

# INTO

*Innovation & Tourism  
International Seminar*



# Agenda

[Redacted]

[Redacted]

[Redacted]

[Redacted]

## 1. General information airberlin



# Key Facts

## airberlin is...

- ...the second largest airline in Germany.
- ...the third largest low cost carrier in Europe.
- ...an established quality carrier, serving destinations worldwide.
- ...an ambitious airline, well known for its on-board service.
- ...a Berlin company, generating new jobs.
- ...the winner of several prestigious awards.
- ...an airline with a Hybrid Carrier model.
- ...**Your Airline.**



### Key Figures:

28.6 Mio. Passengers in 2008 (+ 2,5 %)

8.400 Employees (including subsidiaries)

## Awards

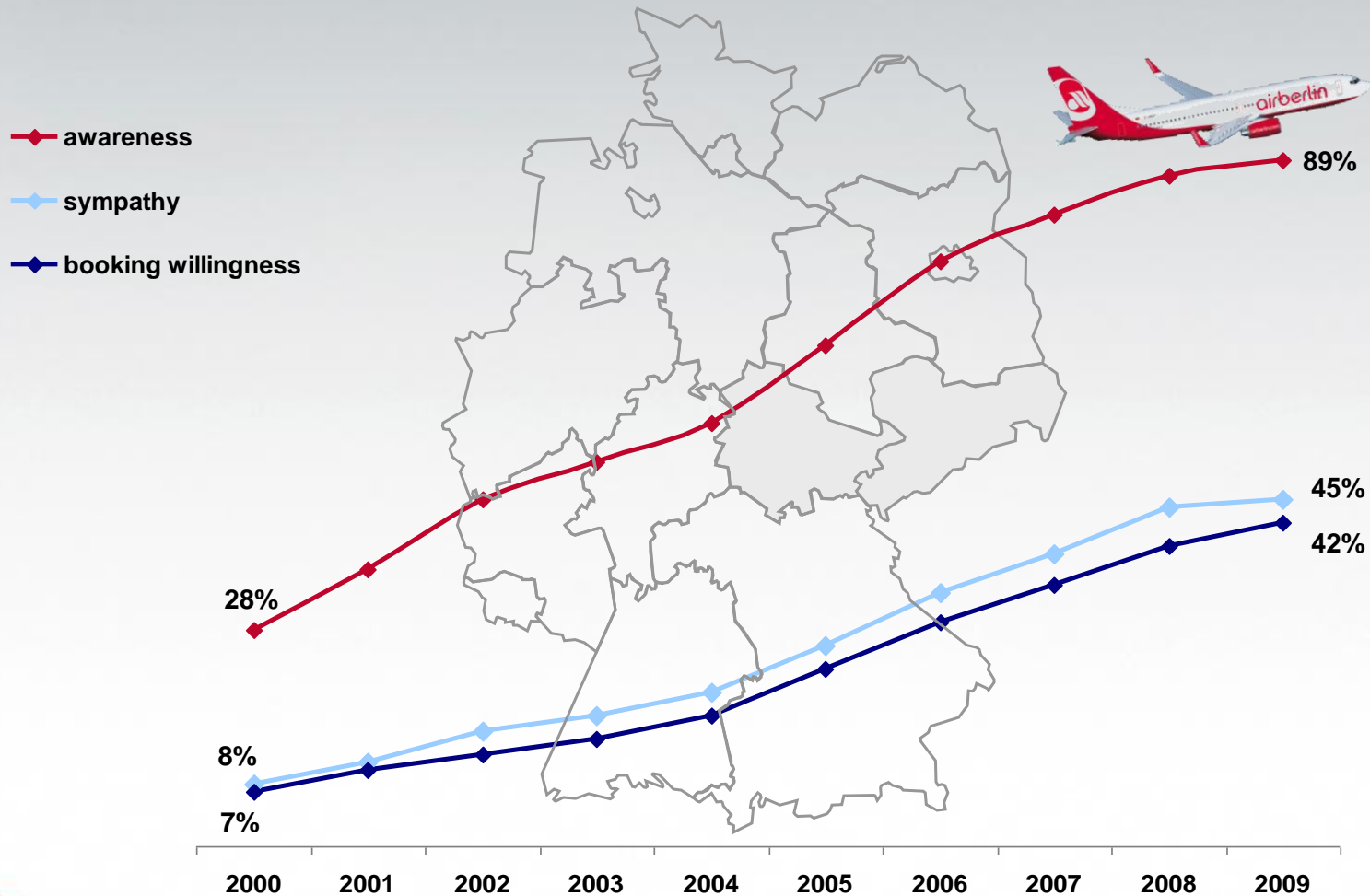


# Brand-Triad airberlin

awareness – sympathy – booking willingness

## Specifications:

- tracking information
- figures per cent



Source: F.U.R. Reiseanalyse 2000-2009

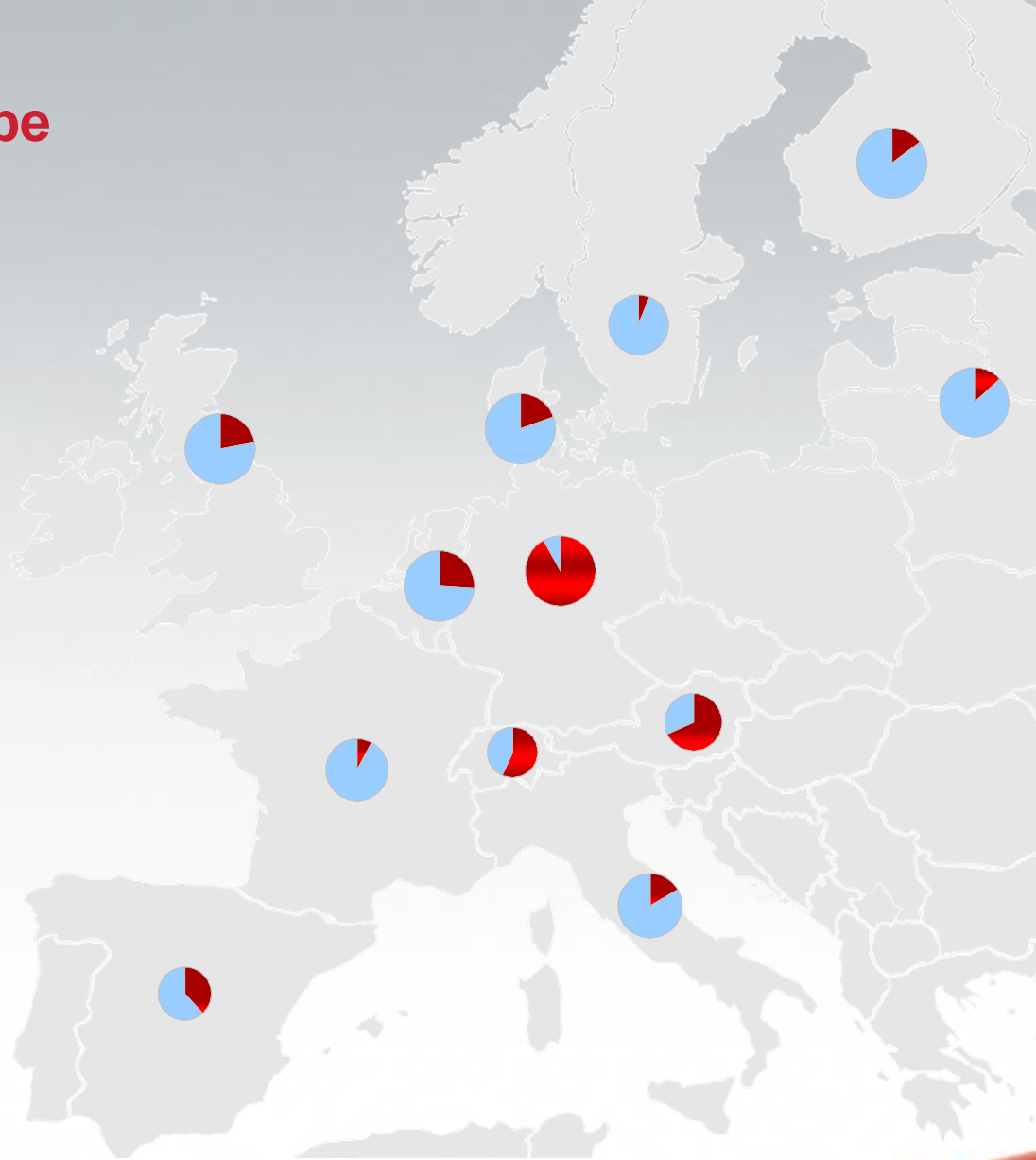


# Aided Awareness in Europe

Country	Awareness
Germany	92,0 %
Austria	68,1 %
Switzerland	57,0 %
Spain	38,2 %
Netherlands	26,2 %
UK	22,2 %
Denmark	19,6 %
Italy	16,8 %
Finland	14,8 %
Russia	13,3 %
Belgium	9,6 %
France	7,6 %
Sweden	6,0 %



portion airberlin aided known



Source: airberlin Online-Surveys 2007-2008

