

# AirWaves

Aviation Professionals @ Work

AIRWAVES FESTIVE SEASON SPECIAL EDITION, 2024

## AT AIRLINEPROS WE LOVE WHAT WE DO, WE DO WHAT WE LOVE!

### A WORD FROM THE CEO

Dear Friends,

As we are almost at the end of 2024, and the festive season is usually a time for retrospection. Looking back on 2024 has me completely overwhelmed with wonder on a year so filled with fun and games – I am calling it games, but it was a pivotal, action-packed year for both the aviation industry and AirlinePros! It was characterized by a strong rebound in global traffic after the pandemic years, shifting consumer behaviours, and there seemed to be this palpable kind of urgency from the global realization of the need to balance growth with sustainability and cultural preservation.

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**Achma Asokan**  
Group CEO, AirlinePros

## I HAVE A DREAM OF A PAN-AFRICAN AIRLINE ALLIANCE: AARON MUNETSI, AASA



**Aaron Munetsi**  
CEO, Airlines Association of Southern Africa

As the CEO of Airlines Association of Southern Africa, AASA, Aaron Munetsi is often at the forefront of all the challenges facing the member airlines throughout the region. A vehement proponent of the Single African Air Transport Market, SAATM, Aaron's vision and aspirations are dedicated to connecting Africa and showcasing the best of the continent to the world.

In this interview along the sidelines of AirlinePros Regional Assembly, Zambia, Aaron talks about his passion for what he does, his belief in promoting intra-Africa travel, and championing initiatives that will eventually be the boon of aviation in Africa – all the while leading, and ensuring sustainability for his members in an ever-changing industry.

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## MEET SOME OF THE TEAM



**GOPI ENGAR**  
Head of MARCOMM  
AirlinePros International Inc.



**HELLEN MWAMBA**  
General Manager  
AirlinePros Zambia



**RAJVI GUPTA**  
Head of MARCOMM  
Flying Carpet Travel Inc.



**REBECCA MWAMBUYI**  
Commercial Manager  
DR Congo



**FUNDZILE MSIBI**  
Managing Director  
AirlinePros Eswatini



**THITIKAN WANNAMAYTHEPONG**  
Chief Commercial Officer  
AirlinePros Thailand

## EMERGING AVIATION TRENDS

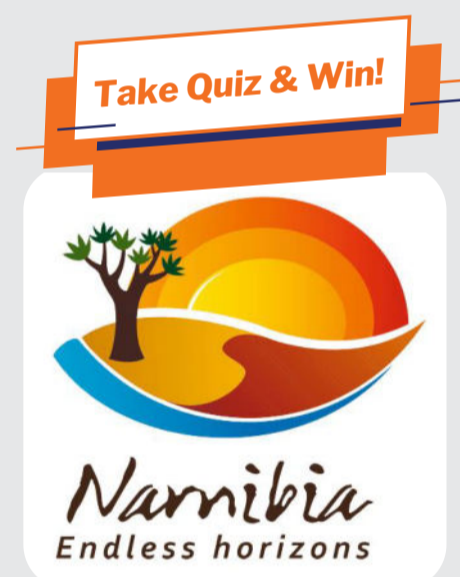


**James Foster**  
Chairman AirlinePros

The aviation industry – as with most industries the world over – is undergoing a vast transformative shift. This presents a unique opportunity for our client airlines to capitalize on emerging trends and reach out to us with their growth objectives. We would work together to customize products that can increase revenues and reduce costs which will drive profitability, and ensure long-term sustainability in the dynamic world of aviation.

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## WIN A TRIP TO NAMIBIA



Answer a series of ten questions and win a trip to Namibia!

