

AFRAA, Routes sign MoU to drive African aviation growth

The African Airlines Association (AFRAA) and Routes have signed an MoU to stimulate new air services and champion the African aviation industry. Under this partnership, AFRAA and Routes will work jointly on sharing of data and analytics, promotion of key issues that are affecting airlines and airports within Africa, access to media opportunities among other mutually beneficial actions.



Image Supplied.

Projections have indicated that, within the next 20 years, the African continent will be one of the fastest-growing aviation markets - accounting for 334 million passengers by 2037.

"This MoU is beneficial to support the development of aviation in Africa which is growing at above global average rates but accounts for less than 3% of global traffic. Strong partnerships among industry stakeholders are instrumental to the realisation of African aviation's potential which will result to economic and social benefits for the continent," says Abdérahmane Berthé, AFRAA secretary-general.

"Among our new strategic objectives is to become a hub for data intelligence and expertise on the African Aviation Industry. African airlines have to keep up with the developments through proper information management and data intelligence. We count on the data and analytics support from this partnership to be successful in this objective," adds Berthé.

Steven Small, brand director for Routes said: "We are delighted to have established a formalised agreement with AFRAA, following many years of working closely together. The synergies in values between our organisations, regarding driving a sustainable air transport industry for the African region, makes this a powerful partnership that we are excited to develop."

"For over a decade, Routes has recognised the importance of enhancing intra-Africa connectivity. We are

delighted that senior leaders from AFRAA will continue to support and join us at our future events," adds Small.

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