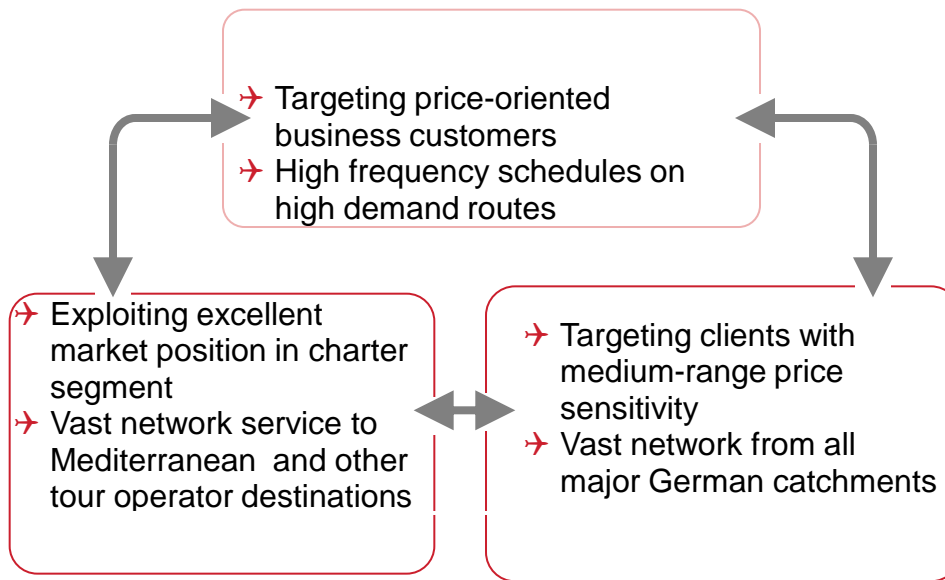
# Air Berlin



## HYBRID

# Air Berlin's 'Hybrid Strategy': Value For Money

Air Berlin is not a classic LCC. We operate at low costs but offer high quality service to the customer



- The Air Berlin hybrid business model allows an optimal exploitation of the different customer segments willingness to pay

## COMPETITIVE, VALUE-FOR-MONEY PRODUCT & PRICING APPROACH

- High frequency service on higher volume O&Ds with attractive timings
- Combination of schedule and charter service rotations to achieve higher asset utilization
- Single class concept
- Full Economy service with buy-on-demand product items
- Attractive customer loyalty program
- Highly recognized and cherished brand
- Simplified processes



# Target Groups of airberlin

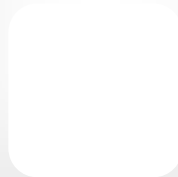
## business traveller

- high percentage of men
- Short advance booking time
- Booking via company travel centre or internet



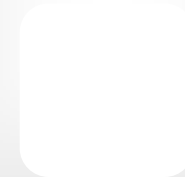
## leisure traveller

- a balanced distribution between the sexes
- time of booking in advance is varied
- Lots of bargain hunter but also lots of regular commuter






## packaged tourists

- high percentage of families
- long time of booking in advance
- generally booking via travel



