



TAAG 's CONNECTIVITY

The role of Airlines in the promotion of domestic and international tourism

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Luanda, October 14th 2016

TAAG  **LINHAS AEREAS DE ANGOLA**
ANGOLA AIRLINES



Angola´s Travel + Tourism numbers

- **2.3% DIRECT GDP CONTRIBUTION** : 75th/184 countries in world
- **\$0.6 bn. INVESTMENT** : 82nd in world
- **75,700 JOBS** : 100th in world

- **73,6% DOMESTIC** against **26,4% FOREIGN VISITOR SPENDING**

649.000 INTERNATIONAL ARRIVALS - **HOW MANY ARE GENUINE TOURISTS? HOW ABOUT A MILLION VISITOR TARGET FOR 2017 ?**

IN RELATIVE SIZE OF TOURISM TO **TOTAL GDP ANGOLA IS 172nd** OUT OF **184 COUNTRIES**

= A HUGE OPPORTUNITY !

The Impact of Tourism on the Angola Economy

1. DIRECT CASH SPENDING BY TOURISTS

- the country needs foreign exchange desperately

2. FOREIGN DIRECT INVESTMENT

- infrastructure development will follow the tourist crowds – hotels, restaurants, activities, shops etc.

3. EMPLOYMENT

- Especially in Provinces: “1 tourist supports 3 jobs”

In this crisis of 2016, with the uncertain price of oil going forward, we need bold steps to drive tourism development, both for the **INTERNAL + EXTERNAL MARKETS**

The Impact of Tourism on the Angola Economy

“THE MAJOR DRIVING FACTORS TO INCREASE FOREIGN TOURISM INCLUDE VISA FACILITATION, DEVELOPMENT OF AIR LINKS AND A SUBSTANTIAL INVESTMENT IN PROMOTION / MARKETING”

(“ National Strategy for Tourism” - April 2013)

Examples of Airlines

- ❑ **Emirates, Dubai** - Tourism + Transport sector is **28%** of the **GDP** and growing to **35%**.
- ❑ **Singapore Airlines** - Key role in emergence of Singapore as a vibrant City State: **free tours** for those pax on **long layovers/transits**.
- ❑ **Qantas Airlines, Australia** - Key role in **promoting tourism** to the S.W. Pacific region and Australia.

Visa Access

- ANGOLA COMPETES FOR TOURISM ARRIVALS IN AN INTERNATIONAL MARKETPLACE: **THERE IS COMPETITION BETWEEN DESTINATIONS**
- ANGOLA WILL FAIL TO DEVELOP TOURISM UNLESS BOLD STEPS ARE TAKEN **TO SIMPLIFY VISAS AND ENCOURAGE PEOPLE TO COME**
- TOURISM OFTEN **LEADS TO BUSINESS**, YET EVEN **BUSINESS VISAS ARE DIFFICULT TO OBTAIN**
- EVERYONE INVOLVED, INCLUDING EMBASSY STAFF MUST REALIZE THAT TOURISTS ARE WELCOME TO ANGOLA, THEY BRING SORELY NEEDED **FOREX , FDI and EMPLOYMENT**
- **INEVITABLY, VISA POLICY MUST DISCRIMINATE; SOME NATIONALITIES WILL BE MORE WELCOME THAN OTHERS**

TAAG support for Tourism and Promotion

- **OUR POLICY IS LARGELY UNCONDITIONAL + LIBERAL**
- **OUR ONLY PRE-REQUISITE IS THAT REQUESTS FOR SUPPORT MUST BE AUTHENTIC, PROPORTIONATE + PROVIDE A RETURN**
- **NO JUNKETS !**
- **TAAG CANNOT PROVIDE CASH, WE SUPPORT WITH SEATS, DOMESTIC + INTERNATIONAL. TAXES HAVE TO BE PAID BY THE ORGANISATION REQUESTING SUPPORT**

TAAG material support

1. **ADDITIONAL WEEKEND** flights to **CATUMBELA** and **LUBANGO**
2. **AGREEMENT** to support **INFOTUR** efforts with **100 TICKETS** per year
3. **GROUP** support for **MSC CRUISE** for 2017
4. Introduction of **IT FARE** for **DOMESTIC TOURS** at **20% DISCOUNT**