

60 years

Airline
Losses

External
Costs

Societal
Success

Treat us
like any
business

But...

More
Liberalization
BUT...



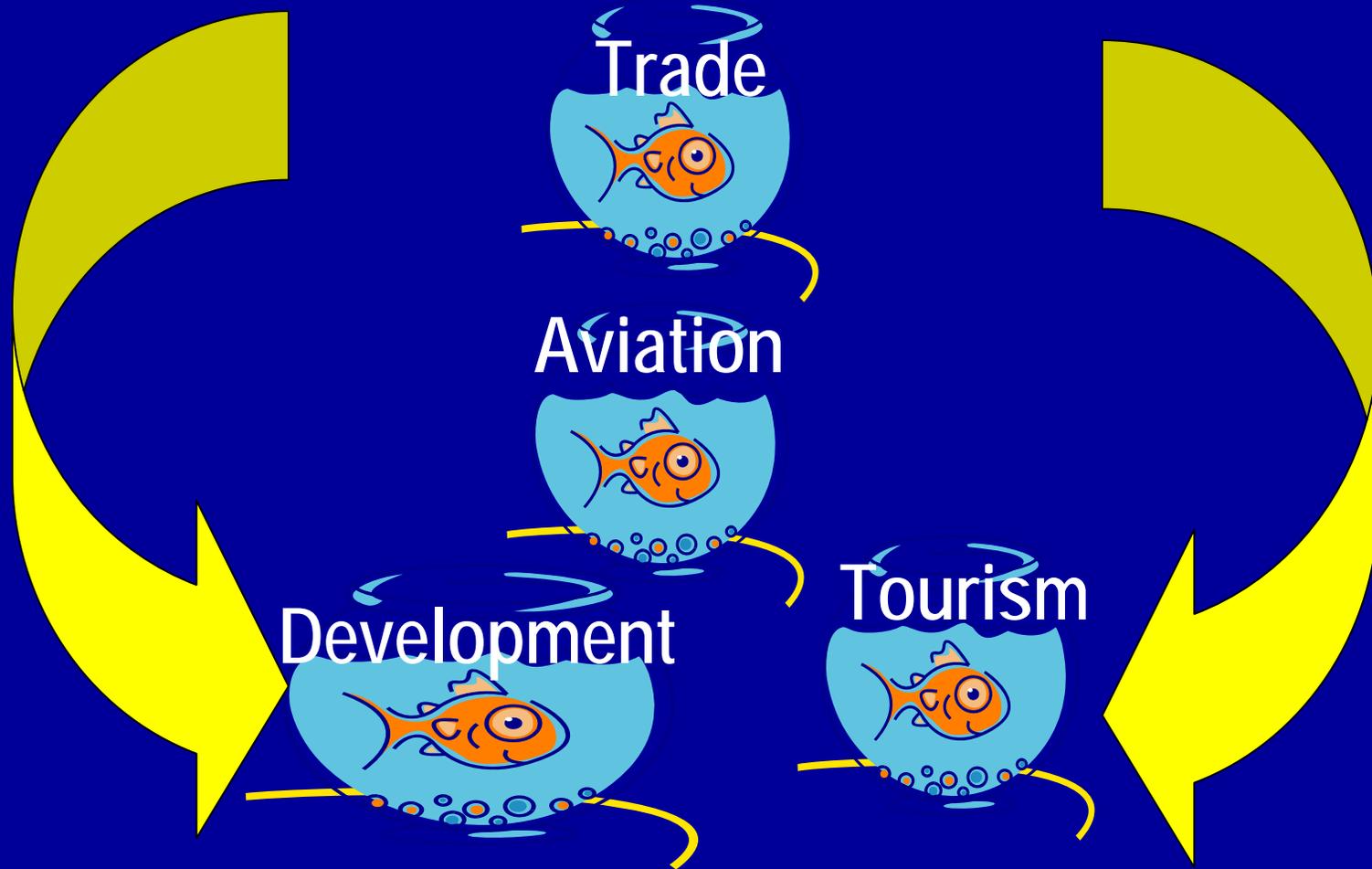


You are not 60

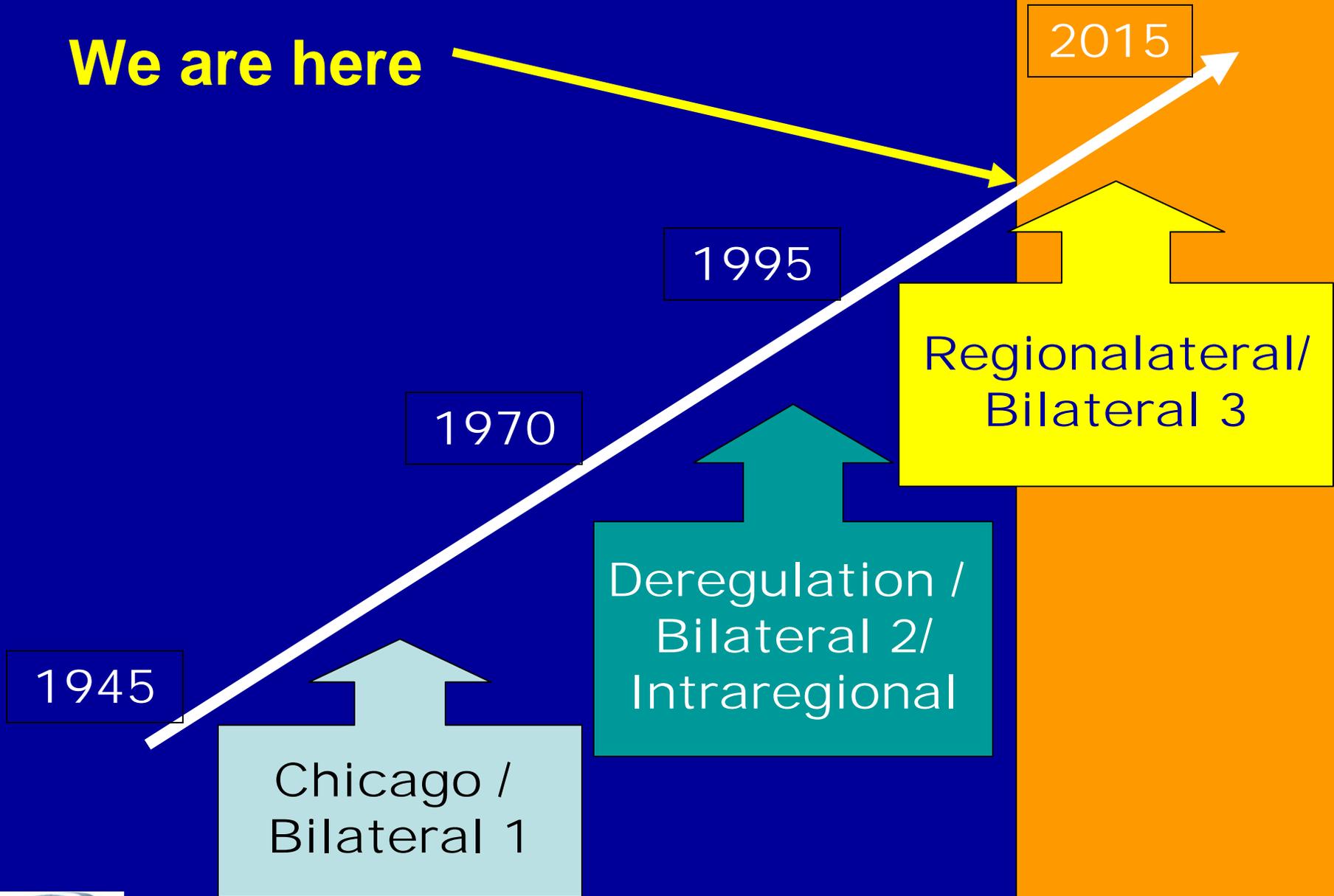


