



# Introduction to IATA



Founded in **1945**



Travel Agency  
Community of **90,000 offices**



Plays a vital and central in  
**airline product distribution**



# IATA

- Mission: to represent, lead and serve the airline industry
- 265 airlines
- 83% of global air transport
- 1300 employees worldwide

# Our Vision

To be the force for value creation and innovation driving a safe, secure and profitable air transport industry that sustainably connects and enriches our world.

# Air Transport

- Connects the world's cities with around 50,000 routes
- Flies over 3.3 billion passengers
- Flies 52 million tonnes of freight annually worth \$6.8 trillion (35% of world trade)
- Generates a total of 58.1 million jobs globally with direct employment of over 8.7 million
- Economic footprint (direct, indirect, induced and tourism catalytic) estimated at \$2.4 trillion, equivalent to 3.4% of world GDP

Demand for air travel  
expected to grow on  
average 4% per year

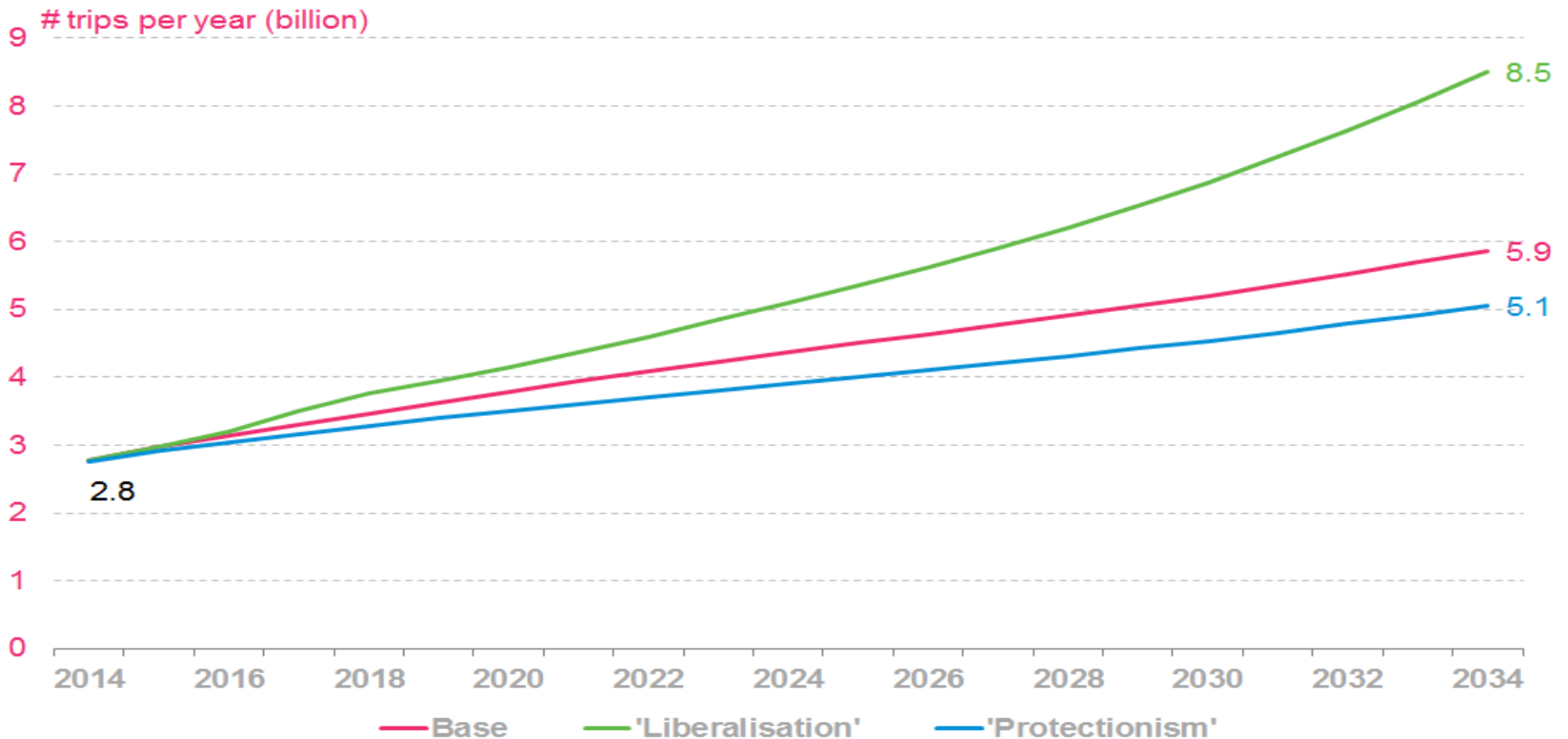
For more information, see:  
[www.iata.org/pax-forecast](http://www.iata.org/pax-forecast)

A joint partnership between:



