



HOTEL INVESTMENT™  
**CONFERENCE**  
**AFRICA**  
A Focus on Sub-Saharan Africa

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## AFTERMATHS OF ECONOMIC CRISES



- European and Middle East/Asian Airlines moving into Africa e.g. Emirates, United Airlines, KLM etc
- Competition Fierce and smaller airlines cannot compete with - Price, comfort and accessibility on especially long haul
- Airlines closes E.g. Zambezi & Air Zimbabwe Grounded. Still enjoys Government support, but it is tough to survive
- Routes are reduced or discontinued
- Leisure Travellers are limiting travel - cost

# AFTERMATHS OF ECONOMIC CRISIS



- Star Alliance airlines – Offer better product
- Brazil and Asia only two that showed growth after economic crisis
- Influx of Large Foreign Airlines is a move forward to facilitate tourist movement into and out of Sub-Saharan Africa.
- But does not promote intra-africa travel
- It creates opportunity to serve the domestic Market, though

# How global Challenges affect air travel to and within sub-Saharan Africa



- The Opportunities
- Capitalize on Domestic Market and develop immediate Markets
- Routes that was previously serves with wide-bodied aircraft – served with narrow bodies
- Low cost airlines
- Step up efficiency and schedule integrity

# What airlines can do to contribute to Tourism Growth



- DEVELOP ALLIANCES / CO-OPERATION
  - Improve relations with Government/Tourism Board/Private Sector, Visa, Exchange Control,
  - Some efforts need to be aligned / institutionalized e.g. during the World Cup – all pulled together
  - Immigration policies must be aligned to tourists needs without compromising on Governments effort to ensure conducive and safe country
  - Bilaterals and Country Directives must be designed in close collaboration with the respective sectors

# What airlines can do to contribute to tourism



- Co-operation with Hospitality Industry & Private
  - Key partners
    - Airports Companies, Tourism Boards, Government, Suppliers, Hotels
  - Initiate Joint Destination Marketing
  - Establish, develop and maintain strong bonds share experiences and tourists needs/trends
  - Joint product offering
  - service

# What airlines can do to contribute to tourism



- Close collaboration with Airport Companies
- Co-operation with other airlines
- Commercial Agreements / Interline agreements to open source markets
- Code-Share Agreements
- Ensure Schedule integrity
- Improve on client service
- Capitalize on new technology – Modern Aircraft have capabilities which can be optimized e.g. narrow bodied A/C higher Pax loads where in the past wide bodies were prescribed

- End