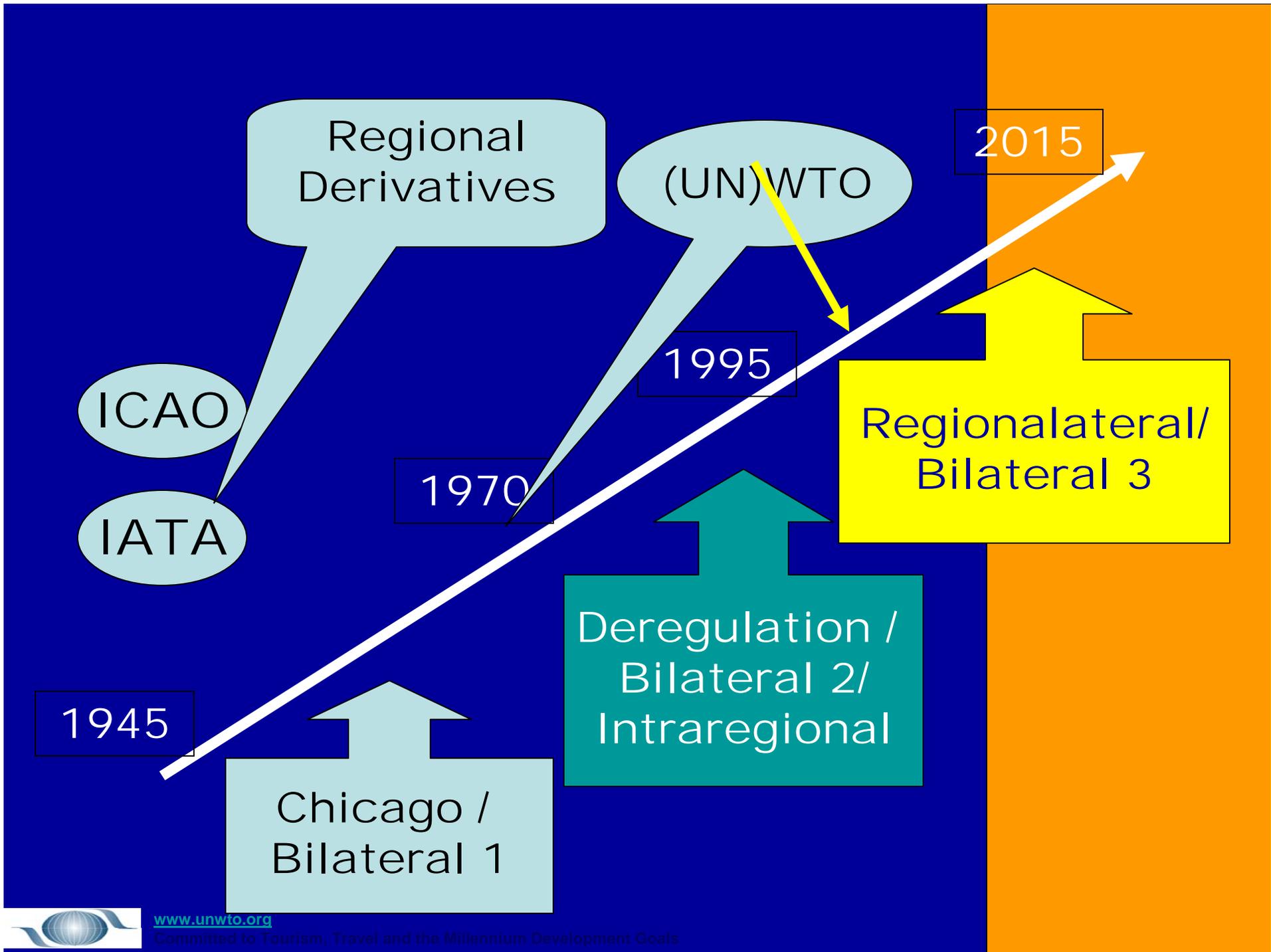
You are 20
with 40 years
of experience



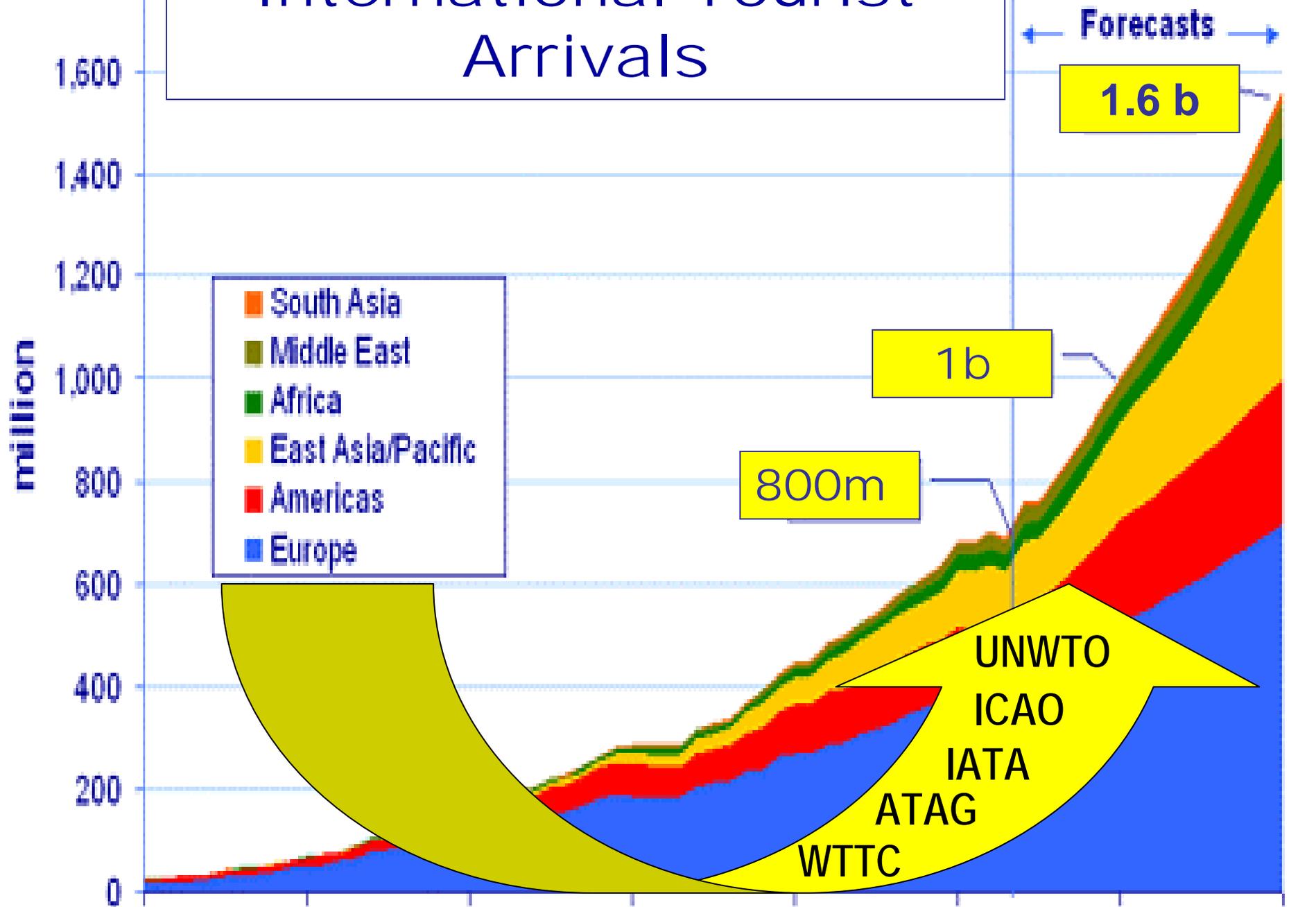


We are here





International Tourist Arrivals





Culture



Meetings