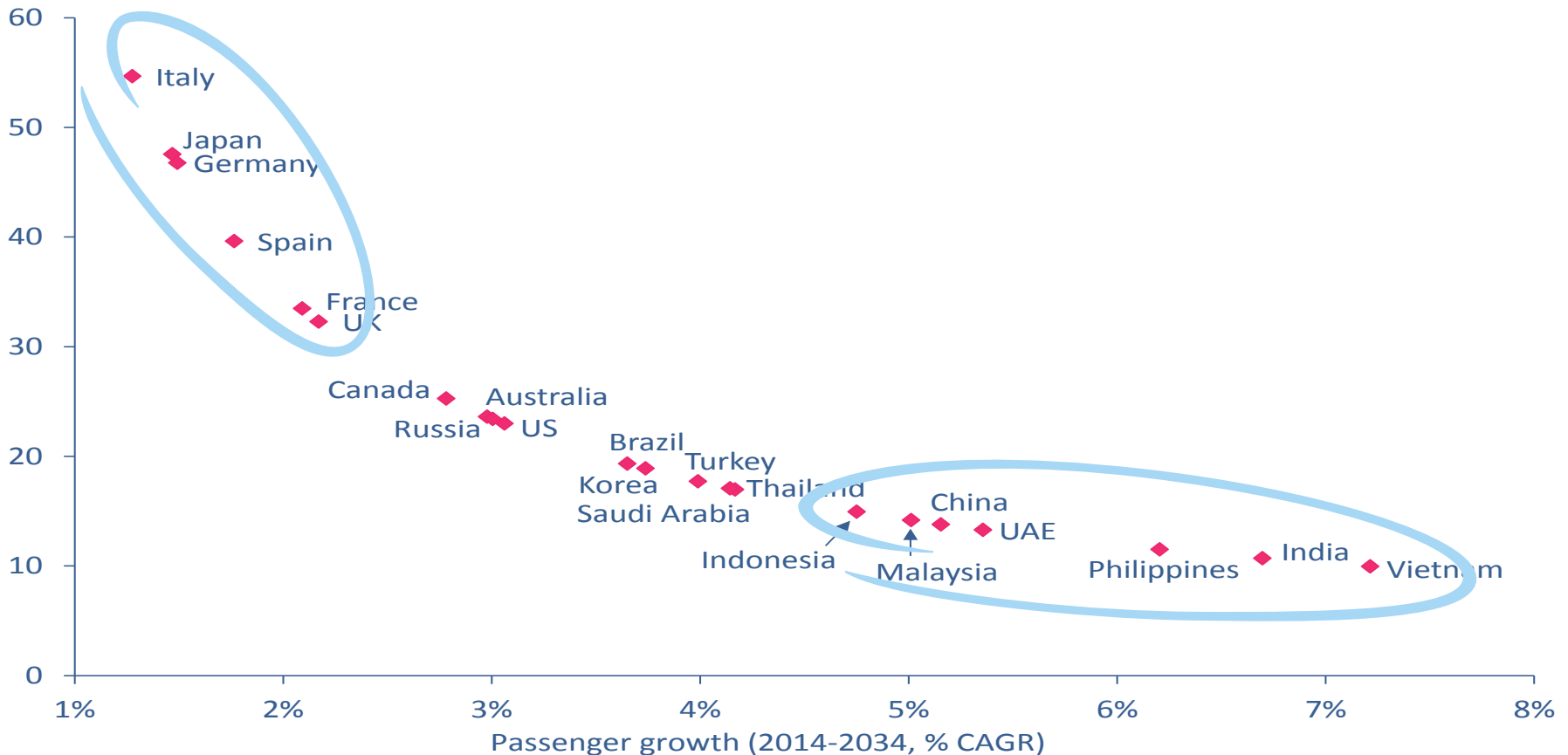
# Demand for air travel to double over 20 years

Forecast # of origin-destination passenger trips, billion



# Many markets to double in size every 10-15 years

Time needed for market to double in size (years)