Source: airberlin studies

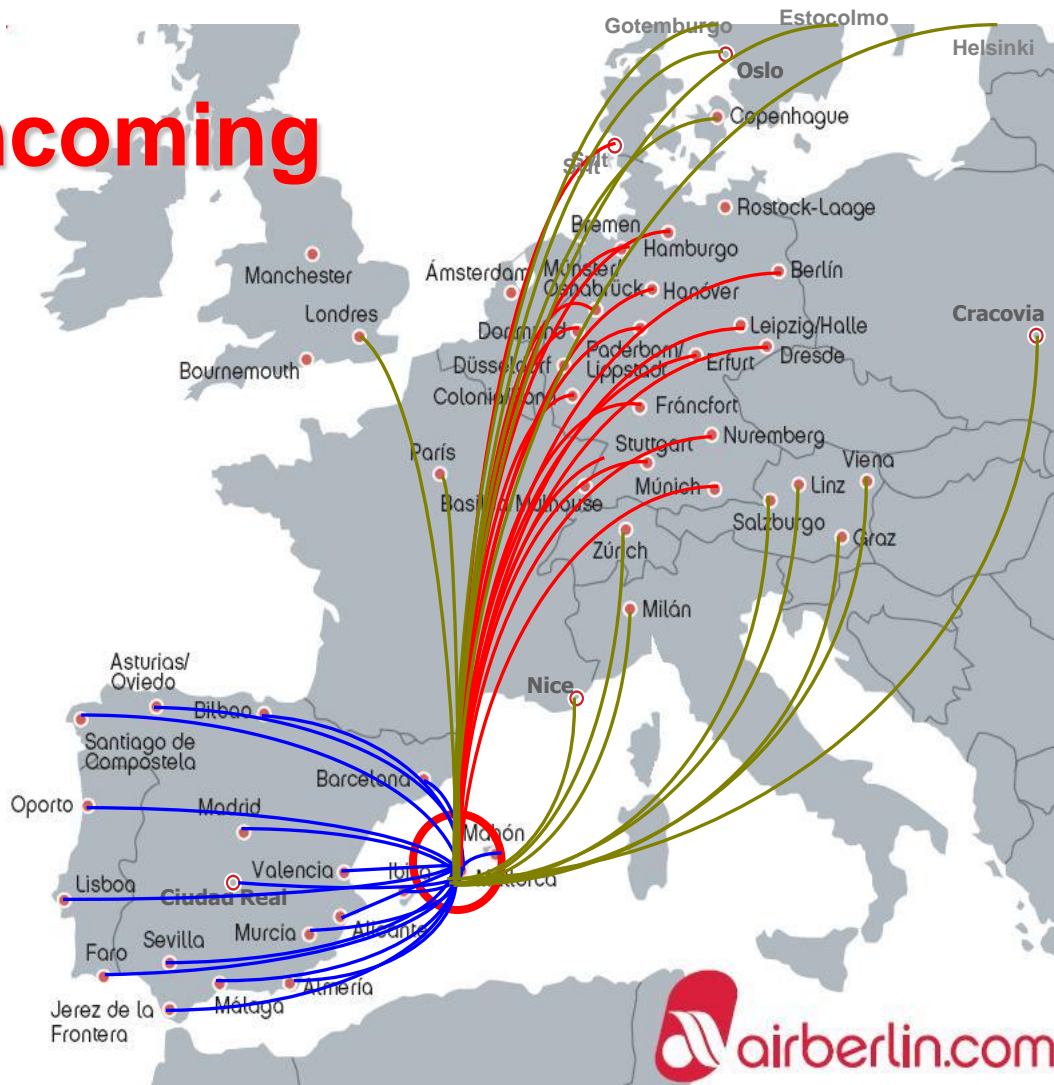
# “Hybrid“ Means Premium Service At Low Cost

	 <b>Lufthansa</b>	 <b>airberlin</b> Your Airline.	<b>easyJet</b>	
✈ Primary airports	✓	✓	✓	
✈ Hubs and network	✓	✓		
✈ FFP	✓	✓		
✈ Separate check-in for premium travelers	✓	✓		
✈ Lounges	✓	✓ <sup>3)</sup>		
✈ Class differentiation on board	✓	✓ <sup>2)</sup>		
✈ Free meals and additional frills <sup>1)</sup>	✓	✓		

1) Newspapers, seat reservation, free entertainment on board

2) Only on long-haul services with A 330 3) At DUS

## incoming



(\* : 1=lunes, 2=martes, 3=miércoles, 4=jueves, 5=viernes, 6=sábado, 7=domingo )

### a/desde 17 ciudades europeas

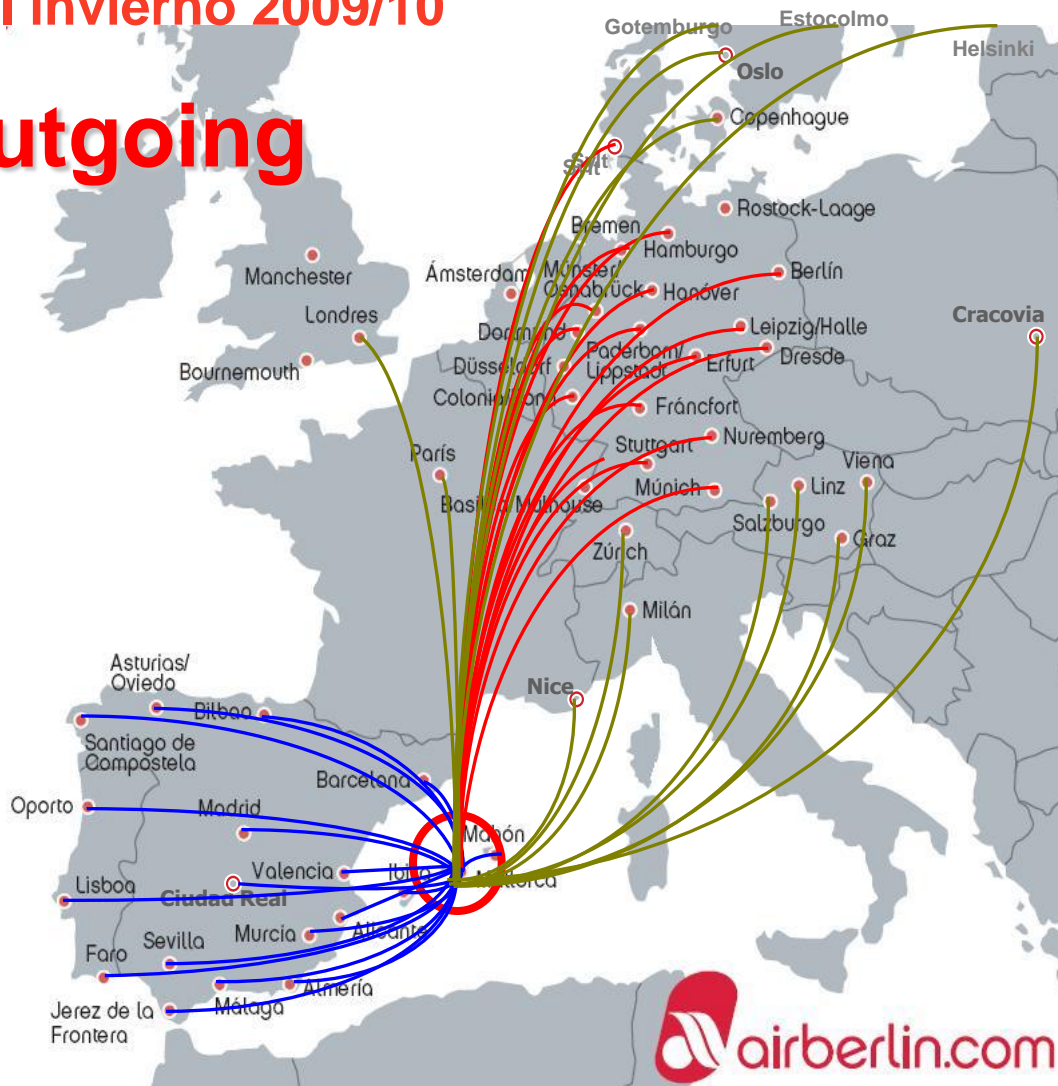
<b>Copenhague</b>	diario
<b>Cracovia</b>	1,3,5,7
<b>Estocolmo</b>	7
<b>Faro</b>	diario
<b>Graz</b>	1,3,5,7
<b>Helsinki</b>	diario ex 6
<b>Lisboa</b>	diario
<b>Londres</b>	diario ex 6
<b>Milan</b>	diario ex 6
<b>Nice</b>	7
<b>Oporto</b>	diario ex 2,4
<b>Oslo</b>	7
<b>Paris ORY/CDG</b>	diario ex 6
<b>Salzburgo</b>	diario ex 2,4
<b>Viena</b>	diario
<b>Zurich</b>	diario

