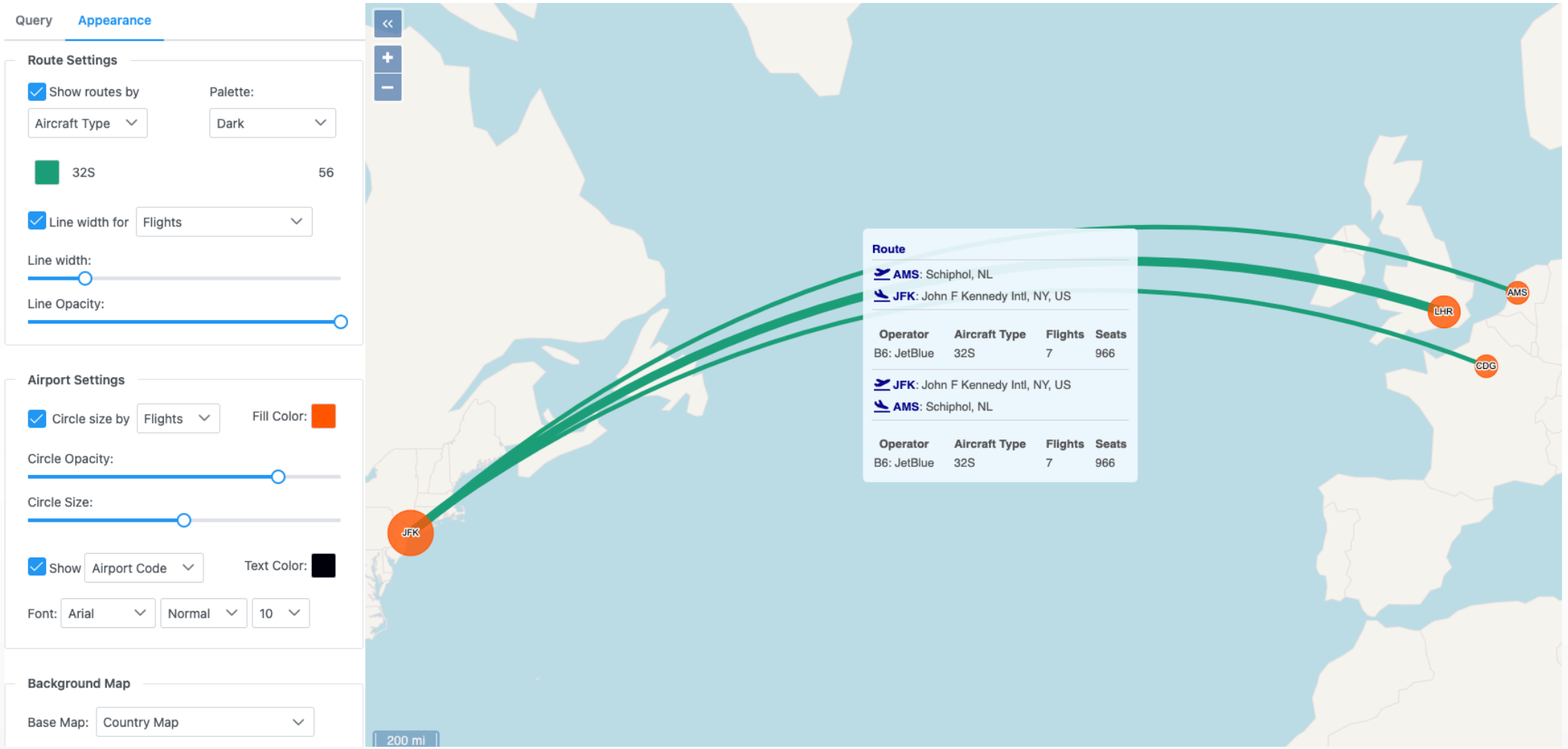
April 15th, 2023

JetBlue’s New Amsterdam Flights

FlightBI

JetBlue (B6) will launch daily operations between New York (JFK) and Amsterdam (AMS) late this summer with the Airbus A321LR aircraft



