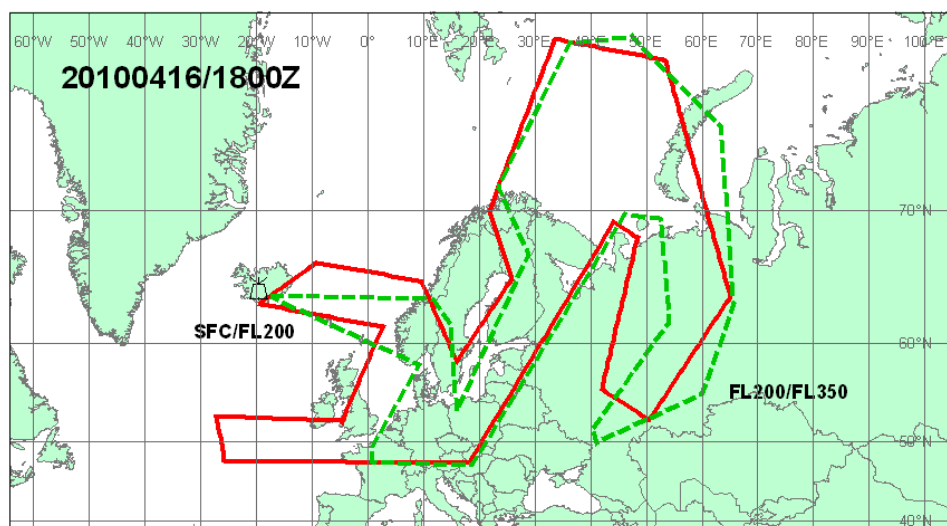
- + All International traffic to and from Iceland handled through Keflavík airport
- + Facilities and equipment in Keflavík
- + Closure would mean Iceland would be isolated
  
- + Only options:
  - Akureyri
    - Mainly domestic airport in the northern part of Iceland
  - Egilsstaðir
    - Mainly domestic airport in the eastern part of Iceland
  
- + No hub options in Iceland





Eyjafjallajökull  
Akureyri  
Keflavík





VA ADVISORY  
DTG: 20100416/1800Z  
VAAC: LONDON  
VOLCANO:  
EYJAFJALLAJOKULL  
PSN: N6338 W01937  
AREA: ICELAND

SUMMIT ELEV: 1666M  
ADVISORY NR: 2010/011  
INFO SOURCE: ICELAND MET OFFICE  
AVIATION COLOUR CODE: RED  
ERUPTION DETAILS: SIGNIFICANT ERUPTION  
CONTINUING, EPISODIC REACHING FL240,  
MOSTLY STEAM

RMK: ASH CONCENTRATIONS WITHIN INDICATED AREAS ARE  
UNKNOWN. NO SIGNIFICANT ASH RISK ABOVE FL350  
NXT ADVISORY: 20100417/0000Z



# Relocation of hub

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- + Strategic planning
  - “Short” term forecasts only available
    - VAAC charts had only 18h forecasts
  - Long term forecasts used
    - Hysplit
    - Weather forecasts
  - Decision to relocate crew and ground personel was made
  - Oslo, Copenhagen, Glasgow?

# Moving the hub over the ocean to GLASGOW

- + The focus on NOT closing down
- + Operations maintained all though the eruption
- + Moving to Glasgow in six hours when Keflavik Airport closed
- + 200 ground and cabin crew staff moved to Glasgow and Akureyri
- + 10 days total in 3 spells
- + 20-36 flights a day with 4-6000 pax





# Actions and reactions

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- + Information flow
  - 128 announced schedule changes
  - 240 web changes on Icelandair's 19 sites
  - Over 50 press releases
  - 200% increase in phone calls
  - Daily contact to the trade – key tour operators, travel agents
  - 24/7 Facebook and Twitter watch
  
- + Twitter and Facebook actions created most of about 320.000 visits to a special information page