### a/desde 18 ciudades alemanas

<b>Berlin Tegel</b>	2xdinario + 1,3,5,7
<b>Bremen</b>	Xe2,4
<b>Colonia</b>	diario + Xe2,4
<b>Dortmund</b>	diario + 5,7
<b>Dresde</b>	3,5,6,7
<b>Dusseldorf</b>	3xdinario
<b>Erfurt</b>	3,7
<b>Frankfurt</b>	2xdinario
<b>Hamburgo</b>	2xdinario + 1,3,5
<b>Hannover</b>	2xdinario
<b>Karlsruhe</b>	Xe2,4
<b>Leipzig</b>	diario + 3,5,7
<b>Munich</b>	2xdinario
<b>Munster</b>	diario + 1,3,5,7
<b>Nuremberg</b>	diario + 3,5,7
<b>Paderborn</b>	diario + 3,5,6,7
<b>Sarrebruck</b>	Xe1,3
<b>Stuttgart</b>	2xdinario
<b>Sylt</b>	5,7

PMI invierno 2009/10

outgoing

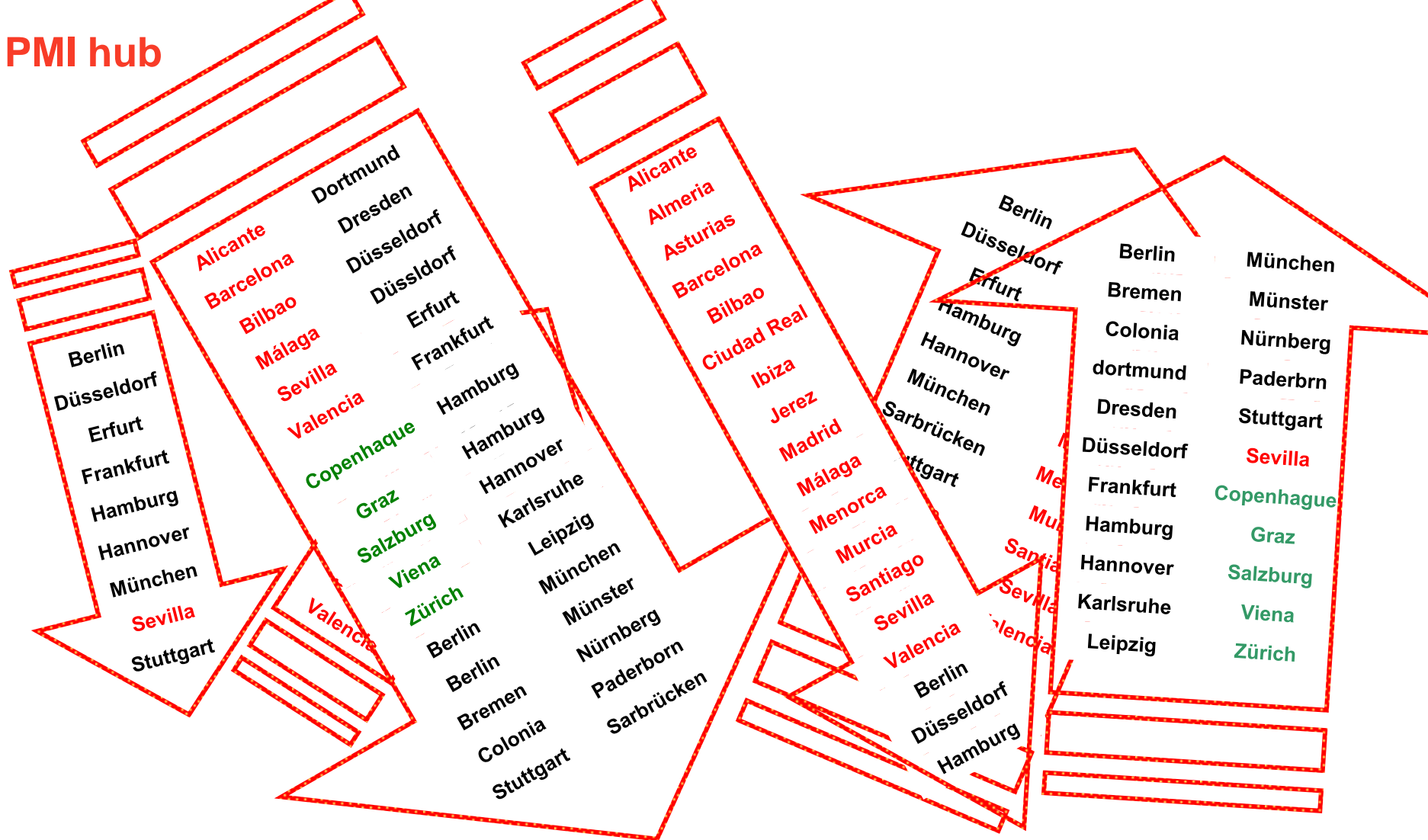


a/desde 15 ciudades españolas

<b>Alicante</b>	<b>3xdiario</b>
<b>Almería</b>	<b>3,7</b>
<b>Asturias/Oviedo</b>	<b>diario</b>
<b>Barcelona</b>	<b>2xdiario</b>
<b>Bilbao</b>	<b>2xdiario</b>
<b>Ciudad Real</b>	<b>1,4,5,7</b>
<b>Ibiza</b>	<b>diario</b>
<b>Jerez</b>	<b>diario</b>
<b>Madrid</b>	<b>diario</b>
<b>Mahón</b>	<b>5,7</b>
<b>Málaga</b>	<b>2xdiario</b>
<b>Murcia</b>	<b>diario ex2,4</b>
<b>Santiago de Compostela</b>	<b>diario + 5,7</b>
<b>Sevilla</b>	<b>3xdiario</b>
<b>Valencia</b>	<b>2xdiario+ Xe7</b>

(\* : 1=lunes, 2=martes, 3=miércoles, 4=jueves, 5=viernes, 6=sábado, 7=domingo )

# PMI hub



Local time

8h 9h 10h

13h 14h 15h

18h 19h 20h

\*\*\*PMI\*\*\*

\*\*\*PMI\*\*\*

\*\*\*PMI\*\*\*



## 2. [airberlin.com](http://airberlin.com)



# airberlin.com – Performance Data 08/2009



**airberlin.com**  
Your Airline.

30 years  
airberlin

topbonus & airberlin Comfort Log-in  
Username: \*\*\*\*\* Log-in »  
forgotten password ?