Source: Fligence Planning

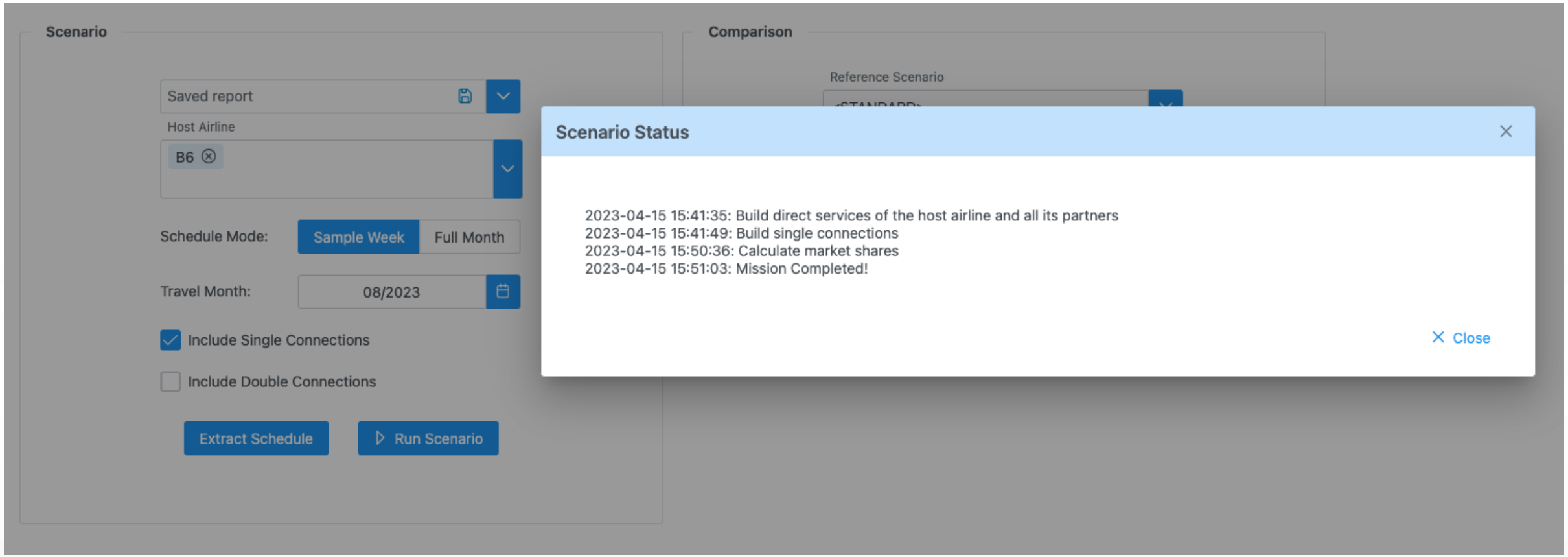
To run a scenario, we add daily JFK-AMS and AMS-JFK flights into JetBlue's August 2023 schedule

Flight Difference

SOURCE	MKT_AL	OPT_AL	MKT_FLIGHT_NO	OPT_FLIGHT_NO	ORG	DST	VIA	EFFECTIVE_FROM	EFFECTIVE_TO	OPT_DAYS	LOCAL_DEP_TIME	LOCAL_ARR_TIME	ARR_OFFSET	FLYING_MINS	AIRCRAFT	SEATS	RESTRICTIONS	AIRLINE_TYPE
New	B6	B6	7778	7778	AMS	JFK		2023-08-07	2023-08-13	1234567	1155	1522		507	32S	138		L
New	B6	B6	7777	7777	JFK	AMS		2023-08-07	2023-08-13	1234567	2059	0955	1	476	32S	138		L

Source: Fligence Planning

For a quick evaluation, we constructed only single connections for all markets served by JetBlue and its partner airlines



Source: Fligence Planning

Our QSI analysis indicates that JetBlue(B6) could potentially acquire approximately 6% share in the JFK-AMS market

