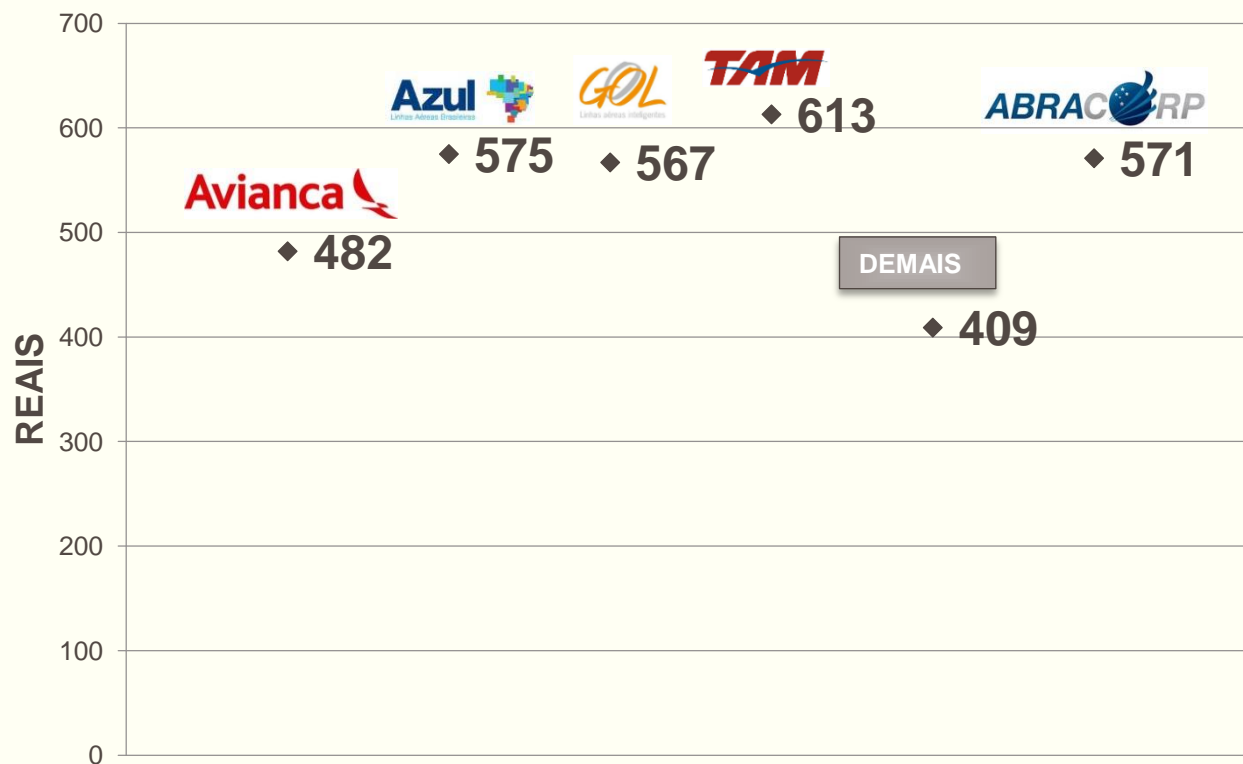


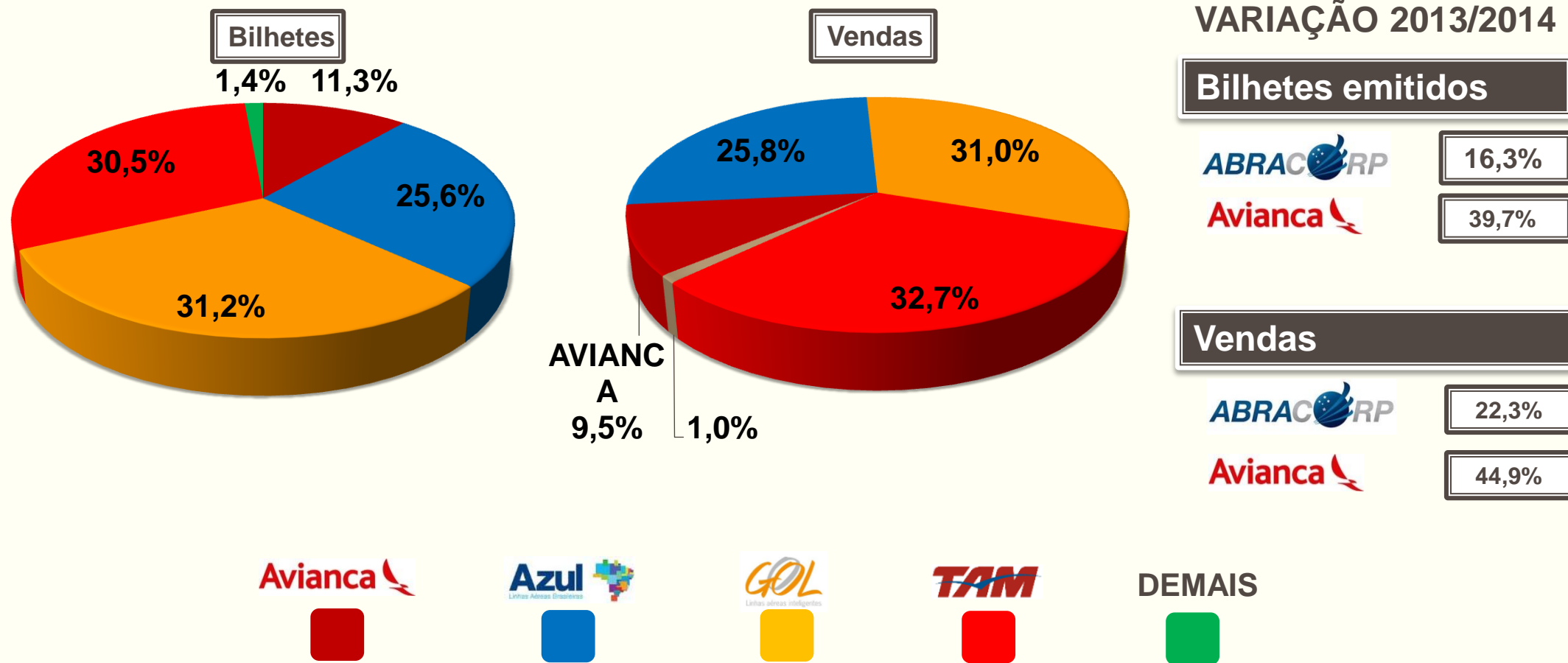
■ Aéreo doméstico - Tarifas



VARIAÇÃO 2013/2014

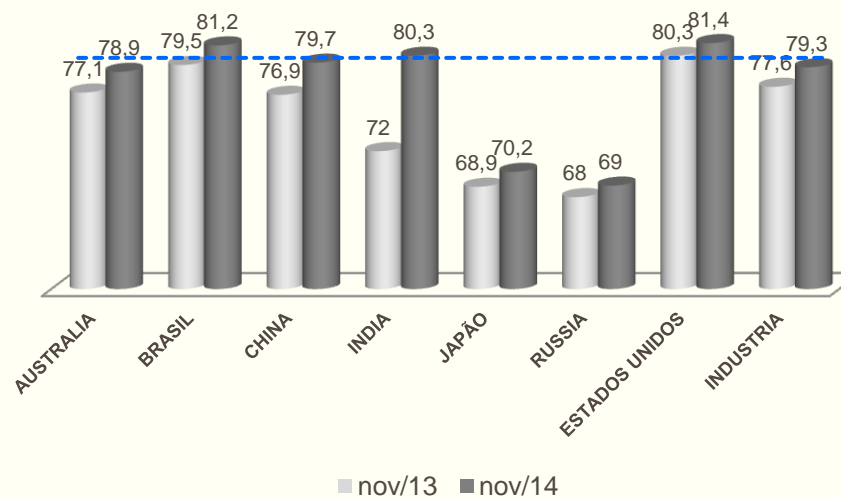


■ Aéreo doméstico - Market-share (bilhetes e vendas)



Oferta x demanda (Aproveitamento dos vôos)

| EMPRESA | DEMANDA (RPKx1000) | | | OFERTA (ASKx1000) | | | APROVEITAMENTO (RPK/ASK) | | | PARTICIPAÇÃO DE MERCADO (RPK) | | |
|------------------|--------------------|-------------------|--------------|--------------------|--------------------|--------------|--------------------------|--------------|--------------|-------------------------------|-------------|--------------|
| | 2013 | 2014 | Variação % | 2013 | 2014 | Variação % | 2013 | 2014 | Variação % | 2013 | 2014 | Variação % |