Booking Flight Information Special Offers Service topbonus Partners Company Comfort Log-in

Please select the departure airport first, then the destination airport.

**flight** car hotel

From: - please choose -  
15 October 2009  
Mo Tu We Th Fr Sa Su  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

☐ Oneworld

To: - please choose -  
15 October 2009  
Mo Tu We Th Fr Sa Su  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31

**Search »**

**show general map**

**Web Check-in**  
booking number  
Last name  
**Check-in »**

**route network**  
Fly with airberlin from Berlin and Dusseldorf and benefit from our huge European route network  
... more »

**topbonus**  
New: More miles, more advantages - with the new topbonus Program! ... more »  
topbonus: Discover the new airberlin routes with topbonus and collect double topbonus status and award miles ... more »

**airberlin Information**  
Flights within Germany  
Book your flights from only 29 € (one-way) to Berlin, Cologne, Düsseldorf, Hamburg, Hanover, Munich, Stuttgart, Sylt ... more »  
Flights to Nice and Paris  
Fly nonstop from Berlin and Dusseldorf to the City of Love: Paris. Or from Dusseldorf and Stuttgart to Nice ... more »  
Flights to Scandinavia  
airberlin offers nonstop-flights to Copenhagen, Helsinki, Oslo, Gothenburg and Stockholm - from Berlin, Düsseldorf ... more »

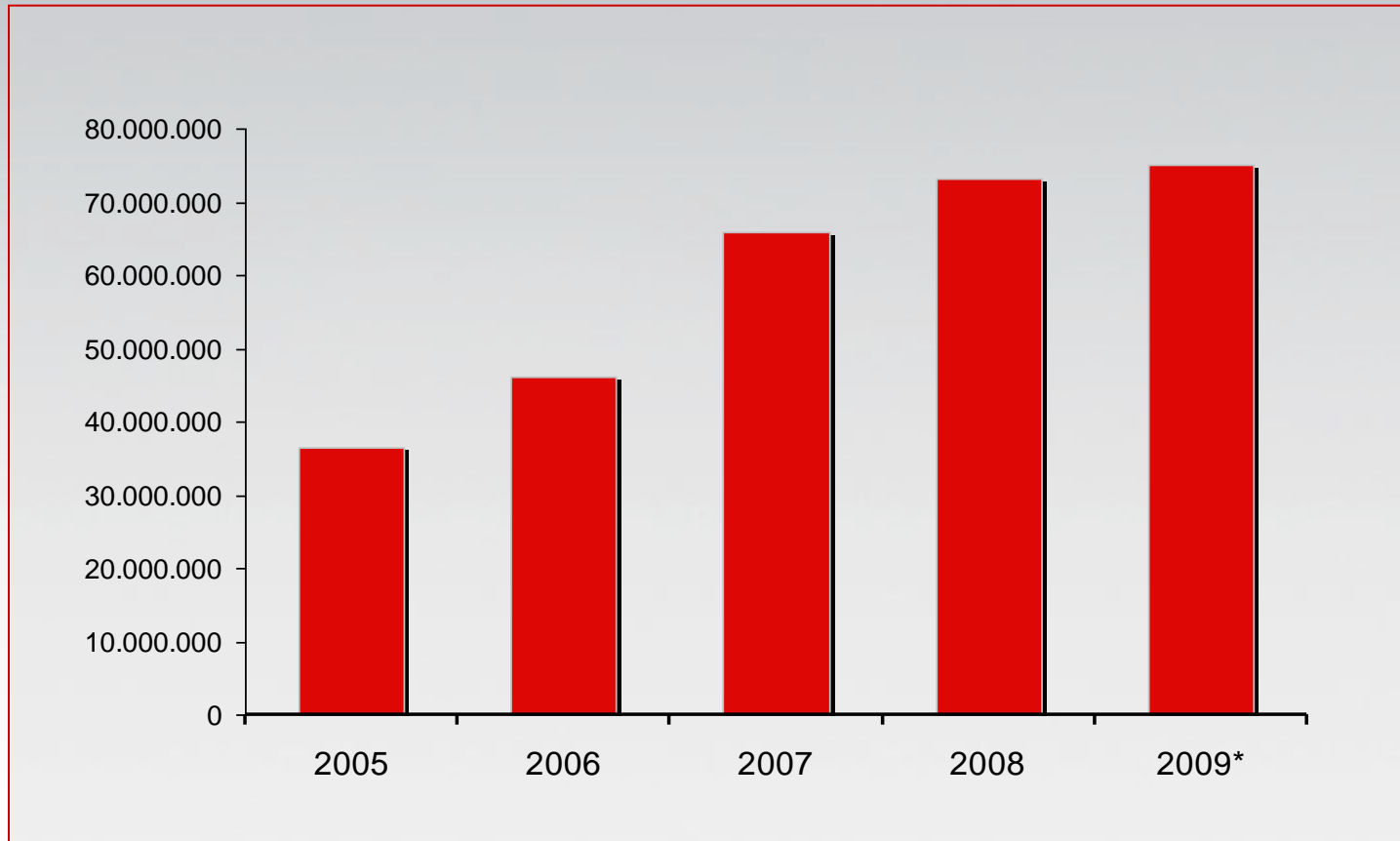
**airberlin Offers**  
Germany Europe topbonus  
**Flights within Europe from 29 €\***  
\*one-way, all-in price incl. service on board and more

**airberlin News**  
**Air Berlin: Improved revenue in September**  
In September 2009, Air Berlin, Germany's second-largest airline company, was able to increase its revenue per ... more »  
**Air Berlin and Pegasus Airlines start cooperation**  
Air Berlin, Germany's second-largest airline company, and Pegasus Airlines, Turkey's largest ... more »  
**Expanded service starts from winter schedule 2009/10**  
Air Berlin, Germany's second largest airline, is adding another 10 new destinations, 54 non-stop ... more »

**Premium Partners**  
airberlin  
Hertz  
SIXT  
KarstadtQuelle  
Versicherungen  
BOOKING.COM  
online hotel reservations

Visits	6,5 Mio.
Page Impressions	45 Mio.
Length of Stay	6:27 Min.
Seen Pages	6,93

## airberlin.com – Visits 2005-2009



- In the last 5 years continuously rise of visits on airberlin.com
- In 2009 approximately 75.000.000 visits on airberlin.com

Source: eTracker estimation

# airberlin.com – Website

## Booking steps

- ➔ Minimized to all necessary information (detailed information with mouse-over)
- ➔ all costs and flight times are shown at first sight without scrolling
- ➔ in and outbound flights at one page (Business Class => tabs)

Select your flights below. The price will be displayed at the next step.

