

POLISH AIRLINES

LOT

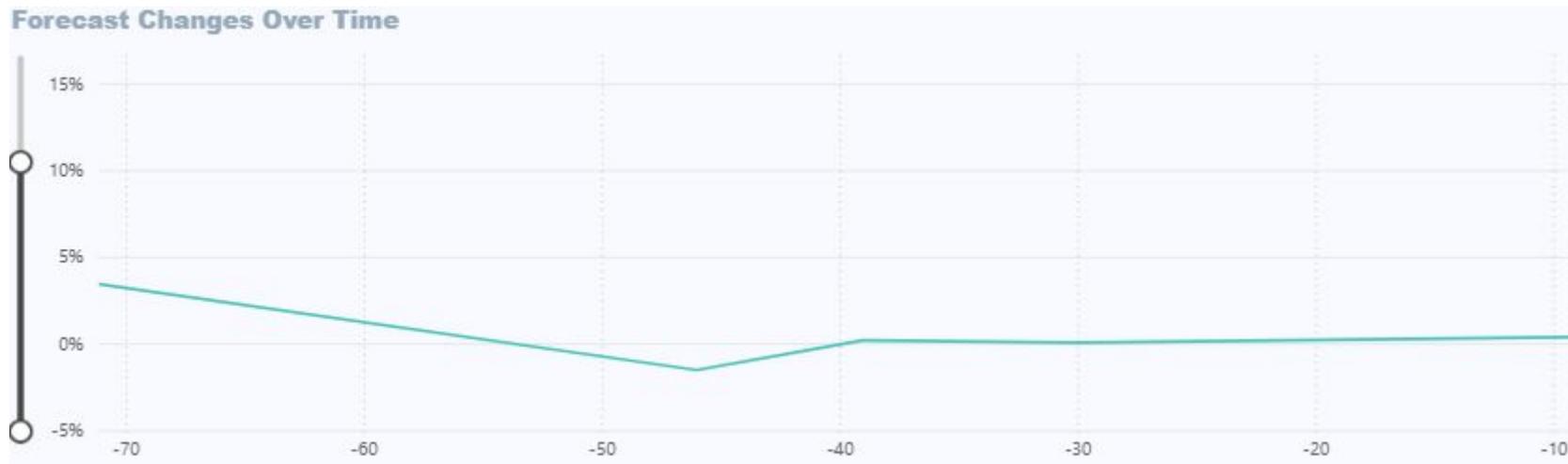
A STAR ALLIANCE MEMBER

From Data to Decisions: How AI and Demand Analysis shape network and pricing strategy in LOT Polish Airlines