Business

Leisure

Meetings

Sports

Culture

Adventure

Family



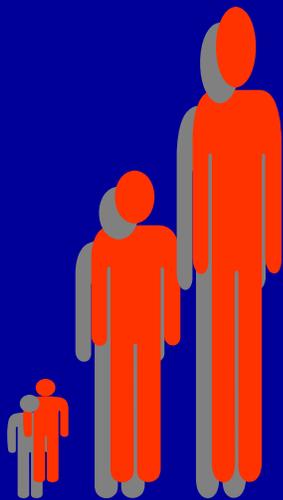
Adventure



Longer lives
Higher income
Greater wealth
Easier access
More choice
Lower fares



Business



Sports



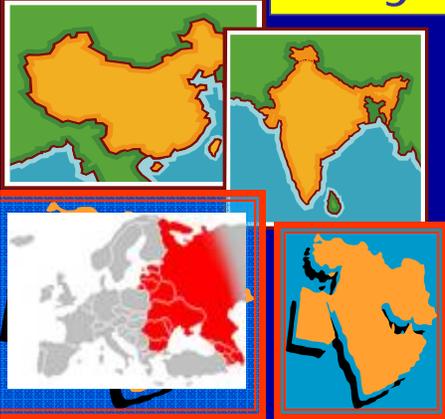
Family



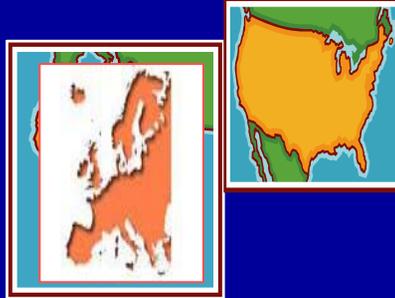
www.unwto.org

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6 - 8%
a year



3 - 5%
a year



- Fuel
- Security