**Outbound: Barcelona - Palma de Mallorca**  
Thursday, December 03, 2009

08:45 Barcelona (BCN)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
09:35 Palma de Mallorca (PMI)		
12:10 Barcelona (BCN)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
13:00 Palma de Mallorca (PMI)		
14:15 Barcelona (BCN)	Air Europa (UX)	0:45+0 stop(s) • Economy • <a href="#">flight details</a>
15:00 Palma de Mallorca (PMI)		
15:45 Barcelona (BCN)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
16:35 Palma de Mallorca (PMI)		
19:15 Barcelona (BCN)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
20:05 Palma de Mallorca (PMI)		
22:45 Barcelona (BCN)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
23:35 Palma de Mallorca (PMI)		
07:10 Barcelona (BCN)	Air Europa (UX) OP	2:20+1 stop(s) • Economy • <a href="#">flight details</a>
09:30 Palma de Mallorca (PMI)		
19:55 Barcelona (BCN)	Air Europa (UX) OP	3:00+1 stop(s) • Economy • <a href="#">flight details</a>
22:55 Palma de Mallorca (PMI)		
11:30 Barcelona (BCN)	Air Europa (UX)	3:50+1 stop(s) • Economy • <a href="#">flight details</a>
15:20 Palma de Mallorca (PMI)		
15:40 Barcelona (BCN)	Air Europa (UX)	4:15+1 stop(s) • Economy • <a href="#">flight details</a>
19:55 Palma de Mallorca (PMI)		

**Return: Palma de Mallorca - Barcelona**  
Thursday, December 03, 2009

07:05 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
07:55 Barcelona (BCN)		
10:30 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
11:20 Barcelona (BCN)		
13:55 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
14:45 Barcelona (BCN)		
15:50 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
16:40 Barcelona (BCN)		
17:30 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
18:20 Barcelona (BCN)		
21:00 Palma de Mallorca (PMI)	Air Europa (UX)	0:50+0 stop(s) • Economy • <a href="#">flight details</a>
21:50 Barcelona (BCN)		
07:05 Palma de Mallorca (PMI)	Air Europa (UX) OP	2:20+1 stop(s) • Economy • <a href="#">flight details</a>
09:25 Barcelona (BCN)		
12:35 Palma de Mallorca (PMI)	Air Europa (UX)	3:35+1 stop(s) • Economy • <a href="#">flight details</a>
16:10 Barcelona (BCN)		
18:40 Palma de Mallorca (PMI)	Air Europa (UX)	3:35+1 stop(s) • Economy • <a href="#">flight details</a>
22:15 Barcelona (BCN)		
10:35 Palma de Mallorca (PMI)	Air Europa (UX)	4:25+1 stop(s) • Economy • <a href="#">flight details</a>
14:50 Barcelona (BCN)		

**Berlin >> New York - JFK**

from-to	Flight no.	Departure	via	Arrival	Fare EUR
					Saver i Flex i
TXL-JFK	AB6441	Mon. 19.10.	10:00 DUS	16:00	— —
TXL-JFK	AB6441	Tue. 20.10.	10:00 DUS	16:00	336.— 808.—
TXL-JFK	AB6441	Wed. 21.10.	10:00 DUS	16:00	296.— 808.—
TXL-JFK	AB6441	Thu. 22.10.	10:00 DUS	16:00	336.— 808.—
TXL-JFK	AB6441	Fri. 23.10.	10:00 DUS	16:00	266.— 808.—
TXL-JFK	AB6439	Sat. 24.10.	10:10 <a href="#">via Dusseldorf</a>	16:00	336.— 808.—
TXL-JFK	AB6441	Sun. 25.10.	11:05 DUS	17:00	266.— 808.—
TXL-JFK	AB6441	Mon. 26.10.	10:10 DUS	17:00	266.— 808.—
TXL-JFK	AB6441	Thu. 29.10.	10:10 DUS	17:00	266.— 808.—

Seats: 9  
AB-ECO BASIC  
4,240 topbonus Miles

Fare: 266.—  
Taxes and charges: 3.—  
Fuel surcharge: 100.—  
Amount incl. 1,060 topbonus miles: 369.—

Amount: 369 EUR  
Service charge\*: 10 EUR  
Amount: 379 EUR  
per person  
(Child: 292 EUR, Infant: 27 EUR)

**New York - JFK >> Berlin**

from-to	Flight no.	Departure	via	Arrival	Fare EUR
					Saver i Flex i
JFK-TXL	AB3551	Mon. 19.10.	17:45 DUS	09:20 (+1)	406.— 796.—
JFK-TXL	AB3551	Tue. 20.10.	17:45 DUS	09:20 (+1)	366.— 796.—
JFK-TXL	AB3551	Wed. 21.10.	17:45 DUS	09:20 (+1)	326.— 796.—
JFK-TXL	AB3551	Thu. 22.10.	17:45 DUS	09:20 (+1)	— 796.—
JFK-TXL	AB3551	Fri. 23.10.	17:45 DUS	09:30 (+1)	556.— 796.—
JFK-TXL	AB3551	Sun. 25.10.	18:45 DUS	09:25 (+1)	326.— 796.—
JFK-TXL	AB3551	Mon. 26.10.	18:45 DUS	09:25 (+1)	326.— 796.—
JFK-TXL	AB3551	Thu. 29.10.	18:45 DUS	09:25 (+1)	606.— 796.—
JFK-TXL	AB3551	Mon. 02.11.	17:45 DUS	09:25 (+1)	366.— 796.—

No. of travellers: 1

# airberlin.com – Website

## Your Airline. Your Website.

- Individualized website with Log-in
- Customerized information (CRM)
  - Frequent flyer status (topbonus)
- Future:
  - Preselection of origin airport
  - Special offers from origin airport

You are here: [Home](#) » [Comfort Log-in](#) » [Log-in / Profile](#)

### topbonus

**Online Statement, 10/16/2009,  
Mr Daniel Haisch:**  
Your current topbonus Tier: **Gold**  
Your topbonus number: **101631047**

Current balance status miles (10/01/2008 - 10/16/2009):  
**643,410 status miles**  
**16 segments**

Current balance award miles: (10/16/2009):  
**238,507 award miles**  
[Details »](#)

### current information

**Faster updates:**  
All topbonus news and special offers by e-mail.  
[here »](#)

**An exclusive Gold Hotline for you!**  
You can reach our Service Team 24 hours a day at great value local rates on 49 (0)30-38 30 30 83. You can also always contact us via email at [goldservice@airberlin.com](mailto:goldservice@airberlin.com).