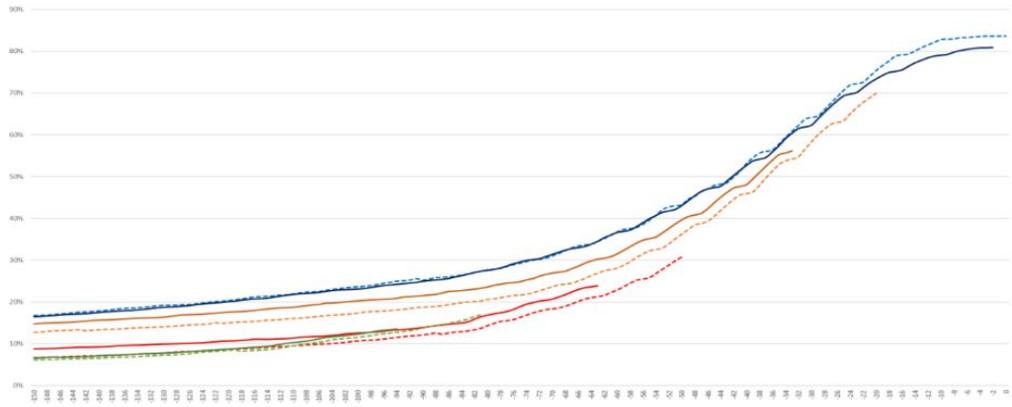
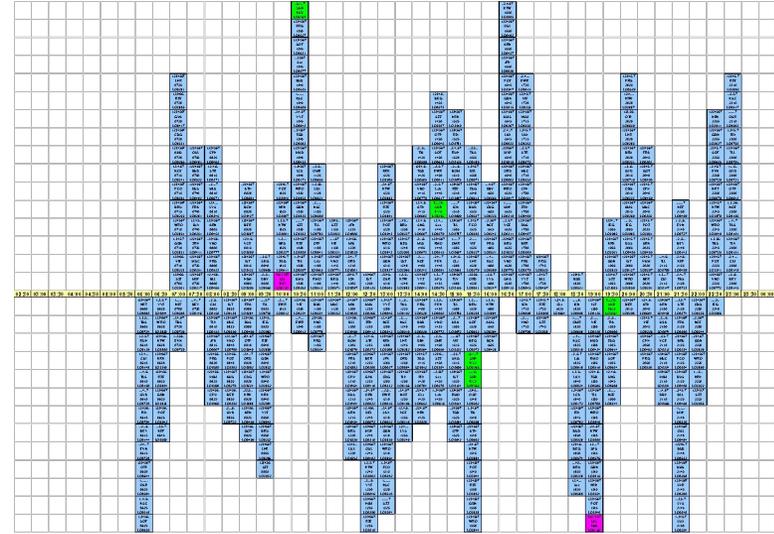
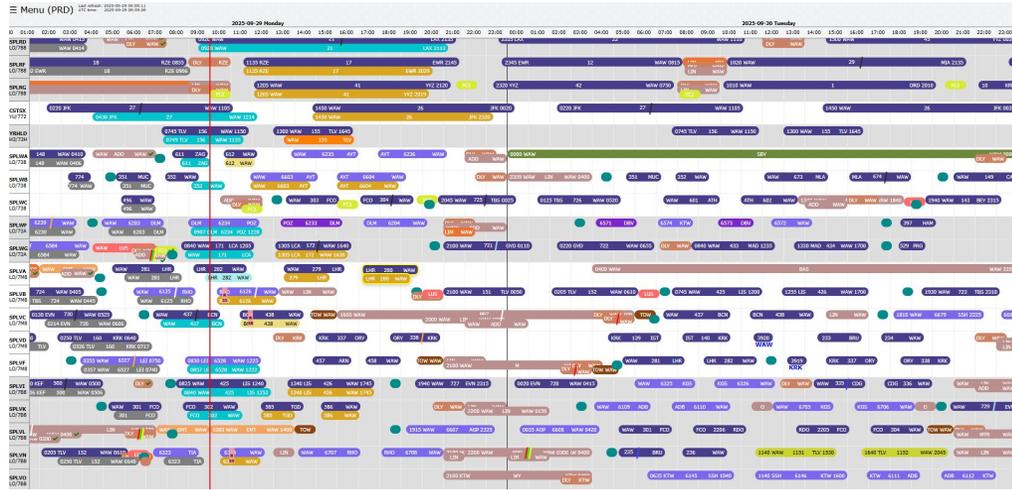
Philip Biel

LOT CONFIDENTIAL

Optimizing Network Through Accurate Demand Forecasts



Smart Data, Smarter Destinations



PMT AMT Whole Market YoY

Year	25-32	25-33	25-34	25-35	25-36	25-37	Total
2025	101%	98%	99%	100%	98%	96%	99%
08	95%	97%	104%	128%			100%
09	102%	84%	91%	94%	96%	94%	95%
10	109%	105%	104%	102%	99%	96%	101%
11	105%	101%	105%	103%	101%	98%	101%
12	110%	103%	109%	107%	103%	96%	104%
02	109%	113%	113%	106%	109%	97%	107%
03	130%	129%	136%	125%	133%	109%	125%
04	109%	102%	114%	107%	99%	94%	100%
05	113%	117%	137%	113%	114%	96%	113%
06	123%	117%	150%	114%	117%	87%	115%
07	145%	144%	155%	117%	116%	97%	125%
08	97%	134%	116%	111%	07%	114%	104%
09	97%	137%	112%	07%	116%	94%	103%
Total	103%	100%	102%	102%	100%	96%	100%

PAX Whole Market YoY

Year	25-32	25-33	25-34	25-35	25-36	25-37	Total
2025	105%	103%	104%	104%	101%	97%	102%
08	101%	101%	107%	130%			104%
09	106%	99%	94%	97%	101%	100%	99%
10	113%	109%	109%	105%	100%	95%	103%
11	111%	107%	114%	108%	101%	95%	104%
12	118%	112%	126%	114%	105%	91%	108%
02	118%	119%	139%	122%	115%	91%	114%
03	135%	134%	187%	149%	135%	80%	130%
04	117%	110%	167%	119%	96%	86%	103%
05	122%	125%	198%	136%	113%	85%	117%
06	118%	105%	223%	128%	104%	80%	105%
07	152%	142%	249%	135%	111%	67%	122%
08	97%	137%	112%	07%	116%	94%	103%
09	97%	137%	112%	07%	116%	94%	103%
Total	106%	104%	108%	106%	102%	94%	103%