- Infrastructure

Africa

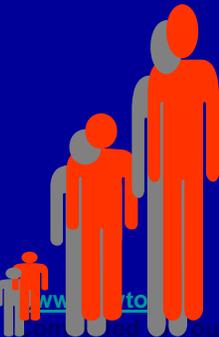
4% of benefits
in gdp, exports , jobs

Tourism Services

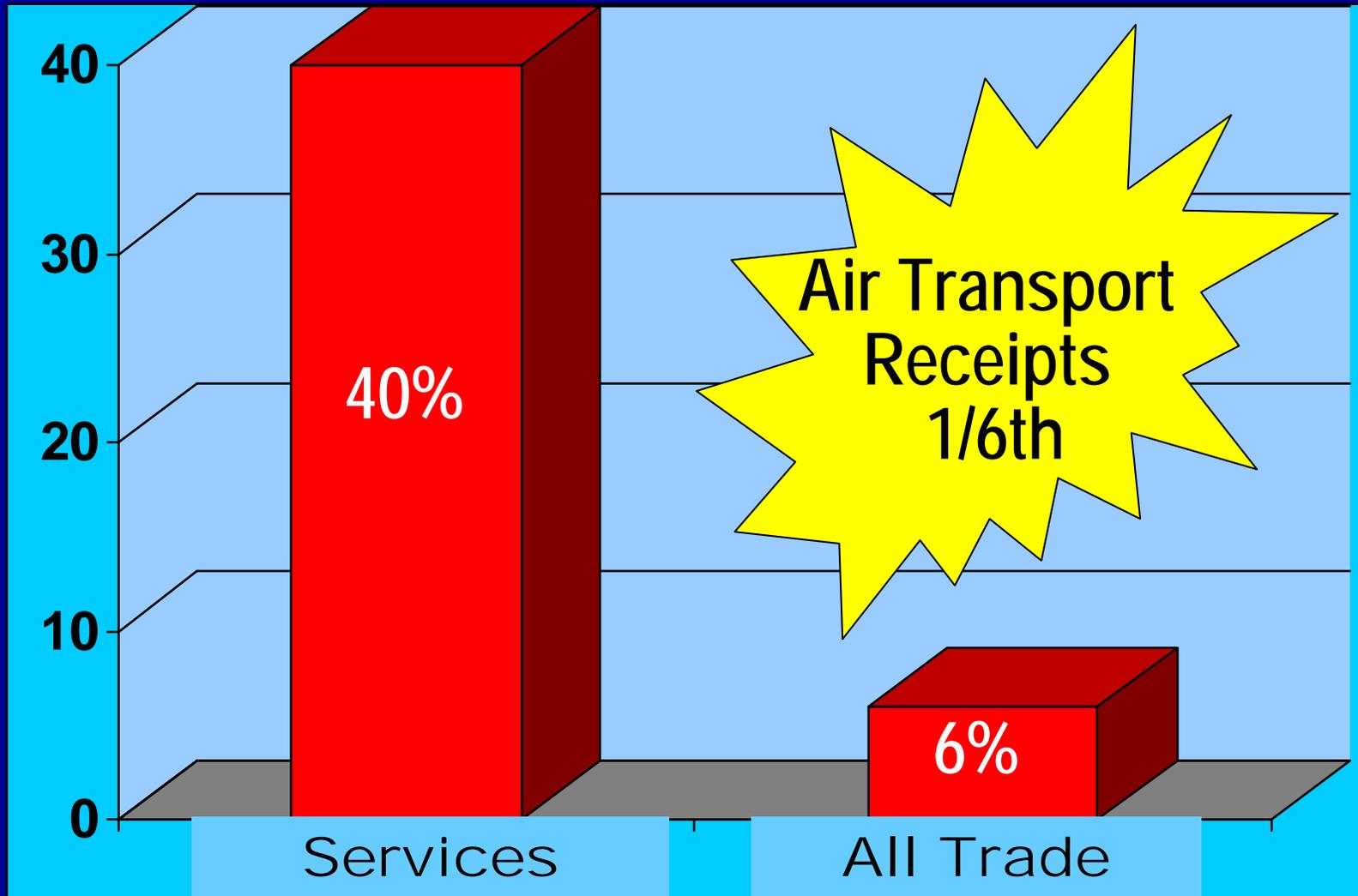
Comparative Advantage

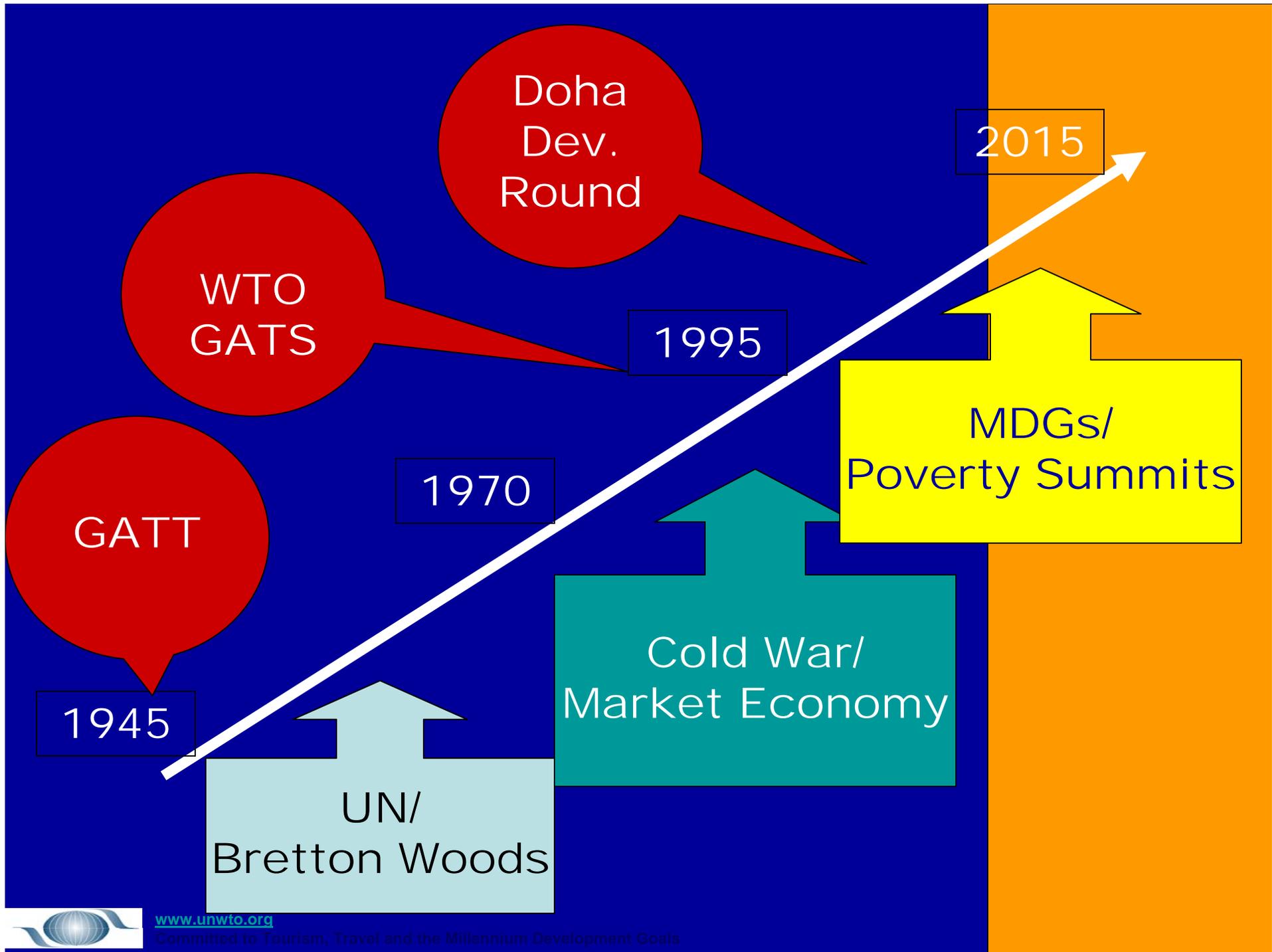
