

Delivering More Value to Air Travelers□□□□□ Distribution, Airport Experience Provide Opportunities to Boost Value

Dublin - The International Air Transport Association (IATA) called on all partners and stakeholders involved in passenger travel to work together to deliver greater value to passengers.

“Aviation makes possible \$2.2 trillion worth of economic activity and supports some 57 million jobs around the globe. Every day more than 8 million passengers take advantage of the safety, speed and convenience of air travel; and airfares are one-third lower, in real terms, than they were 20 years ago. It truly is the mass transit system for the global economy. But our customers expect more. By working together as an industry with a common vision we can deliver even greater value to air travelers,” said Tony Tyler, IATA Director General and CEO.

“Our passengers are focused on value and their expectations are high and rising. That means we must continuously examine, modernize and evolve our offering. The goal is to ensure that what we see as ‘service’ actually means ‘value’ to our customers,” said Tyler while speaking at the opening of the World Passenger Symposium in Dublin.

[en savoir plus](#)

Consultez la source sur Veille info tourisme: [Attacher plus de valeurs aux passagers aériens](#)