PMT AMT MS YoY

Year	25-32	25-33	25-34	25-35	25-36	25-37	Total
2025	0.2	0.6	0.4	0.2	0.1	-0.2	0.2
06	0.7	0.1	0.8	0.3	0.5	0.5	0.8
09	-0.1	0.5	0.7	0.5	0.5	0.5	0.3
10	0.2	0.2	0.1	-0.2	-0.4	-0.3	-0.3
11	0.3	0.1	0.3	0.5	0.3	0.2	0.3
12	0.1	0.2	0.2	-0.3	0.0	-0.4	-0.1
02	0.1	-0.2	-0.1	0.1	-0.3	-0.3	-0.2
01	0.6	0.1	0.4	0.3	-0.1	-0.4	0.0
02	0.6	-0.2	0.1	-0.2	0.3	0.2	0.0
03	0.4	-0.1	0.3	-0.1	-0.7	-0.3	-0.3
04	-0.6	-0.3	-0.6	-0.4	-0.2	-0.4	-0.4
05	-0.4	-0.3	-0.4	0.2	-0.6	-0.4	-0.4
06	-0.1	-0.4	-1.0	0.7	-0.2	0.2	0.2
07	0.7	-0.6	-0.6	0.3	0.4	0.3	0.1
08	-0.4	-0.3	0.4	0.4	0.4	0.7	0.4
Total	0.1	0.4	0.3	0.1	0.0	-0.2	0.1

PAX MS YoY

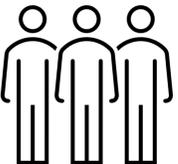
Year	25-32	25-33	25-34	25-35	25-36	25-37	Total
2025	-0.2	0.1	-0.1	-0.2	0.2	0.0	0.0
06	-0.1	0.3	-0.2	-0.3			0.0
09	-0.8	0.3	0.5	0.4	0.5	0.3	0.3
10	0.1	-0.4	-0.3	-0.8	-0.1	-0.7	-0.5
11	0.8	0.3	-0.3	-0.1	0.1	0.2	0.1
12	0.5	0.3	-0.3	-1.1	0.1	0.0	0.3
02	1.4	-0.6	0.1	-0.1	-0.2	0.3	0.3
03	0.2	0.0	1.0	0.0	-0.7	0.0	0.0
04	-0.9	-0.7	1.8	-0.8	-0.6	-0.7	-0.6
05	-0.7	1.3	1.7	-0.5	0.3	0.2	0.6
06	-0.8	-0.6	0.0	0.0	1.3	1.0	0.0
07	0.9	-0.7	-1.4	-0.5	0.7	0.8	0.0
08	1.3	-0.1	0.1	1.4	1.3	0.8	1.2
09	1.3	-0.1	0.1	1.4	1.3	0.8	1.2
Total	-0.2	0.0	-0.4	-0.4	0.1	0.4	-0.1