# By 2034 – 7.3 billion passengers

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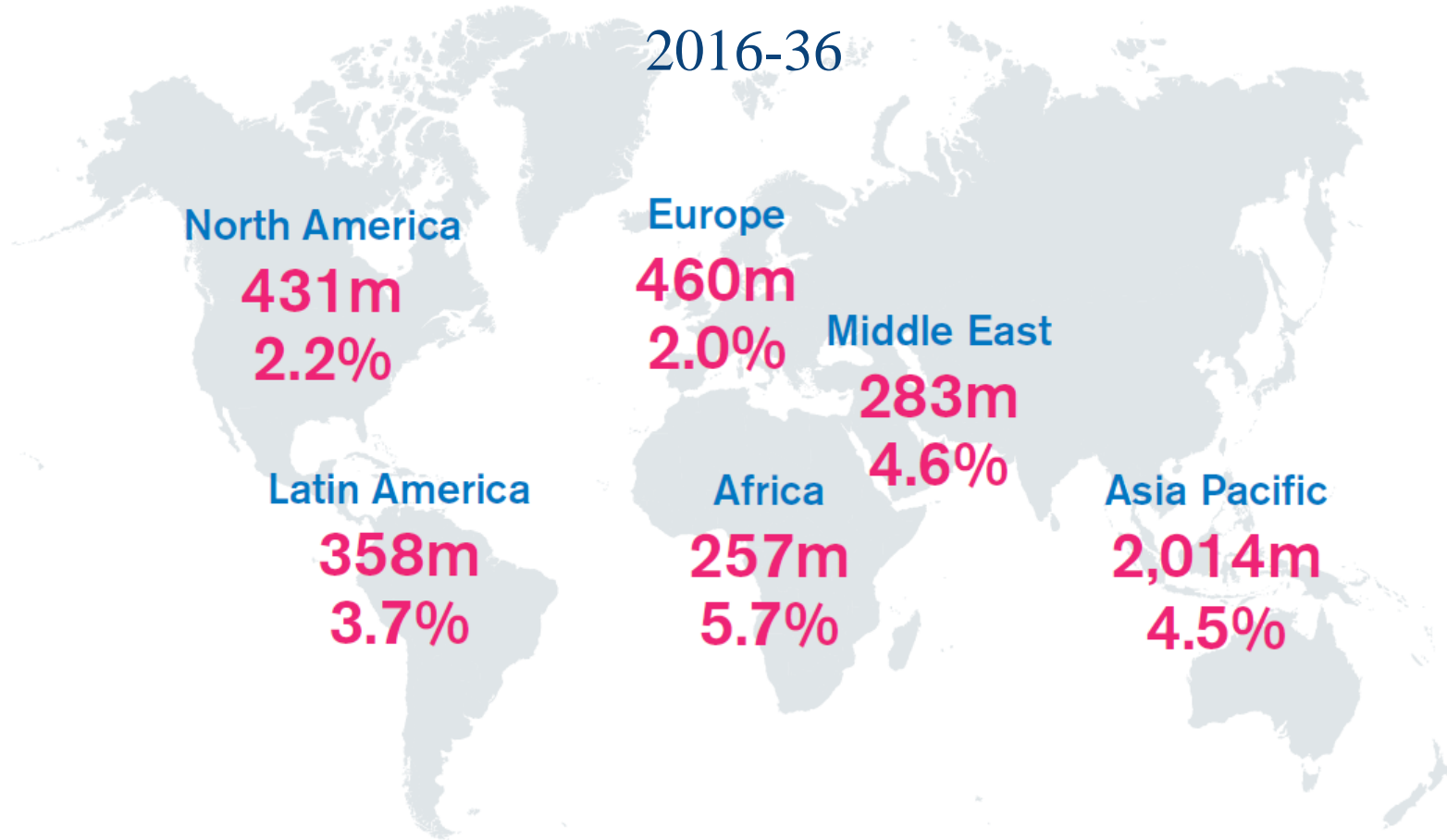




