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The impact of Emirates' growth strategy on the Europe-Asia market: the view from Europe

Emirates and other VAE Carriers are at the top of the Order list of long haul aircraft at Boeing as well as at Airbus. The ambitious growth targets seem not being driven by short or medium term ROI expectations but rather be based on infrastructure development strategies. However, they will blow up capacities in the Europe – Asia / Pacific market extremely and result in enormous pressure on yields. The yield pressure will be enforced by large A 380 fleets that will be operated between Europe and Asia via Dubai on O&Ds that are offered non stop by European and Asian competitors. The presentation will discuss the specific effects on major and secondary European hub carriers and hub airports.