

# CROATIA AIRLINES

A REGIONAL STAR ALLIANCE MEMBER 

## Market

Croatia's geographic and transport position of a Mediterranean country, at the intersection of routes to Southern, Eastern and Central Europe benefits the plans of Croatia Airlines, focused on meeting high market demands by maintaining all current destinations of regular travel and by expanding its flight grid toward Southeastern European countries. The goal is to increase Croatia Airlines' market share. The contribution to the development of tourism in the Republic of Croatia is a special task for Croatia Airlines, and it is accomplished by meeting demands of the main tourist markets, namely Germany, Austria, France, the Netherlands, Great Britain, and Ireland.

Since its foundation, Croatia Airlines has connected Croatian cities with the major European capital cities (Amsterdam, Brussels, Frankfurt, London, Munich, Paris, Rome, Zurich, Vienna) and the company's most frequent flight destinations are Germany (36%), Austria (11%), Switzerland (11%), and Great Britain (7%). In 2006, with air traffic liberalisation and strengthening competition, a 36% market share was achieved.

## Achievements

In more than 15 years of existence, Croatia Airlines has won numerous certificates and awards. On October 25th, 200, the company received the JAR 145 certificate from the German air traffic authorities (LBA- Luftfahrt Bundesamt), a certificate that provides authorization for basic and line aircraft maintenance in accordance with the highest European standards.

In mid October 2004, the company was given EASA Part 145 clearance which pertains to standards that are required for organizations maintaining aircraft and aircraft devices. Clearance was given by the EASA (European Aviation Safety Agency), a regulatory and an executive air traffic authority of the European Union in charge of setting high common standards of safety in air traffic and environmental protection. EASA Part 145 replaces and expands the previous JAR 145 certificate.

On December 8th, 2005, Croatia Airlines



successfully passed a very demanding independent IOSA (IATA Operational Safety Audit) flight safety test for the second time and renewed its IOSA certificate. IOSA was established by IATA (International Air Transport Association) to set unified global standards for rating flight safety of member airline companies. Croatia Airlines was the third air carrier in the world to receive this certificate in 2003.

In February 2004, the redesign process for all aircraft began, and on May 15th, 2005 the company became one of the 10 winners of the ReBrand 100 award in Providence, USA. Besides this recognition, Croatia Airlines' promotional projects were displayed in many expert exhibitions, expert magazines, and on both national and international Internet sites. The Grand Prix of the best calendar of the year was won twice, as well as the jumbo poster of the decade award.

## History

Croatia Airlines is the Croatian flag carrier (international label: CTN, flight label: OU) founded in 1989 and named Zagal. The company first flew Cessna 402C, Cessna 310R, and Cessna Citation II aircraft and the main function was night-time mail transport and express UPS deliveries. After the first democratic elections in Croatia, Zagal changed its name to Croatia Airlines on July 23, 1990. Prior to the beginning of the 1991 tourist season, two MD82 aircraft were rented and on May 5th, the first

commercial flight took place between Zagreb and Split, thus marking the beginning of commercial air traffic. In the year 1992, Croatia Airlines bought three Boeing 737-200 aircraft from Lufthansa and reached an agreement regarding technical support. The flight between Zagreb and Frankfurt on April 5th, 1992 marked the beginning of regular international air traffic. In that same year, the company's first foreign office was opened in Frankfurt, and the company entered the International Air Transport Association (IATA). In the period between 1993 and 1995, the fleet was expanded by two more Boeing 737s and three ATR42 aircraft, and by the end of 1995 Croatia Airlines was connecting Croatia with 25 European destinations. In April 1997, Ivan Mišetić became the new CEO, still in that position today, and started the most intensive development phase. With the arrival of a rented Airbus A320 aircraft on May 29th, 1997 the process of renewing the fleet with Airbus aircraft started. In accordance with a contract with the Airbus Industrie company, Croatia Airlines received its first new A319 aircraft in Hamburg in January 1998. In that year, the company became a full-time member of the Association of European Airline Companies (AEA). By June 2000, the fleet was further expanded by five new, state of the art mid-range aircraft (three A319 and two A320 aircraft) thus completing the fleet renewal process. In the meantime, all Boeing 737 aircraft were sold. The acceptance in the regional Star Alliance in



December 2004 is among the most significant events in the company's history.

The Croatian national airline is today a mid-sized European carrier that connects Zagreb with destinations on the Adriatic, as well as Croatia with entire Europe and world, through commercial and charter flights.