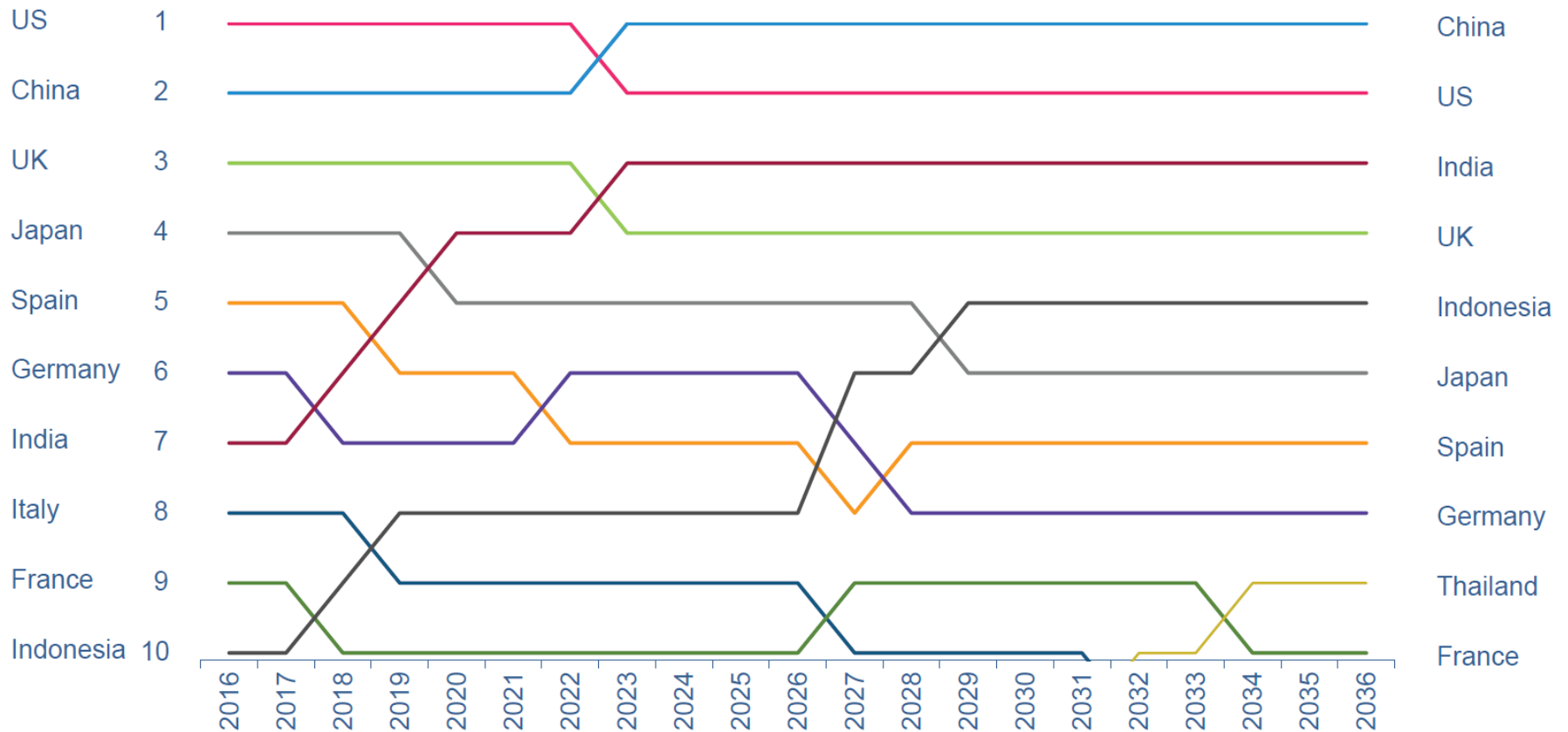
# Asia Pacific Aviation

# 50% of the 20-year increase in global pax is from AsPac

2016-36

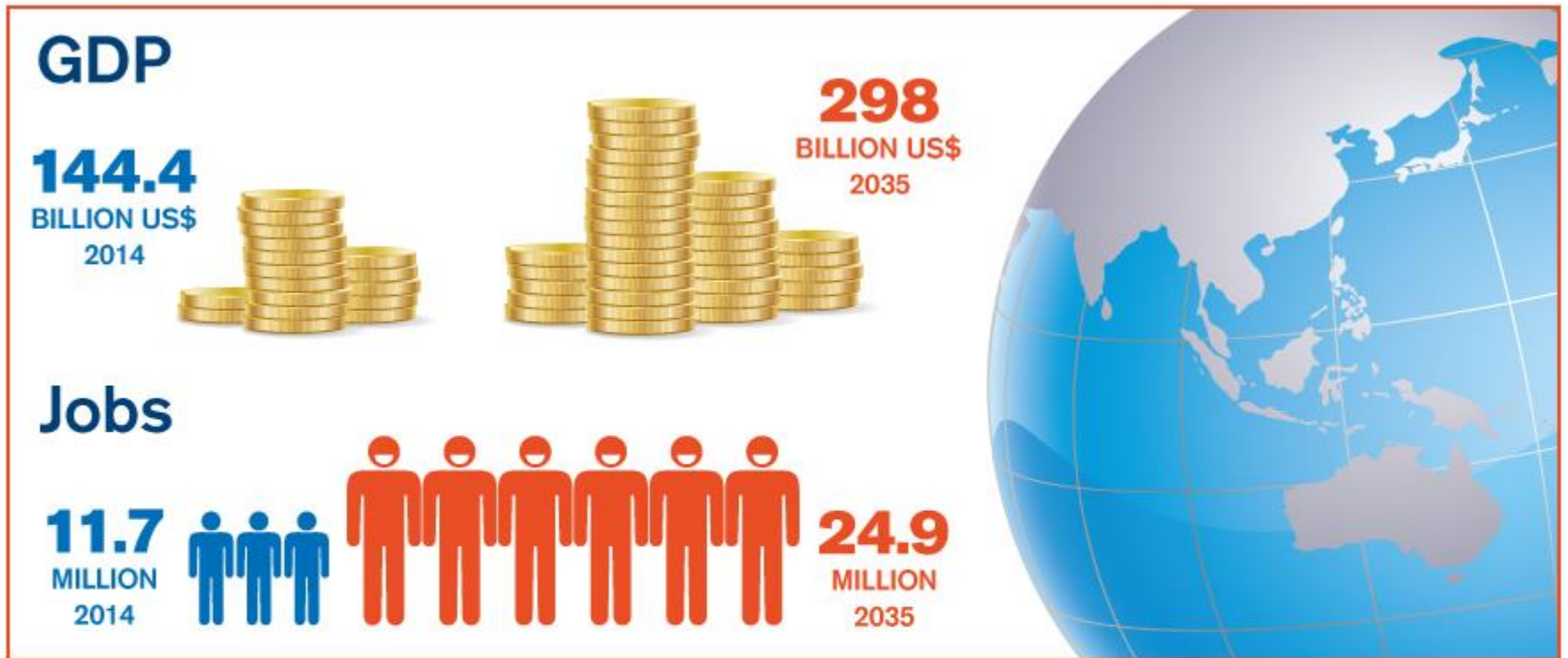


# Top 10 air passenger markets 2016-36



# 20 Year Forecast for Asia Pacific

- Annual Passenger growth 4.9%.
- Cargo growth at rate of 6.3% per annum
- Aviation's direct contribution to GDP will increase by 6.1% per annum in real terms and an additional 1.3 million jobs across the region by 2030
- Catalytic effects (tourism) will account for real GDP growth of 8.3% per annum with implied job creation of 4.6 million.

