



Impact of Air Transportation on Tourism – Tour Operator's Perspective



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Value of Tourism



Globally, over the last half century tourism has experienced continued expansion and diversification to become one of the largest and dynamically developing sectors of external economic activities (WTTC, 2017).

Value of Tourism



The Tourism Sector has a major impact on Socio-Economic development and in Kenya is one of the SIX Economic Pillars.

The same scenario applies to several other countries (both developed and developing) where tourism is a very important economic activity.



Air transport is a very integral part of the tourism industry and in Kenya it has profoundly shaped the growth and development of several tourism regions. There is no doubt that an efficient and robust air transportation network is of immense value to tourism.

Key areas to note



Ease of International travel:

The bulk of tourists to Kenya (and several other tourism destinations) arrive by air. Technological advancements in terms of modern larger aircraft and better connections have made it easier to travel and tourists are now making shorter-term and more frequent holiday decisions.



Accessibility:

Certain regions which were previously viewed as “inaccessible” or “remote” have opened up and continue to grow mainly due to ease of air travel.



Regional Tourism



As much as international tourism continues to lead the way in terms of numbers and revenue, we cannot ignore the potential offered by developing regional tourism.

Regional Tourism



“The large majority of international travel takes place within travellers’ own regions (intra-regional tourism) and about four out of five arrivals worldwide originating in the same region”.

(UNWTO Tourism Highlights, 2017 Edition).

Regional Tourism



Regional tourism holds great potential for Africa as there are shorter distances to travel and fewer market “shocks” than those experienced by international tourism e.g. fears of insecurity etc.



Regional Tourism Challenges



Lack of awareness of the tourism products

There is a surprising lack of information about the tourism products offered by regional destinations.



Lack of concerted regional tourism marketing

Several destinations traditionally prioritize international campaigns and overlook regional destinations that could provide a valuable source of tourists. This is however changing

Regional Tourism:



High cost of travel within the region

It can at times cost more to fly within the region than it would to fly out of it.

Flights within the region should be accorded “domestic” status and priced accordingly.



Travel barriers

It is not always easy to travel freely within the region and some destinations have deterrent barriers especially the visa regimes.

Travel within Africa should be “visa free” for Africans.



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