

IATA CREATES SEAMLESS GLOBAL NETWORK



Pierre J. Jeannot
Director General
IATA

It is known as a seamless global network. A system whereby, despite differences in languages, currencies, laws and national customs, the airlines of the world have forged a common bond. Ensuring that people, freight and mail can move as easily as if they were on a single airline within a single country.

They do so through an organization known as **The International Air Transport Association**. In short, IATA. Celebrating its 50th anniversary in 1995, this world trade organization of scheduled airlines today has over 225 members. Combined, they carry more than 80% of the world's scheduled international air traffic, flying the wings of over 135 independent airlines.

In this exclusive interview, Director General, **Pierre J. Jeannot**, explains the critical role IATA plays in promoting safe, regular and economical air transport for the benefit of all peoples. Also in ensuring air commerce, and studying and solving the problems inherent in the world of civil aviation.

As a member of the travelling public, how does one benefit from the work of IATA?

It really begins from the moment you call or visit a travel agency, which can account for 80% of an airline's sales, to purchase your ticket. For ever since the late 1950s, IATA has been charged with administering an agency program for the airlines, the objective of which is to maintain fair and uniform procedures in selling the airlines' products worldwide.

Under this program, agencies which meet our basic financial, professional and security criteria become "accredited" by IATA as

authorized sales intermediaries. They thus become eligible for "appointment" by our member airlines interested in using their intermediary services.

Are most agencies in North America IATA-appointed?

Most definitely. In Canada, for example, some 4,000 of the total 5,000 agencies are part of our industry network. In the United States, which has 45,000 agencies, the International Airlines' Travel Agent Network, a wholly-owned subsidiary of IATA, has 32,000 agencies under its banner. Worldwide, IATA has accredited over 75,000 travel agencies.