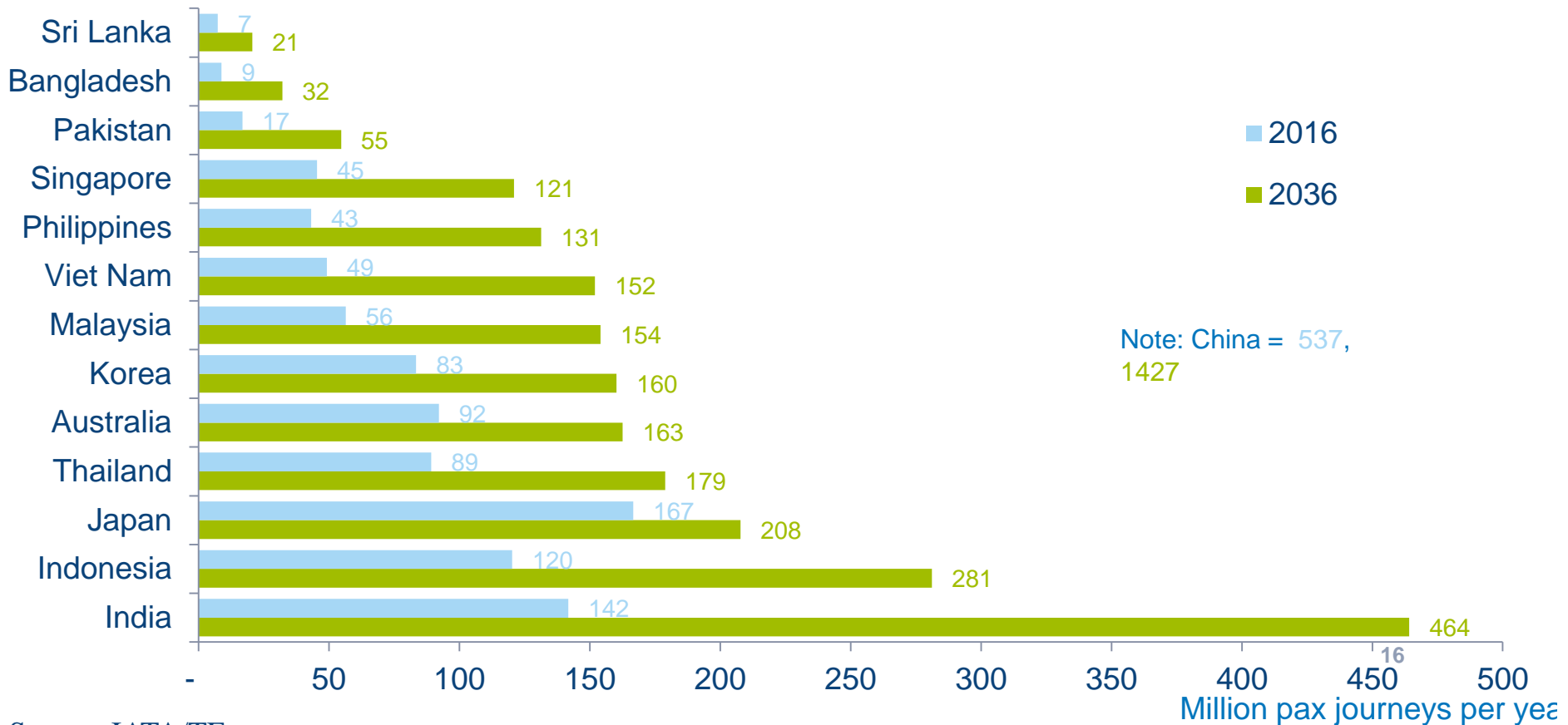


**ASEAN: aviation's economic impact set to more than double by 2035**

**More traffic**  
**More aircraft**  
**More business**  
**More jobs**

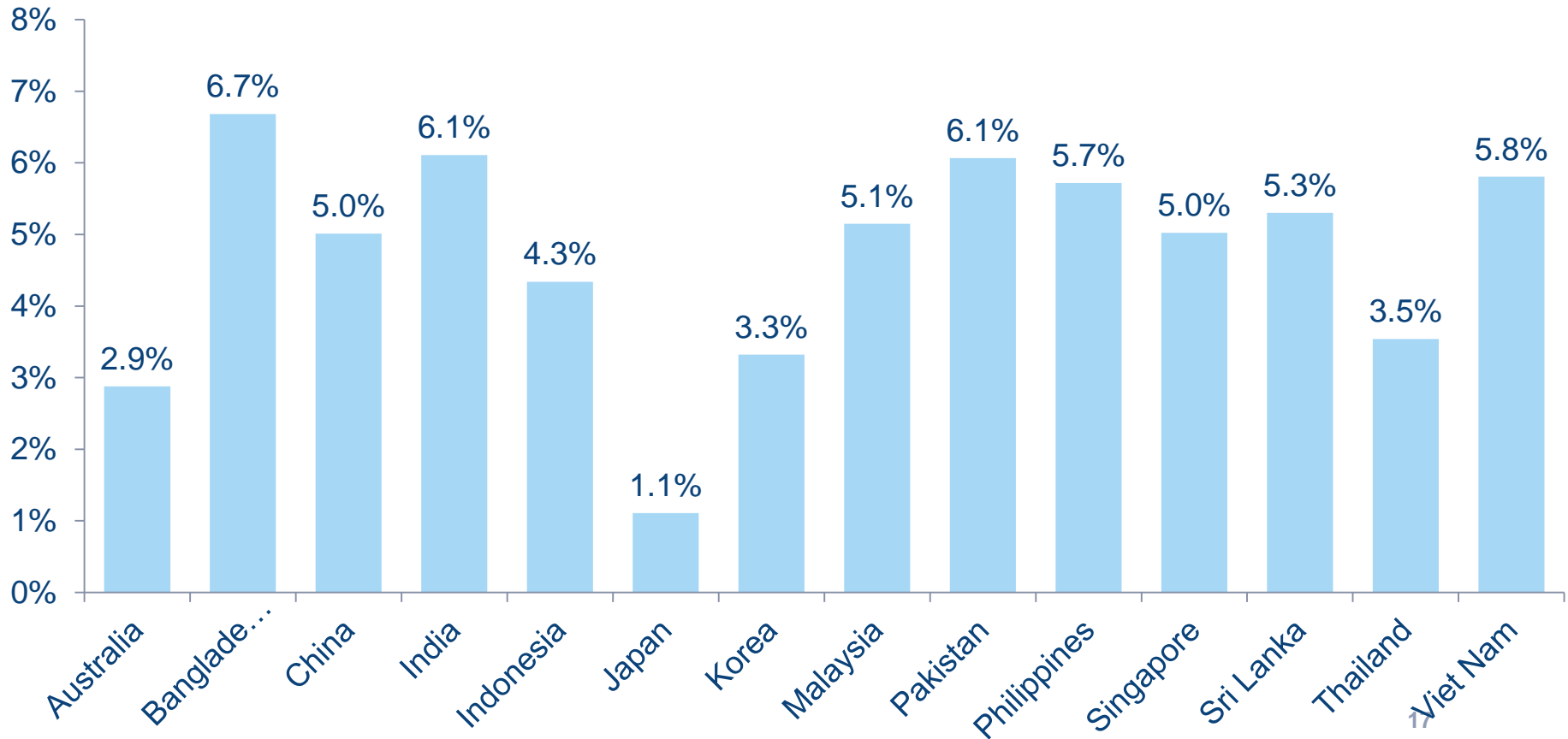
Global air traffic is expected to double in the next 20 years, creating millions of new jobs.

