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

A joint partnership between:
Demand for air travel to double over 20 years

Source: IATA/Tourism Economics ‘Air Passenger Forecasts’
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.
Many markets to double in size every 10-15 years

Source: IATA/Tourism Economics ‘Air Passenger Forecasts’
By 2034 – 7.3 billion passengers

For more information, see: www.iata.org/pax-forecast

A joint partnership between:
Asia Pacific Aviation
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.
50% of the 20-year increase in global pax is from AsPac 2016-36

North America
431m
2.2%

Europe
460m
2.0%

Latin America
358m
3.7%

Middle East
283m
4.6%

Africa
257m
5.7%

Asia Pacific
2,014m
4.5%

Source: IATA/Tourism Economics

www.iata.org/economics
Top 10 air passenger markets 2016-36

US
China
UK
Japan
Spain
Germany
India
Italy
France
Indonesia

China
US
India
UK
Indonesia
Japan
Spain
Germany
Thailand
France
ASEAN: aviation’s economic impact set to more than double by 2035
Development of Asia-Pac passenger markets, 2016-36

Source: IATA/TE
Annual average growth rates are generally strong…

Source: IATA/TE
…but the total # pax varies markedly, of course

<table>
<thead>
<tr>
<th>Country</th>
<th>Pax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>70</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>23</td>
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<tr>
<td>India</td>
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<td>Thailand</td>
<td>90</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>103</td>
</tr>
</tbody>
</table>

Note: China = 890m

Source: IATA/TE
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

- Asia: 37%
- North America: 26%
- Latin America: 5%
- Africa: 7%
- Australia: 3%
Example: Travel Agency Sales - International Visitors to KUL - Q3/2017
Which city in China is the largest source market to KUL?
Which travel agents on Shanghai sell KUL?

- Aslan Travel: 29.0%
- Huacheng Southwest Travel: 23.6%
- Everbright Travel: 16.5%
- Dongli Commerce: 7.7%
- Tour Leader Travel Service: 4.8%
- Ctrip: 4.5%
- Efly: 4.0%
- Merchants International: 2.9%
- China Travel Management: 2.0%
- CITS: 1.8%
- Others: 1.6%
IATA Global Agency Pro Data Coverage

9 Billion
PASSenger FLIGHTS

240
COUNTRIES

350
AIRLINES

900,000
AIRPORT PAIRS

3,500
AIRPORTS
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.