# Loading of FI419 in Glasgow, Monday April 26th



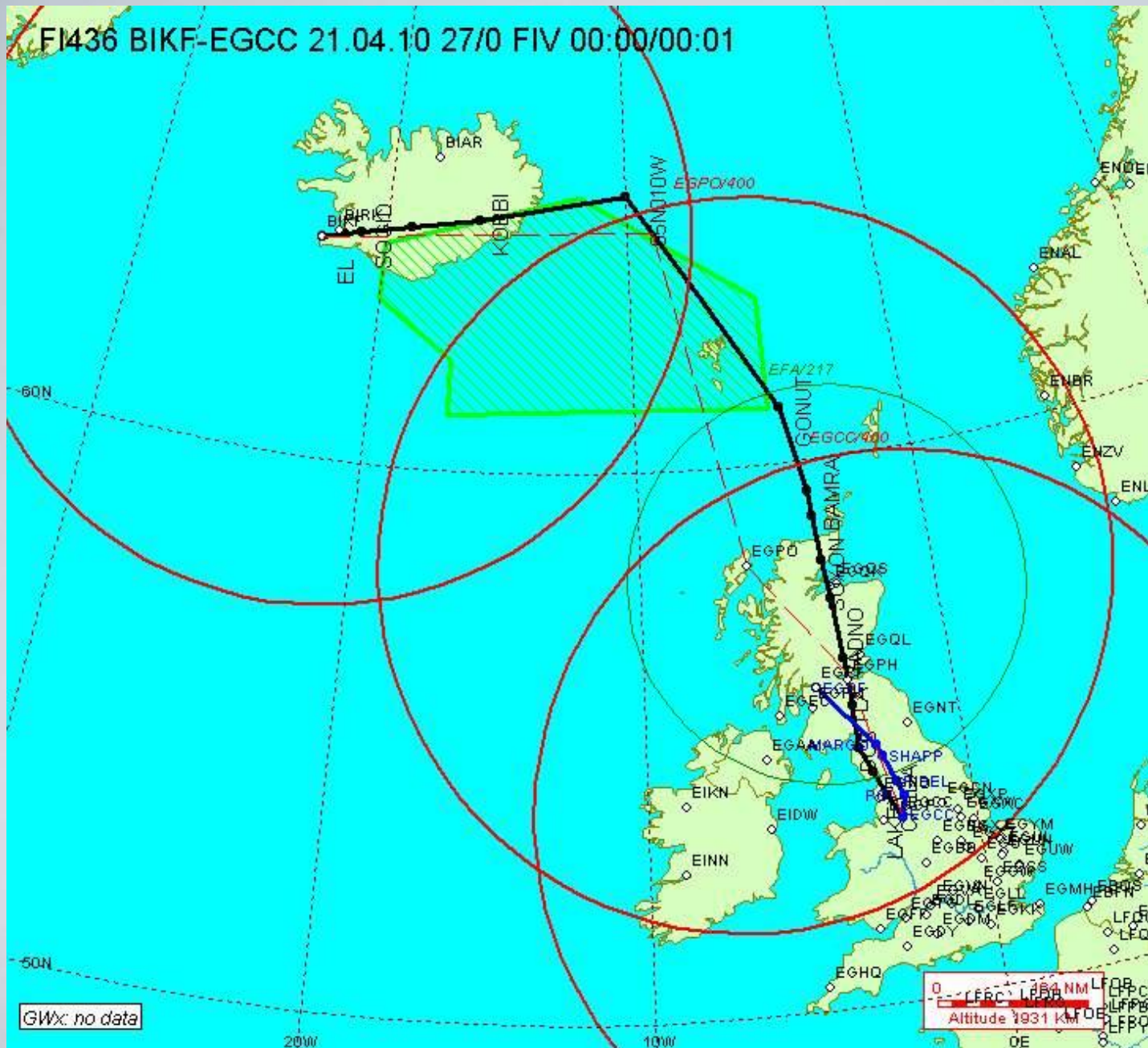






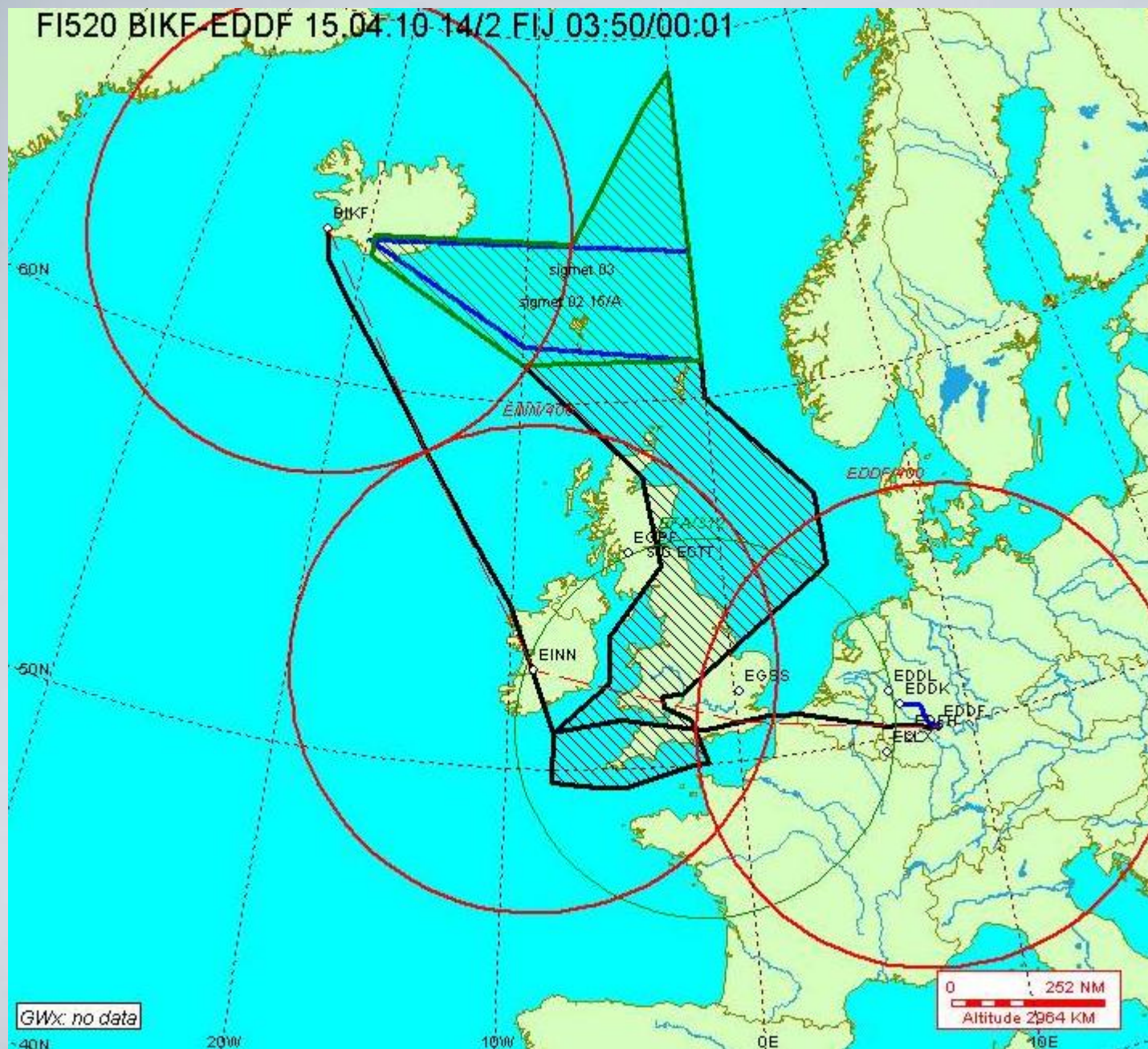




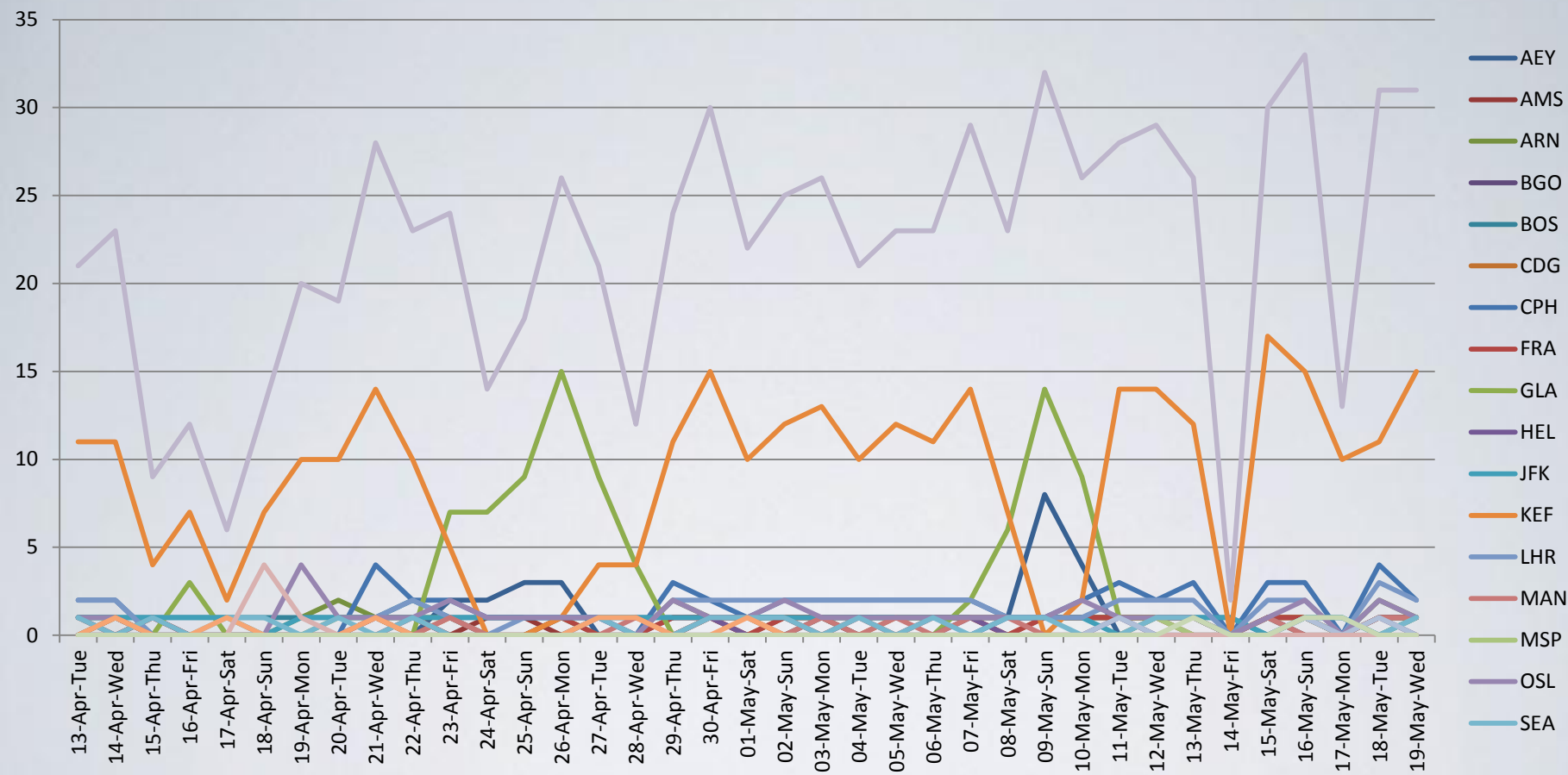




FI520 BIKF-EDDF 15.04.10 14/2 FIJ 03:50/00:01



**ICELANDAIR**  
WWW.ICELANDAIR.COM





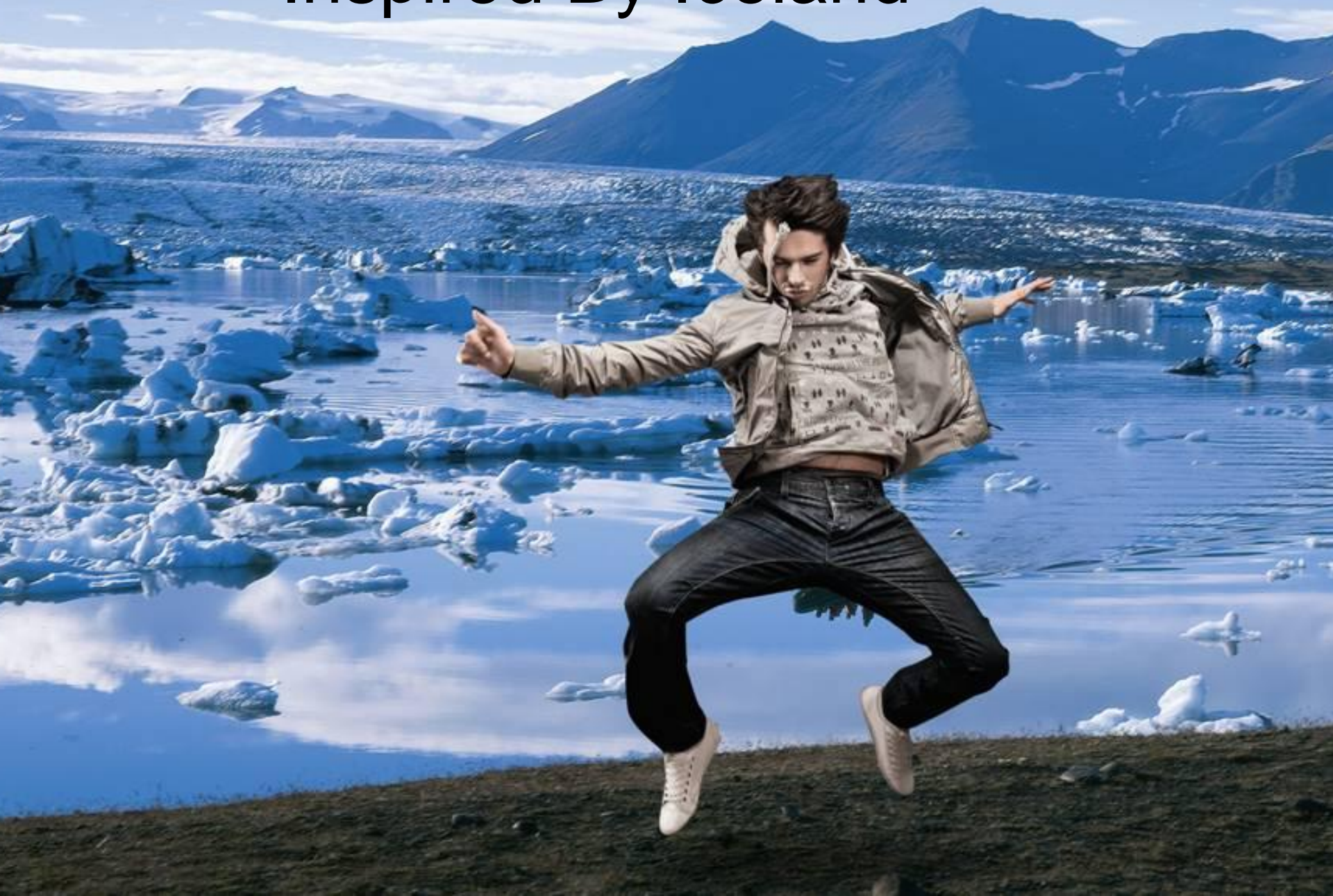
## Cooperation between Icelandair.

- ISAVIA
- IMO
- ICAA
- Police, Customs and immigration