Scenarios | QSI Report | QSI Factors | Saved Reports

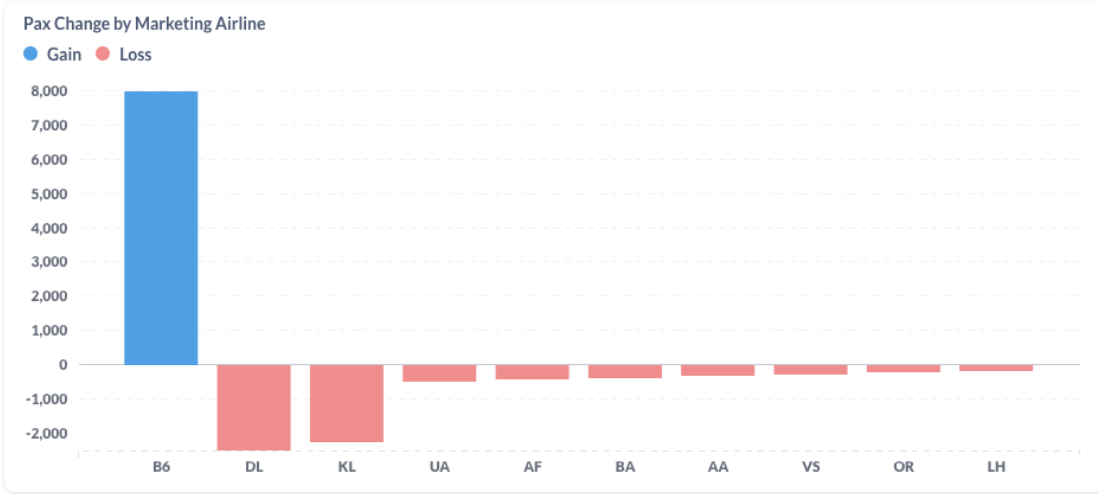
Origins: JFK ⊗ | Destinations: AMS ⊗ | Travel Month: 08/2023 | Standard | Custom | QSI | ShareGap | Run Report

QSI Market Share Report | 8 columns selected | Show Details > 0.0% | Search keyword

YYMM	DOM MKT AL	DOM OPT AL	ORG	DST	Service Type	QSI Point	QSI Share
2308	KL	KL	JFK	AMS	Non-stop	33.23	30.60%
2308	DL	DL	JFK	AMS	Non-stop	25.27	23.26%
2308	DL	KL	JFK	AMS	Non-stop Codeshare	6.65	6.12%
2308	B6	B6	JFK	AMS	Non-stop	6.61	6.08%
2308	KL	DL	JFK	AMS	Non-stop Codeshare	5.05	4.65%
2308	VS	DL	JFK	AMS	Non-stop Codeshare	5.05	4.65%
2308	BA	BA	JFK	AMS	Online Single Connect	4.43	4.07%
2308	DL	DL	JFK	AMS	Online Single Connect	4.25	3.92%
2308	AF	DL	JFK	AMS	Non-stop Codeshare	3.25	2.99%
2308	AF	AF	JFK	AMS	Online Single Connect	3.08	2.83%
2308	LH	LH	JFK	AMS	Online Single Connect	1.39	1.28%
2308	EI	EI	JFK	AMS	Online Single Connect	1.05	0.97%
2308	LX	LX	JFK	AMS	Online Single Connect	1.03	0.95%
2308	FI	FI	JFK	AMS	Online Single Connect	1.03	0.94%
2308	AZ	AZ	JFK	AMS	Online Single Connect	0.84	0.77%
2308	KL	DL	JFK	AMS	Single Connect Codeshare	0.81	0.74%
2308	AA	BA	JFK	AMS	Single Connect Codeshare	0.72	0.66%
Total						**108.62**	**100.00%**

Source: Fligence Planning

JetBlue may gain 129 PDEW* and $4.9MM monthly revenue across all direct and connecting markets (e.g., JFK-AMS, LAX-AMS, SFO-AMS)



