



AIRWAVES

Aviation Professionals @ Work

Issue 03, 2022

At AirlinePros we love what we do, we do what we love!



A WORD FROM THE CEO

Achma Asokan
CEO, AirlinePros

THREE CHEERS TO RESILIENCE - LET'S KEEP GOING

Most of us are on the move again. But our travel decisions have become more nuanced in the wake of the pandemic. With evolving public health concerns over the past year, it is evident that consumer confidence in travel is growing with travelers getting more and more courageous to venture farther and farther away from home.

Purchase decisions are based on many factors like value-for-money and health and safety concerns. While work from home has almost become the norm, business travel is slowly emerging from an amorphous horizon after a year of remote work and team calls.

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TAAG - OF GOOD TIDINGS AND CHALLENGES

Interview with **Eduardo Fairen Soria, CEO** and **Lisa Mota-Pinto McNally, CCO**
TAAG Angola Airlines

Brazil is an important market for TAAG – the airline flies from Sao Paulo to Luanda three times a week currently and has excellent onward connections to several destinations throughout Africa in addition to Lisbon and Madrid in Europe.

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MEET SOME OF OUR TEAM



Manikandan Janardanan
Managing Partner, India



Helene Cornet
Managing Partner, France



Laura Lopez
Managing Partner, Spain



Felix Kan
Managing Partner, China



Adin Mujic
Sales Director, DACH

NEW CLIENTS



Based out of Port Moresby in Papua New Guinea and operating the youngest fleet of aircraft in the country, PNG Air flies to 22 destinations worldwide. Celebrating its 35th anniversary this year, PNG Air has appointed AirlinePros as their GSA for Germany and Japan.



The second-largest carrier in Africa by number of flights, Airlink is the most punctual airline in South Africa, with an on-time performance of 95.72%. Based out of Johannesburg, Airlink announced AirlinePros as their GSA for Zambia and Botswana.



Named European Regional Airline of the Year twice, Glasgow-based Loganair flies to more destinations in the UK than any other airline. LoganAir, which also operates the shortest scheduled commercial route in the world, has entrusted the GSA duties of Canada to AirlinePros.

WHY AIRLINEPROS

The rise of the GSA



By James Foster
Chairman, AirlinePros

In the last two issues of AirWaves, I had through my column 'Why AirlinePros' introduced you to our company and took you through a key product we offer to airlines to access the US, one of the most lucrative airline markets in the world through AACP – AirlinePros ARC Coordination Program. In this issue, I would like to base my case on a current trend which sees an ever-increasing number of airlines choosing to go with GSAs for their expanding global operations.

The General Sales Agent or the GSA is an entity which takes on the responsibility to represent an airline in a specific region or country and is entrusted with the task of management and promotion of business development. A GSA, by its very nature, are specialists and tend to be more efficient than the airlines' own internal departments as it has vast experience working with many airlines and enjoys economies of scale and infrastructure installed in many countries.

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OUR NETWORK



FEATURED GLOBAL OFFICE – AirlinePros South Korea

Located in the Seoul Incheon Metropolitan Area, our office in South Korea is headed by Chanhong Hong, a veteran of the airline industry with over two decades of experience in aviation and tourism. Chanhong's expertise is in representation – be in airlines, hotels, destinations, air transport, or attractions – and in sales, marketing and PR services.

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'BEFORE BUYING, YOU NEED TO KNOW THE COST'

Interview with Seth Cassel, Co-Founder, EveryMundo



Seth Cassel with EveryMundo Team

EveryMundo is a Miami-based technology company providing digital marketing software to over 90 customers globally including airlines, hotels, vacation package agents, event producers and ground transportation helping them increase their direct online sales and drive customer acquisition. Their Fare Marketing products enable airlines to communicate their lowest products to travelers and drive them to pages where they can find the best fares. This is done through launching high-performance landing pages that broadcast real time fares and deploy targeted advertisements across marketing channels.

EveryMundo also empowers hotels to leverage agile technology to increase website traffic and improve conversion rates. Their new product, EveryMundo Marketplace helps airlines and hotels drive direct sales in a timely and cost-effective manner. At the core of each EveryMundo product the focus is to empower brands to acquire customers and deliver the best possible customer experience.

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