Icelandair was able to fly 85% of the Network during the period.

Do not waste a good crisis.

# Inspired By Iceland





Iceland has never  
been more awake





COME AND BE  
INSPIRED BY ICELAND

# ICELAND: LAST MONDAY

Every Sunday, as usual for the last 1100 years nature has given us some pretty good excuse to go out and explore. From the glaciers to Jökulsárlón, Iceland is more awake than ever. This is a great time to see it.

For more information  
[visit \[icspireddbyiceland.com\]\(http://visit.icspireddbyiceland.com\)](http://visit.icspireddbyiceland.com)





NUMBER OF STORIES: 233

## SEND A E-CARD TO YOUR FRIENDS

From the glaciers to lunch in Hellnar, Iceland is more awake than ever. This is a great time to see it.

SEND E-CARD



COME AND BE  
**INSPIRED BY ICELAND**



**THINGS TO DO**

Here you can find everything from horses to glaciers  
[see more](#)



**ICELAND LIVE**

Live stream of Icelandic nature.  
[see more](#)



**MUSIC**

Music inspired by Iceland.  
[see more](#)



**SPREAD THE WORD**

Have you been inspired by Iceland? Read the stories and tell your own. [see more](#)



**SHARE**

Join the campaign. Get inspired.  
[see more](#)

CLOSE





Thank you