Change by Market

ORG	DST	MKT_AL	OPT_AL	PAX_OLD	PAX_NEW	PAX_CHG	REV_OLD ($)	REV_NEW ($)	REV_CHG ($)	REV_SHARE_OLD	REV_SHARE_NEW	REV_SHARE_CHG	PAX_SHARE_OLD	PAX_SHARE_NEW	PAX_SHARE_CHG	REV_LOCAL_PEI
JFK	AMS	B6	B6	0	1,342	1,342	0	902,384	902,384	0%	6%	6%	0%	6%	6%	
AMS	JFK	B6	B6	0	1,190	1,190	0	748,315	748,315	0%	6%	6%	0%	6%	6%	
JFK	AMS	KL	KL	7,188	6,750	-437	4,832,446	4,538,473	-293,973	33%	31%	-2%	33%	31%	-2%	
JFK	AMS	DL	DL	6,384	5,996	-388	4,292,496	4,031,369	-261,126	29%	27%	-2%	29%	27%	-2%	
AMS	JFK	KL	KL	6,386	5,984	-402	4,016,281	3,763,591	-252,691	34%	32%	-2%	34%	32%	-2%	
AMS	JFK	DL	DL	5,508	5,161	-347	3,463,894	3,245,957	-217,936	29%	27%	-2%	29%	27%	-2%	
LAX	AMS	B6	B6	0	268	268	0	133,083	133,083	0%	2%	2%	0%	2%	2%	
SFO	AMS	B6	B6	0	217	217	0	131,780	131,780	0%	2%	2%	0%	2%	2%	