# Development of Asia-Pac passenger markets, 2016-36

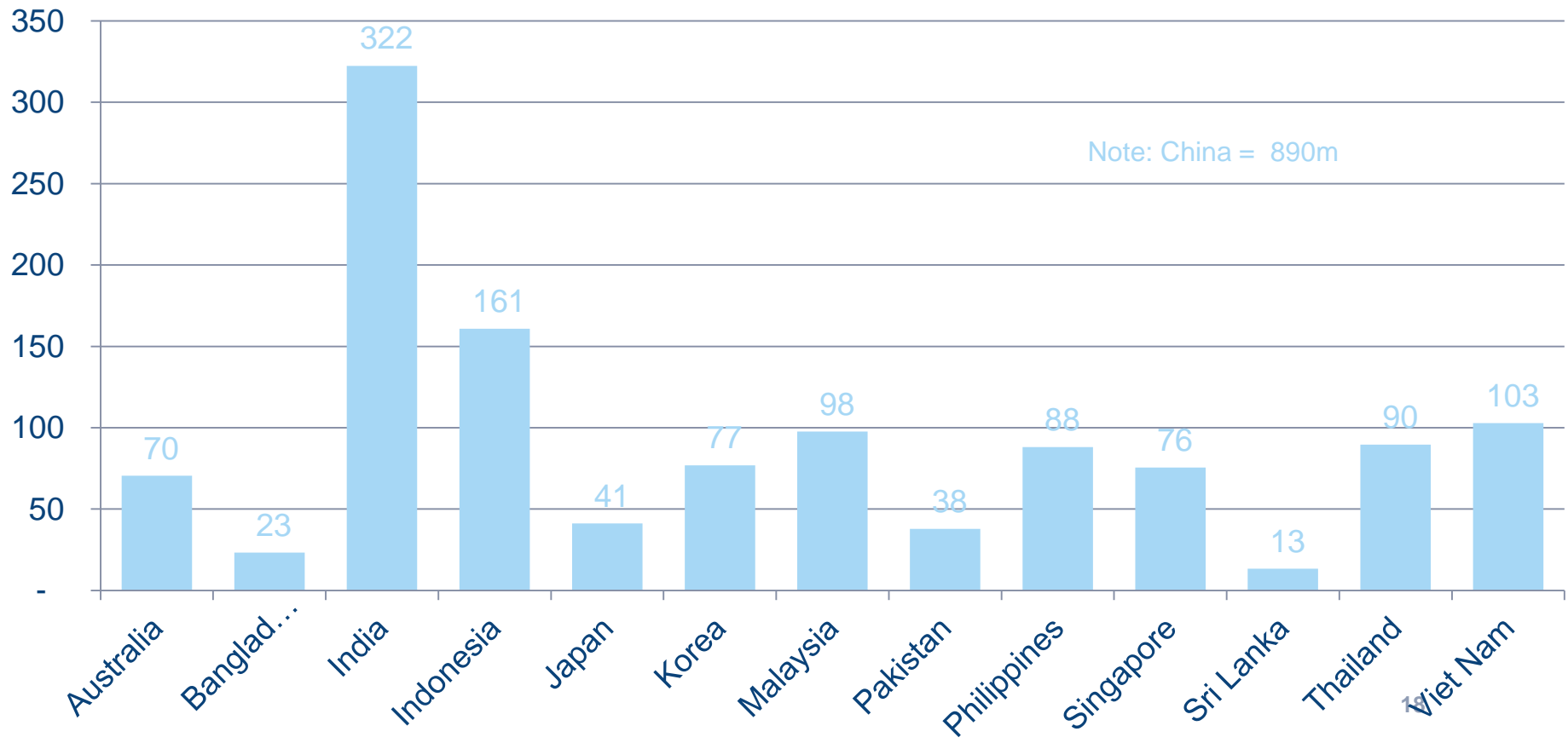




## Annual average growth rates are generally strong...



...but the total # pax varies markedly, of course



Do you know where your visitors are coming from and who is selling them?

## Do you struggle with...



Measuring the return on your marketing investment with Travel Agencies?



Knowing which sales channels will bring your destination the most revenue?



Visualizing future travel trends?



Determining how competing destinations are performing?



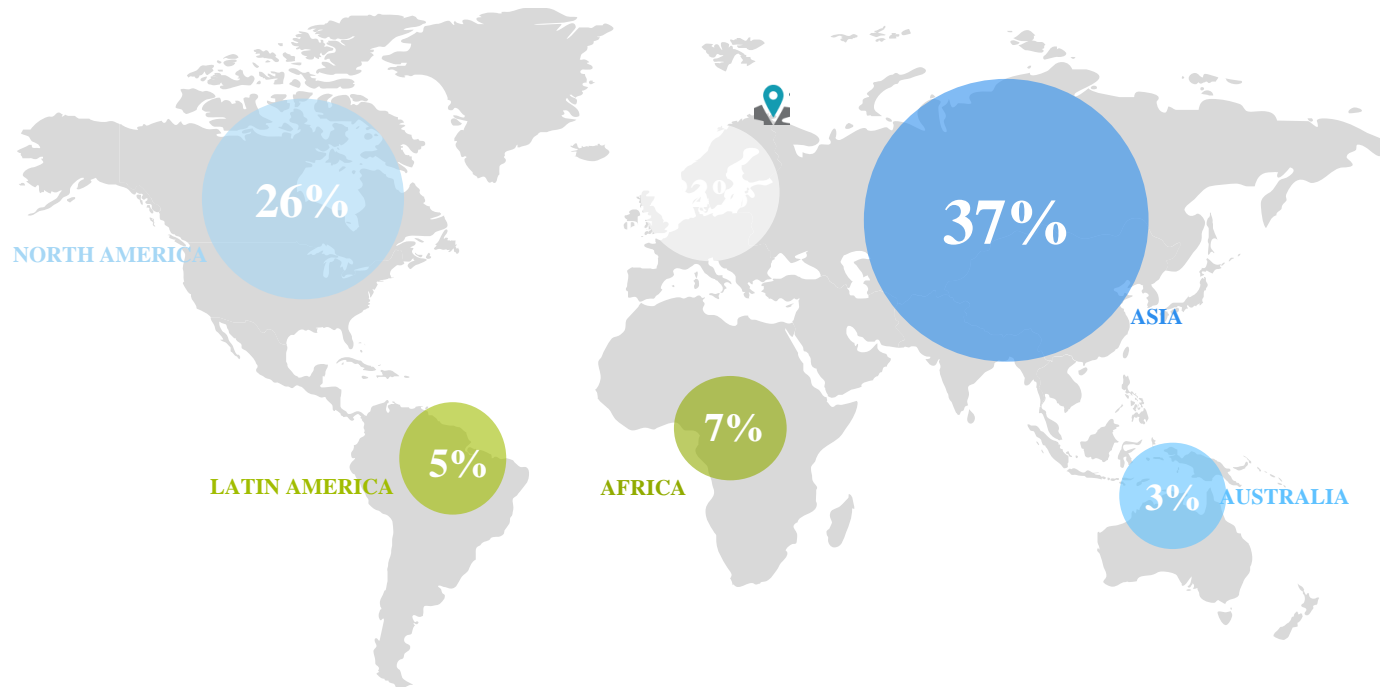
Reaching your highest potential Travel Agencies?