**flight** [car](#) [hotel](#)

From

To

08 November 2009

Mo	Tu	We	Th	Fr	Sa	Su
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

☐ Oneway

To

08 November 2009

Mo	Tu	We	Th	Fr	Sa	Su
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

[Search »](#)

show general map



# airberlin.com – Website

## Preflight newsletter

- **Flight data and information of the departure and arrival airport (personalized)**
- **information about e-services, entry regulations, topbonus and partner offers (personalized)**
- **Preflight newsletter will be sent 7 days in advance**
- **Target Group: German-speaking passengers**
- **Up to 5.000 - 10.000 preflight newsletter per day**
- **Ancillary revenues (Hotels, Rental Cars, etc.)**
- **Germany: Legal problems**

Sehr geehrter Herr MUSTERMANN,

wir freuen uns darauf, Sie schon in wenigen Tagen an Bord begrüßen zu dürfen. Alle wichtigen Informationen rund um Ihren nächsten Flug mit airberlin haben wir in dieser E-Mail für Sie zusammengefasst. Außer den Flugdaten finden Sie nachfolgend nützliche Links zum Web Check-in und zur Anmeldung von Sportgepäck, Informationen zum Vielfliegerprogramm topbonus und vieles mehr.

Ihre Buchungsnummer:	5452219
Ihre Kundennummer:	9629764
Flugdaten:	2009-09-07 20:45:00 Uhr CGN - TXL AB 6506
Anzahl der Reisenden:	1 Person(en)

---

**topbonus**

Meilen sammeln schon bei Ihrem nächsten Flug! Registrieren Sie sich jetzt kostenlos beim weltweiten Vielfliegerprogramm topbonus. Übrigens: Bei topbonus können Sie nicht nur beim Fliegen Meilen sammeln.

[Weitere Infos und Registrierung](#)

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**Zusatzleistungen**

Sie haben online gebucht und möchten gern weitere Leistungen wie unser Gourmetessen hinzubuchen, eine Sitzplatzreservierung vornehmen oder Sportgepäck bzw. Tiere anmelden? Hier können Sie die Buchung von Zusatzleistungen vornehmen.

[Zu den Zusatzleistungen](#)



# airberlin.com – topbonus Topdeal Tickets

## Monthly bargain tickets deal for airberlin's topbonus members

- Discounted award flights introduced in December 2008
- topbonus members save up to 60 %
  - 4,500 miles instead of 10,000 for Europe flights
  - 17,500 miles instead of up to 35,000 for long haul flights
- On short call bookable at [airberlin.com/topdeal](http://airberlin.com/topdeal)
- Selected routes and travel periode every month



# airberlin.com – Search Engine Marketing

- Increasing the visibility in search engine result pages (focused on Google AdWords)
- Fast and realizable promotion of new flight destinations
- Language oriented airberlin.com offers
- Global delivery for English / Spanish keywords (not in our target markets)

e.g. „flight mallorca berlin“ – in South Korea

The screenshot shows a Google search result for the query "low cost mallorca berlin". The top result is an advertisement for airberlin.com, titled "airberlin.com - Berlin" and "airberlin.com/palma\_de\_mallorca". The ad text includes "Low cost mallorca" and "www.edreams.com Flight offers until 31 Oct Book now and beat the cro". A red arrow points from this search result to the flight booking interface on the right.

The flight booking interface on the right is titled "Flight" and shows the following details:

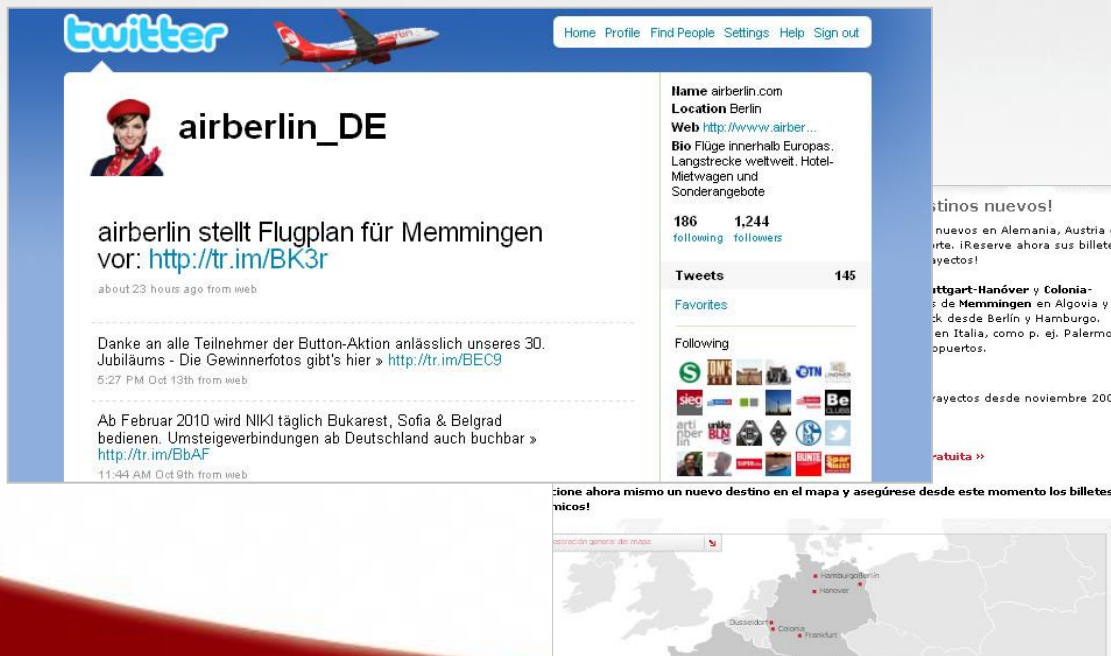
- From:** Palma de Mallorca (optional: 3-L-Code PMI)
- To:** Berlin (optional: 3-L-Code BER)
- Outward flight at:** 14 January 2010
- Return flight at:** 29 January 2010

Below the flight details are two calendar grids for January 2010. The first grid is for the outward flight (14 Jan) and the second is for the return flight (29 Jan). Both grids show the days of the week (Mo, Tu, We, Th, Fr, Sa, Su) and the dates (1-31). The return flight date (29 Jan) is highlighted in red.