### Product

Croatia Airlines is a network carrier that provides passenger travel services on short and mid-range flights in Economy and Business Classes. The company is trying to maximally adjust its business to the demands of the market and the passengers by providing a quality service which is based on safety, punctual flights, knowing the market, and working together with established and well-known airline companies.

In February 2002, the FlyOnline service was introduced, allowing passengers to book Business and Economy Class tickets online. The website can be used to search through over 6,800 internet prices that the company offers. The company was also one of the first ones in the region to implement this program. In the year 2005, a telephone service for ticket sales was introduced allowing reservation and payment for tickets for all flights from Croatia.

The Airbus aircraft are equipped with the most modern audiovisual systems which are used to inform passengers about the company and the Republic of Croatia through informative movies.

Since April 2005, Croatia Airlines passengers can participate in the globally known Miles & More frequent flyer program.



tickets through tourist agency network, and mutual acceptance of electronic tickets on other airline flight. In 2007, it is planned to expand the use of electronic tickets to all destinations, as well as the destinations of the most significant airline partner companies, especially those from the Star Alliance.

Since November 1st, 2006 there has been a new price model for international flights with lower prices and favourable travelling conditions. The new tariff structure reduced the differences between classes within the entire network, and the conditions of use have been simplified. Travelling is now more flexible due to the possibility of combining tariffs in Economy and Business Class which allows greater seat availability for more tariff combinations. With significant assistance from

Croatia Airlines, Zagreb Airport started using the through check in computer system. It is a system that allows

computer registration of passengers, thus making the flow of passengers and aircraft faster in the process of inbound and outbound flights.

### Promotion

Ever since it was founded, Croatia Airlines has been systematically creating its visual identity with the last major change being the aircraft redesign in 2004. The square, a recognizable symbol of the Croatian national identity is applied on the tail of the aircraft and put into a dynamic form that represents movement (travel). The new look stresses the basic company mottoes: quality, safety and comfort on all flights. These are also the mottoes that the company tries to relate through all its media activities, both nationally and abroad. The company slogan "More Than a Comfortable Flight" is used to describe the

complete service from ticket reservation to the arrival at final destination. Besides promotion in printed and electronic media, the company presents itself to the market participating at all major tourist fairs in Europe.

### Brand Values

Croatia Airlines is the national airline that states in its mission its obligation towards the society in connecting the country through air traffic, nationally and internationally, and also its important role in developing Croatian tourism.

The company is constantly making adjustments to meet the demands of the tourist economy and tourism development in a network of direct flights to the capital city of Zagreb and also to destinations on the Adriatic, while cooperating with its partner airlines and coordinates other ways of transport, where possible.

Croatian meals and wines are served in the flight cabin, while Croatian natural wonders, historic and cultural values are shown in the in-flight magazine "CROATIA" and in promotional tourist movies, including movies promoting the need to protect special and endangered species: a film that promotes the Good dolphin project in the Cres and Losinj basin, a film about the Lipizzaner stud farm in Đakovo, and a film about the European stork village Čigoč.

Croatia Airlines promotes and sponsors a number of cultural events and sports, in cooperation with the Croatian Olympic Committee.

The company's services are based on modern and ecological aircraft, while strict adherence to flying procedures contributes to maximum environmental protection, especially in terms of noise and pollution prevention.

[www.croatiaairlines.com](http://www.croatiaairlines.com)



### Recent Developments

In September 2005, the company implemented a total price display for international flights which shows the price of an international ticket and also the airport fares and other payments. The new form of display provides transparent prices and is in accordance with the current demands of the international air traffic market and passenger requests.

On October 29th, 2006 Croatia Airlines implemented and fully applied the electronic ticket system. Full application implies issuing electronic tickets for Croatia Airlines flights, issuing electronic



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CROATIA AIRLINES

"Putujem, dakle jesam. A svijet je prekrasan i čeka goste..."

Odaberite Croatia Airlines za svoje putovanja!  
Suвремена flota, pažljivo sastavljen red letenja, stalni razvoj usluga i ljubaznost osoblja jamstvo su vašeg zadovoljstva.

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Više od udobna leta

### THINGS YOU DIDN'T KNOW ABOUT...

#### Croatia Airlines

- Croatia Airlines had the honour of hosting Pope John Paul II aboard its aircraft in 1994, 1998 and 2003.
- The company organised the transport of the entire Dora Maar and Picasso exhibition in 2004 and the Values of the Ottoman art exhibition in 1999.
- In September 2006, on a flight from Frankfurt to Zagreb the company recorded its fifteen millionth passenger.