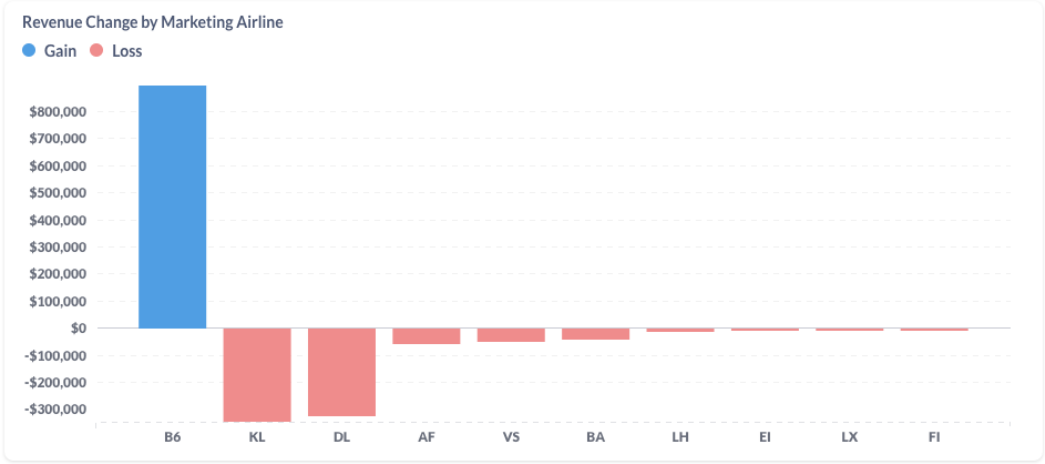
Rows 1-8 of first 2000

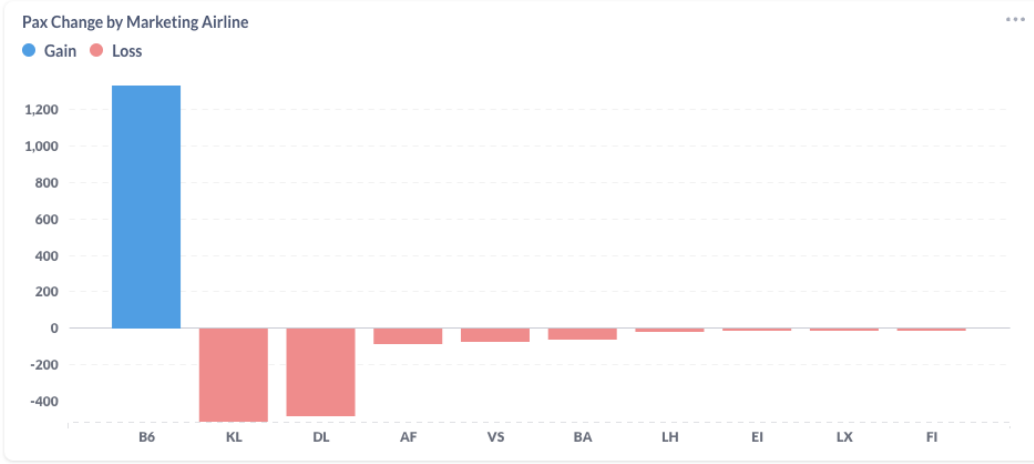
Source: Fligence Planning;

* PDEW – passengers daily each way

In the JFK-AMS market, JetBlue(B6) could potentially capture 43.3 PDEW from competitors such as KLM(KL), Delta(DL), and other airlines

Origin: JFK: John F Kennedy Intl (New York-JFK) ×
Destination: AMS: Schiphol (Amsterdam) ×
Airline





Change by Market

ORG	DST	MKT_AL	OPT_AL	PAX_OLD	PAX_NEW	PAX_CHG	REV_OLD ($)	REV_NEW ($)	REV_CHG ($)	REV_SHARE_OLD	REV_SHARE_NEW	REV_SHARE_CHG	PAX_SHARE_OLD	PAX_SHARE_NEW	PAX_SHARE_CHG	REV_LOCAL_PER
JFK	AMS	B6	B6	0	1,342	1,342	0	902,384	902,384	0%	6%	6%	0%	6%	6%	
JFK	AMS	KL	KL	7,188	6,750	-437	4,832,446	4,538,473	-293,973	33%	31%	-2%	33%	31%	-2%	
JFK	AMS	DL	DL	6,384	5,996	-388	4,292,496	4,031,369	-261,126	29%	27%	-2%	29%	27%	-2%	
JFK	AMS	DL	KL	1,438	1,350	-87	966,489	907,695	-58,795	7%	6%	-0%	7%	6%	-0%	
JFK	AMS	KL	DL	1,267	1,190	-77	851,883	800,060	-51,823	6%	5%	-0%	6%	5%	-0%	
JFK	AMS	VS	DL	1,204	1,131	-73	809,641	760,388	-49,253	5%	5%	-0%	5%	5%	-0%	
JFK	AMS	BA	BA	957	899	-58	643,446	604,303	-39,143	4%	4%	-0%	4%	4%	-0%	
JFK	AMS	AF	DL	770	723	-47	517,695	486,202	-31,493	3%	3%	-0%	3%	3%	-0%	

Rows 1-8 of 31

Source: Fligence Planning

Why Fligence Planning? Everything is in the Cloud and scalable.

- Fligence[1] Planning is an airline network planning tool using the QSI (Quality Service Index) method to assess the impact of any airline schedule changes.

- With Fligence Planning, you can

  - Run all scenario analyses anywhere on any devices with an internet connection;
  - Rebuild connections and assess impact in minutes rather than waiting for hours;
  - Evaluate the scenario result visually using your own comparison templates.

The sky is the limit.

Notes:

1. Fligence is our product brand, which stands for Flight Intelligence.

Wise decisions come from data-driven “What-if” analyses

Modify Schedule

- Add new flights
- Remove flights
- Change equipment
- Change departure and block time
- Add, remove or modify codeshare

Rebuild Connections

- Rebuild single connections
- Rebuild double connections
- Calculate QSI scores of new services

Evaluate the Impact

- Calculate new market share, traffic and revenue by carrier
- Compare with the base scenario or other scenarios

Please get in touch with us if you want to learn more

Flight BI is a Business Intelligence (BI) solution provider for the global aviation industry. We build data warehouse products and web applications to help air operators, airports, OEMs, and other travel-related businesses make data-driven strategic and operational decisions intuitively.

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