At the bottom of the flight booking interface, there is a checkbox for "Oneway" and a link to "add to favourites".

# Social Media: Web 2.0 Communication

- Strong presence on Facebook and Twitter
- Presenting airberlin.com as an innovative company
- Opening up new customer segments and intensifying with present “fans”
- Acquiring customers with an high affinity for internet
- Connection of airberlin.com and web 2.0 networks



# airberlin.com - etracker Visitor voice

## How satisfied are our visitors?

online questionnaire tool on website, individualized placed and individual questions



### Satisfaction analysis

- Who are the visitors of our website?
- What do our visitors expect concerning the website?
- Which goals do they have?
- Why do they leave sometimes the website?
- How (dis)satisfied are our visitors?
- What has to be improved?

### Advantages

- Understanding
- Insights
- Recommendations for action
- Continuous analysis

continuous, direct and  
interactive  
communication  
with our customer



### 3. airberlin.com e-services



## Web Check-in

- ➔ Save the passengers' time and make the check-in more comfortable
- ➔ At the airport you can go straight to the gate:

**No waiting time at the check-in desk!**

### Flight & passenger selection

I would like to check in the following passenger(s)

Passenger	Frequent Flyer Programme	Card No.
<input type="checkbox"/> MUSTERMANN, THOMAS	topbonus	AB 1234567898
<input type="checkbox"/> MUSTERMANN, KATHRIN	topbonus	AB 1234567899

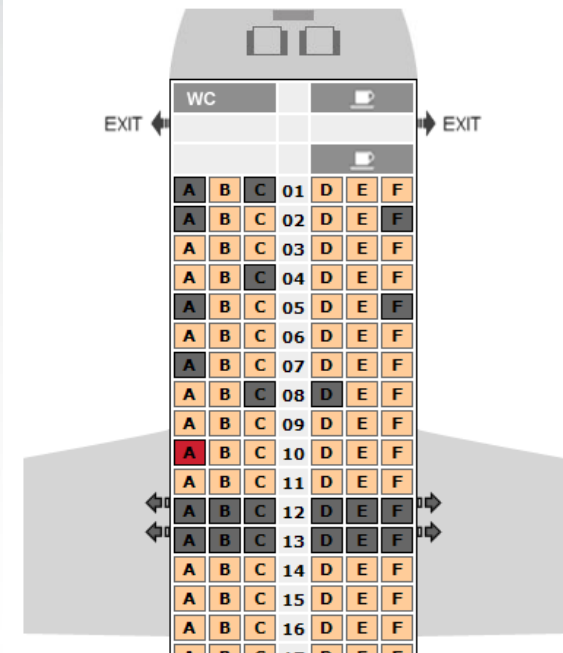
### Check-in for outbound flight

**1 Flight** Berlin - Stuttgart  
Date: Monday, October 19th, 2009  
Departs: 18:00, Berlin (Tegel)  
Arrives: 18:00, Stuttgart (Echterdingen)  
Flight No.: AB6541

**Fast Lane  
Priority**

You can use the exclusive security fast lane at the airport security check-point, where available, making your journey quicker and more comfortable.

### 1. Flight TXL - STR



# airberlin.com – e-Services

## Mobile Check-in

### → Challenges:

**no IATA standards** and **security restrictions!**

### → airberlin was the **first airline worldwide**

offering Mobile Check-in (Launch in March 2006)

### → Available within **Austria, Germany and Switzerland**

The airberlin MMS Check-in allows you to manage your entire check-in process quickly and easily by mobile. You will need to have an MMS-capable mobile phone, as well as a German or Austrian mobile network. We will send your boarding pass – in the form of a barcode – directly to your mobile using the MMS facility.

### → Future: Online Check-in with airberlin's mobile website



# airberlin.com – e-Services

## e-Push: Seat reservation by text message

- **This service allows you to reserve your seat when out and about**
- simply by sending us a text message.**

This invitation will be sent to you for each leg of your journey. We will take your **individual preferences** – window, aisle seat or sitting together – into account, subject to availability. At least one hour before the scheduled departure time. When you arrive at the airport you can obtain your boarding pass as usual from the airberlin check-in desk or from a Quick Check-in machine.

### Example:

airberlin - Seat Reservation: Flight AB 6205 TXL-MUC 01Apr, at 17:00. To reserve a seat please reply to this textmessage with: 6205



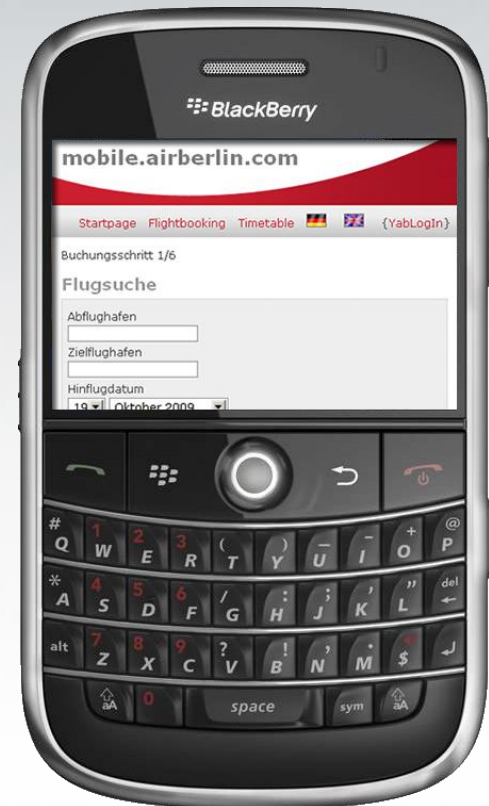
# airberlin.com – e-Services

## mobile.airberlin.com

- **Flight booking and re-booking**
- **Timetable**
- **Arrivals and departures information**
- **Check-in with seat selection**

You can book and rebook your flights.

Check in by mobile phone at mobile.airberlin.com makes boarding your flight quicker.






## 4. Hybrid Destination Marketing







A smiling female Air Berlin stewardess in uniform, wearing a red beret, a dark blue jacket, a red scarf with the Air Berlin logo, and red leather gloves. She is waving her right hand. The background is a blurred airport terminal with a large, ornate glass and steel ceiling.

**Thank you very much!**