Aviation Driver

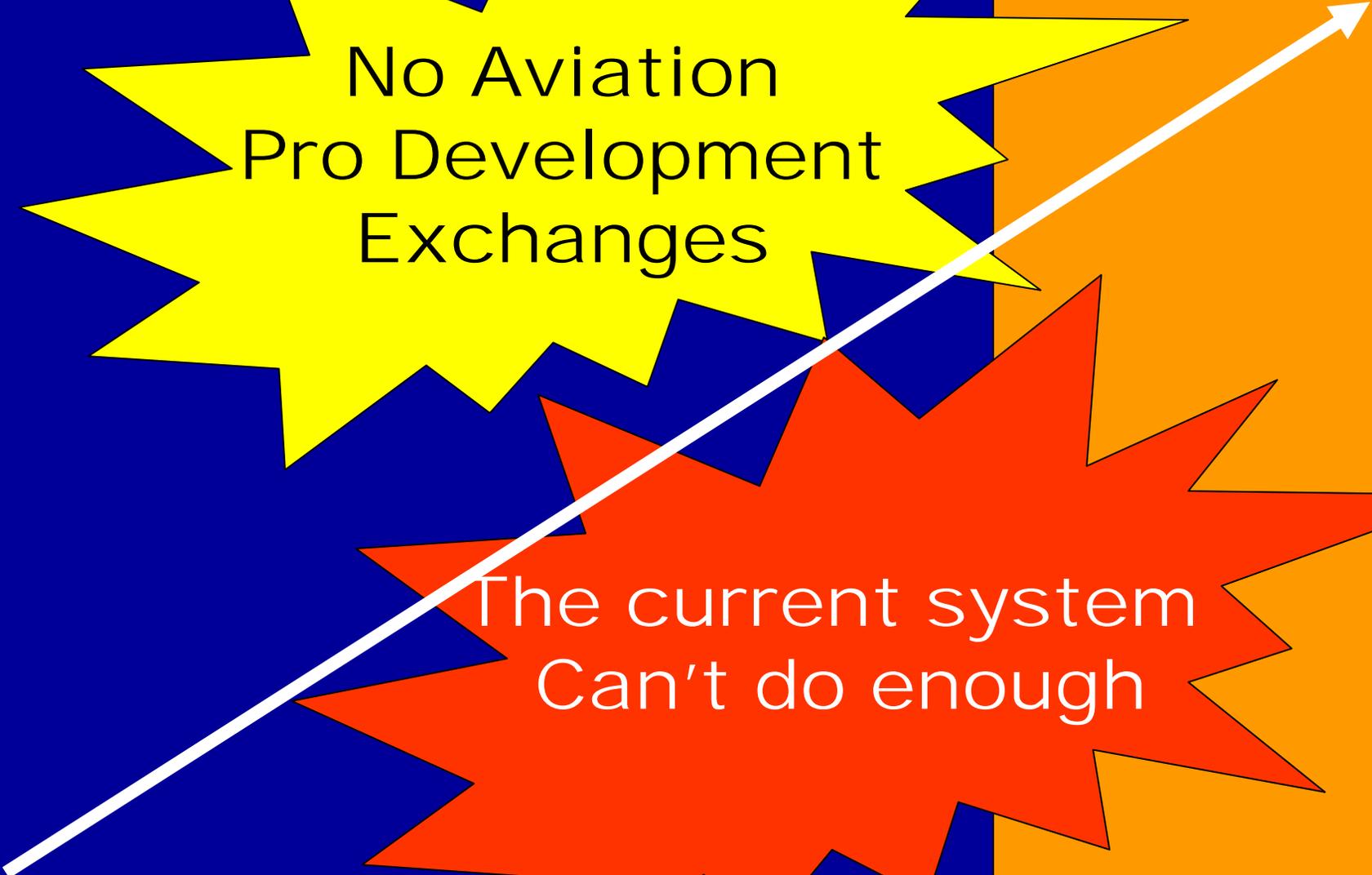
Lagging farther behind



Tourism in Global Exports







No Aviation
Pro Development
Exchanges

The current system
Can't do enough



Aviation is
