

## **Turkish low cost airline Pegasus airlines - Güliz ÖZTÜRK, Pegasus Airlines – CCO - 2nd Istanbul Hub Seminar presentation summary**

Ms. Güliz Öztürk, Chief Commercial Officer at Pegasus Airlines, opened her speech, drawing attention to the development of the sector before she went on to discuss the current state of the Turkish aviation sector and future expectations. Öztürk stated that thanks to positive effects of the legislative changes in the 2000s, airlines such as Pegasus Airlines are now able to introduce new business models to the Turkish aviation industry. “This has resulted an increase in the total number of passengers carried in Turkey from 30 million in 2003 to an astonishing 133 million in just 11 years”, remarked Öztürk. “The increase is highly significant for Turkey, yet when compared to other countries, Turkey has still a great potential for growth.”

Öztürk noted that Pegasus Airlines is Turkey’s first low-cost carrier and that they gave three promises when they first introduced this new business model in Turkey: low cost, new aircrafts and on-time performance. Capitalizing on the advantages of Istanbul’s geographical location, Öztürk believes that as Pegasus Airlines they have already set themselves apart from other low-cost carriers with their differentiated services and flight network. Hence, Öztürk says that they now regard themselves as low-cost network carrier.

“Pegasus Airlines plays a key role in the growth of the Turkish aviation industry and we offer flights to numerous destinations in Turkey” remarked Öztürk. Öztürk also pointed out that although they wish to fly to more destinations abroad, not all airlines in Turkey can benefit from the advantages of bilateral air transport services agreements due to limitations in place. Furthermore, Öztürk also expressed that she believes the new airport is highly crucial for the growth of the Turkish aviation industry as the Atatürk Airport and Sabiha Gökçen Airports in Istanbul have already reached their maximum capacity. “The new airport will turn Istanbul into a global aviation hub” said Öztürk and heralded that Pegasus would grow even larger in Sabiha Gökçen Airport and therefore the expansion of Sabiha Gökçen Airport is also paramount.