INDUSTRY ADDRESS
Service Excellence – A Differentiator in Today’s World

CHRIS ZWEIGENTHAL • CHIEF EXECUTIVE OFFICER
AIRCINES ASSOCIATION OF SOUTHERN AFRICA (AASA)
12 October 2018
One of the 7 wonders of the world
Enabling African Airline Service Excellence
2017 the African region was the world’s top performer
Southern Africa
$300 million loss for 2018

Africa
$100 million loss for 2018

Airline industry expects to return $33.8 billion profit in 2018

Passenger Growth over the next 20 years
Africa 4.9%
Globally 4.5%

Low cost airlines continue to grow carrying between 40% & 50% of traffic in their markets
AU’s flagship aviation project

Single African Air Transport Market (SAATM)

Yamoussoukro Declaration 1988

Yamoussoukro Decision 1999

Liberalization of African Skies

Some bilateral and regional reform initiatives but no continental implementation

Study of bilateral entitlements shows there is capacity to introduce additional flights

New Routes and Frequencies

Shorter Travel Time

Air Traffic Growth

Increased Tourism

Increased Trade

Economic Growth

Job Growth

Inward Investment

Lower Fares

Identified as a strategic lever of economic growth and a significant contributor to GDP

Partnering of IATA
IMMIGRATION REGULATIONS
Impact on Tourism
73 nations out of the 192 ICAO States have volunteered for CORSIA.

SADC members [Zambia, Botswana & Namibia] have volunteered for CORSIA.

8 African States
SADC Airline Challenges

- Finance & Investment
- Fleet & Network Management
- Domestic & International competition
- Rising Costs
- Blocked Funding
- Regulatory & Governance Requirements
Only 17 African States have enacted comprehensive data protection legislation.

According to the Internet Society:

Any company that markets goods or services to EU residents, regardless of its location, is subject to the GDPR regulation.
Your Customer is Your Business
In our fast-moving, high tech world consumers are after the latest and greatest devices and access to systems for fast, easy and effective communication and transactions they can control.

How do these factors deliver better customer experiences?
Customers are loyal to experiences
Put the customer first

Communication and delivery gap??
Work is still required to better coordinate training initiatives across the industry including pilots, technicians and other specialist skills
THANK YOU!

AIRLINES ASSOCIATION OF SOUTHERN AFRICA