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## MAKING NAMIBIA THE NO 1 TOURISM DESTINATION IN THE WORLD

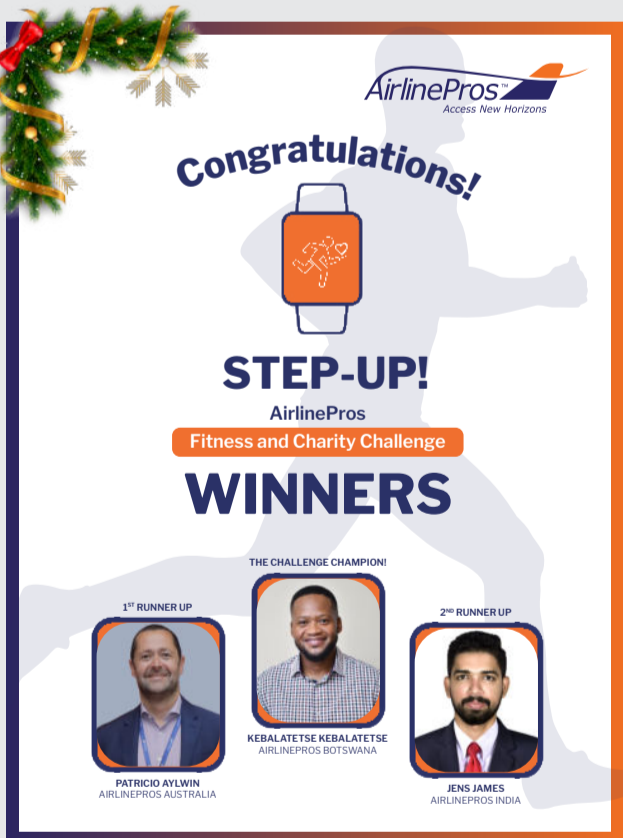


**Charmaine Matheus,**  
Acting CEO,  
Namibia Tourism Board

Charmaine's energy and enthusiasm are infectious while her ideas and innovations are inspiring. In this exclusive chat with AirWaves, she tells us about her unwavering commitment to make Namibia the most preferred tourism destination. From her own vision to sharing the big picture with the new President Elect HE Netumbo Nandi Ndaitwah, a staunch conservationist from her previous position as Minister of Environment and Tourism. Charmaine also takes us through expectations from DMOs to ensuring sustainability in tourism.

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## THE AIRLINEPROS CSR AND STEP-UP FITNESS CHALLENGE WINNERS



18th Nov 2023 – The AirlinePros Step-up and Fitness Challenge was announced in Dubai at our AirlinePros International Assembly.

It has been set up as an Annual Challenge, where all those who wanted to join could do so and keep tabs on their daily steps until the 16th of November 2024 for the first year and continue year on year thereafter. The winner would be the person with the highest number of days with steps exceeding 5000 per day.

The Challenge Champion would get USD 10 per day for spending on a charity of his/her choice in his/her respective country, provided the steps are tracked daily and proof of the same provided.

The maximum for someone who has done it everyday for 365 days would be USD 3650 (three thousand six hundred and fifty dollars) There would be a 1st and a 2nd runnerup prize as well. The 2023-2024 winners are announced here.



## AIRLINEPROS REGIONAL ASSEMBLY 2024-25



In 2024, we had two editions of the AirlinePros Regional Assembly (ARA) in TC2 and TC3, with the TC1 edition scheduled for early 2025. "Our primary objective was to provide coaching aimed at fostering cohesion to enable effective collaboration and enhance productivity among our network members," said Achma Asokan, Group CEO.

"ARA provides a holistic mix of theory and practical applications of interdisciplinary topics, with emphasis on knowledge sharing, enabling teams from our over 60 global offices with unique work cultures to exchange ideas, best practices, and solutions to common challenges."

Cohesion and collaboration are essential for maintaining a competitive edge, staying up to date with the latest industry trends, best practices, and embracing continuous learning, adaptability, and agility in the professional environment.

Spread across multiple global locations, the regional assemblies will address the unique needs of different markets, clients, partners and departments within AirlinePros through a blend of workshops, talks, discussions, interactive sessions and training.

[Visit ARA site](#)



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