in the WTO

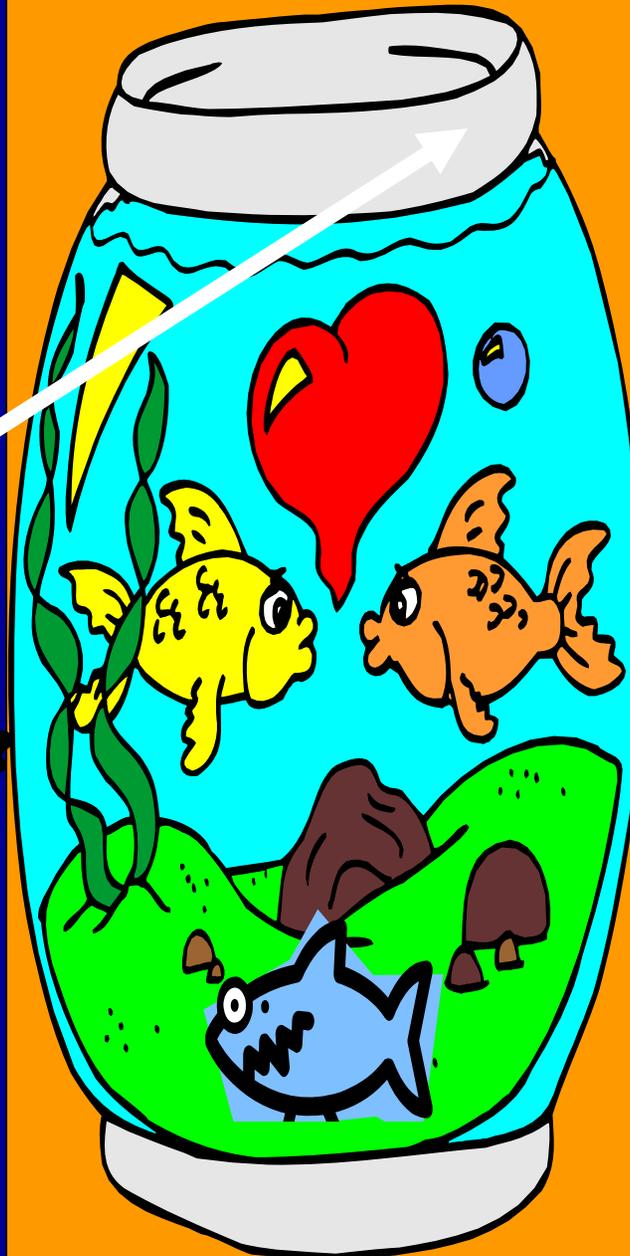
It should be
Activated
Strategically



Aviation

Tourism

Aid Trade



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2015

ICAO etc

UNWTO etc

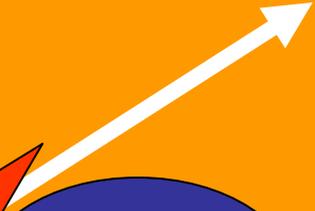
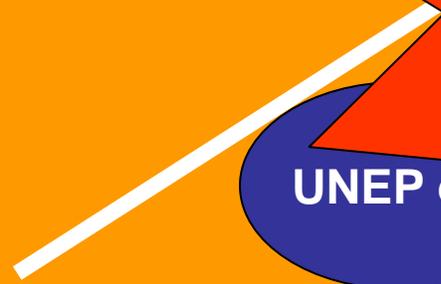
IATA etc

Respond to the Development Imperative

Labour etc

UNEP etc

WTO etc



2006



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