| TAM | 35.182.543 | 35.594.911 | 1,17% | 44.344.748 | 43.675.898 | -1,51% | 79,3% | 81,5% | 2,72% | 39,9% | 38,1% | -4,38% |
| GOL | 31.218.979 | 33.730.764 | 8,05% | 44.110.363 | 43.373.183 | -1,67% | 70,8% | 77,8% | 9,88% | 35,4% | 36,1% | 2,12% |
| AZUL | 11.628.253 | 15.562.987 | 33,84% | 14.496.822 | 19.527.641 | 34,70% | 80,2% | 79,7% | -0,64% | 13,2% | 16,7% | 26,49% |
| AVIANCA BRASIL | 6.306.060 | 7.813.820 | 23,91% | 7.679.368 | 9.432.229 | 22,83% | 82,1% | 82,8% | 0,88% | 7,1% | 8,4% | 17,11% |
| DEMAIS | 3.906.655 | 664.401 | -82,99% | 5.276.320 | 991.521 | -81,21% | 74,0% | 67,0% | -9,50% | 4,4% | 0,7% | -83,93% |
| Indústria | 88.242.490 | 93.366.884 | 5,81% | 115.907.621 | 117.000.471 | 0,94% | 76,1% | 79,8% | 4,82% | 100% | 100% | 0,00% |



Fonte : ANAC e IATA