Pinpointing new markets from which to increase visitors?

## Understand passenger and revenue trends to your destination

**Asia and North American Travel Agencies are sending the most visitors to the Destination**



What is aviation and travel intelligence ?

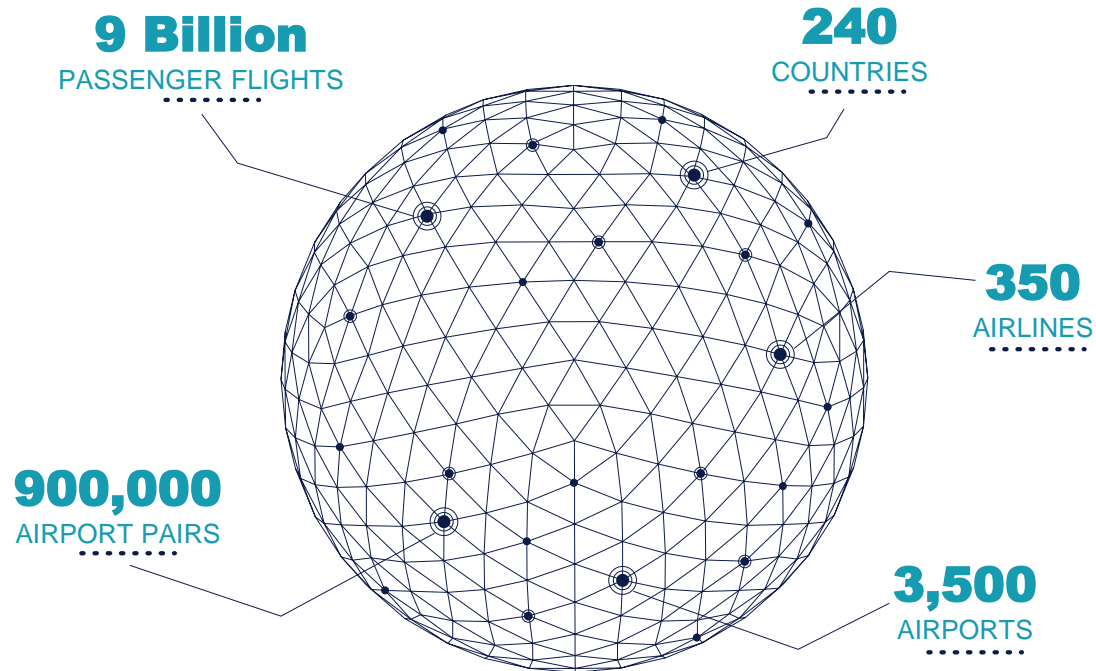
Do you want to know where your visitors are coming from ?

➤ Example: Major International Visitors to KUL; Q3/2016 vs Q3/2017; agency sales

Which city in China is the largest source market to KUL ?

Which travel agents on Shanghai sell KUL?

# IATA Global Agency Pro Data Coverage





## Global Agency Pro empowers you to:



**Analyze historical and future travel data** to uncover new markets for your destination and new sales channels



**Create reports for competitive benchmarking** and analyzing trends in travel



**Identify and contact travel agencies** to promote your destination



**Adjust your marketing strategy and allocate your marketing budget** to markets based on facts from changing travel patterns



**Measure ROI** by individual travel agency, agency groupings, or agency country to ensure marketing success



**Track loyalty and passenger growth overtime** to measure effectiveness of promotion efforts and compare to competitor markets