Adapting Prices to Demand Elasticity: Enhancing Market Fit and Performance

LOT | From data to decisions



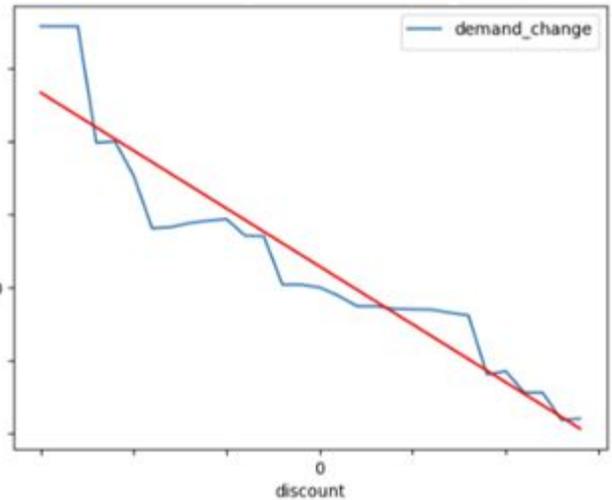
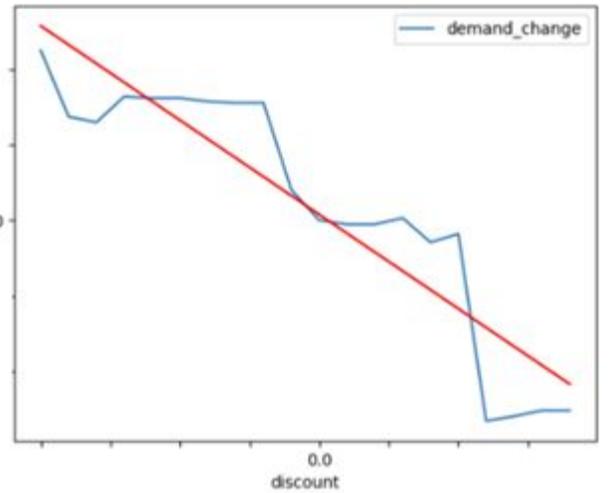
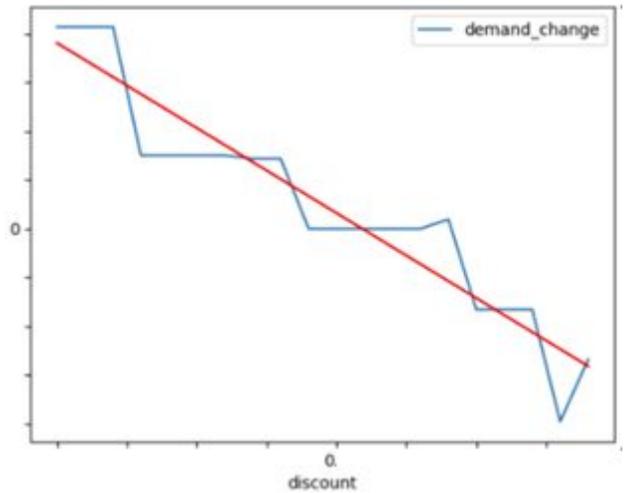
Better price matching



Stimulating demand



Higher Seat Factor



Example route charts

POLISH AIRLINES

LOT

A STAR ALLIANCE MEMBER 

ISTANBUL

GDN



IST

NEW DIRECT ROUTE

How Supply Influences Passenger Demand

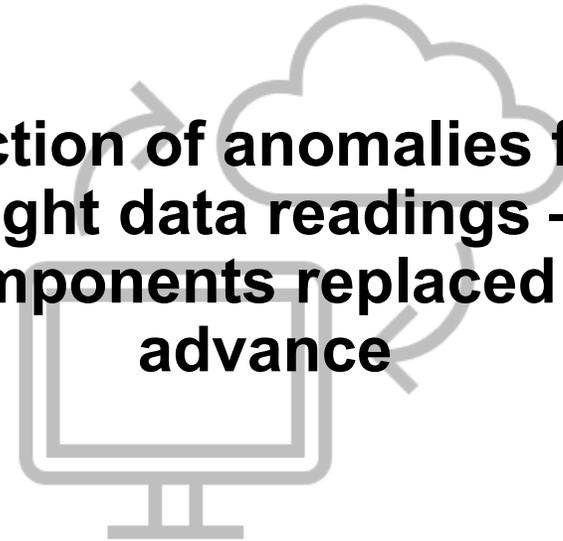
Airline	2024 Q2		2025 Q2		YoY	
	Market Pax	Pax Share	Market Pax	Pax Share	Market Pax	Pax Share
Airline1	26,606	81.18	26,839	69.01	233	-12.17
LO			6,019	15.48	6,019	15.48
Airline2	4,114	12.55	4,755	12.23	641	-0.32
Airline3	647	1.97	509	1.31	-138	-0.66
Airline4	632	1.93	459	1.18	-173	-0.75
Airline5	335	1.02	192	0.49	-143	-0.53
Airline6	153	0.47	48	0.12	-105	-0.35
Airline7	214	0.65	41	0.11	-173	-0.54
Airline8			10	0.03	10	0.03
Airline9	13	0.04	8	0.02	-5	-0.02
Airline10	45	0.14	8	0.02	-37	-0.12
Airline11			3	0.01	3	0.01
Airline12			2	0.01	2	0.01
Airline13	14	0.04	1	0	-13	-0.04
Airline14			0	0	0	0
TOTAL	32,773	100	38,894	100	6,121	0

How AI Improves Fuel Usage and Safety

Fuel consumption optimization



Detection of anomalies from flight data readings – components replaced in advance





Thank you
