

EASIER ACCESS TO FLIGHT INFORMATION

- Isavia's new website has been launched
- You can now access information on flights and services at Keflavík Airport through Twitter and Facebook Messenger
- 11 million visits to Isavia's website on a yearly basis

All passengers who pass through Keflavík Airport can now receive information on booked flights sent to them directly through Twitter and Facebook Messenger. These are among the services that are offered on Isavia's new website and are of use to travellers embarking on long journeys this summer.

Björn Óli Hauksson, Managing Director of Isavia, launched the website during the Annual General Meeting of the company at the beginning of April. The website manages all information provision for Isavia airports. The latest methodology was used when constructing the website, and its organisation is based on the needs of users.

The websites of Isavia and Keflavík Airport were merged. There are thirteen airports for scheduled flights, each with a separate sub-site. The page is easily accessible from both computers and smart devices.

NEW WEBSITE – NEW SERVICE

- More links to the tourism industry.
- More detailed information on flights and interactive options.

With the new service from the Irish company www.BizTweet.aero, artificial intelligence is used to get information to users in the manner they choose. You can now access information on flights and services at Keflavík Airport through Twitter or Facebook Messenger. Most major airports in the world have begun to take advantage of this technology, including the international airports in Melbourne in Australia and Dubai as well as London City Airport.

Passengers can thus receive information about their flights in real-time by means of the communications media they select. Each step in their journey is specified until they land at their destination.

"Isavia wishes to provide passengers with easy access to the information that they need when they need it and in the manner they prefer," says Björn Óli Hauksson, Managing Director of Isavia. "To do so, we want to use the latest and best technology. BizTweet has made this possible for us."

Paul Brugger, the Managing Director of BizTweet, says that it is a distinct pleasure to provide Isavia with this service. "We're delighted to provide Isavia with a fully integrated multi-lingual, data-driven artificial intelligent solution across Twitter and Facebook within 3 weeks. The service will provide their passengers with real-time operational updates and answer customer service queries at a simple click of a button. BizTweet's innovative technology empowers airports with a unique opportunity to provide data-driven artificial intelligent messages, which reaches a whole new level of personalization. For Isavia passengers this means the communication is highly personalized and highly relevant."

11 MILLION VISITS TO THE WEBSITE

The websites of Isavia have been used extensively. Over the past year, 1.5 million users accounted for 4.8 million visits to the Keflavík Airport website, which means that each user visits the website an average of a little more



than three times a year. There were 4 million visits to the English version website during the year, while there were 7 million visits to the Icelandic version.

With increased services and easier access to information about Keflavík Airport, all the other airports in Iceland, arrivals and departures and the diverse range of services provided by Isavia, traffic on the company's new website may be expected to increase.

Further information can be obtained from Guðjón Helgason, the Communications Director of Isavia, tel: +354 856-4540.