

**BY THE NUMBERS**

## Natural disasters, political unrest impact global air traffic; Americas showing strong recovery

**ACI reports from Montréal**

The impact of natural disasters and a sharp drop in North Africa traffic (-18%) due to political events negatively impacted global air traffic in March, which rose by just 2% globally compared to March 2010. For the first quarter 2011, global traffic rose by 4% compared to first quarter 2011.

Airports Council International said that the Latin America-Caribbean region reported the strongest growth (10%) and overall traffic in Asia-Pacific (0.5%), Europe (3.4%), the Middle East (4%) and North America (2.2%) also remained positive.

Growth continued robustly in India, Brazil, Turkey and Russia, said ACI Director General Angela Gittens during the official opening of the new ACI World headquarters in Montréal earlier this month.

**IATA's Global View**

The International Air Transport Association (IATA) announced similar results for March, reporting that YOY growth in scheduled international traffic slowed to 3.8% from the 5.8% recorded in February. Total global passenger demand fell by 0.3% in March compared to February.

The disasters in Japan resulted in a 1% loss on global international traffic in March. Regionally, Asia-Pacific carriers were down more than 2+%, North American carriers

fell by 1% and Europe's carriers saw a 0.5% fall. Japan's domestic market was the most severely impacted, with demand down by 22%.

The disruptions in the Middle East-North Africa (MENA) cut international travel by 0.9 percentage points. Egypt and Tunisia experienced traffic levels 10-25% below normal for March. Military action in Libya virtually stopped civil aviation to, from and within that country.

**International Demand**

Latin American carriers saw a 22.2% increase in demand compared to March 2010, which was severely depressed after the earthquake in Chile. Demand was up by 4.7% from February, as capacity expanded by 2.2%. Load factors improved 1.9 percentage points to 77% in March—the highest among all regions.

North American carriers saw a 3.7% YOY improvement in demand in March (compared to 6.7% growth recorded in Feb.)

Europe's carriers saw demand levels of 5.3% above March 2010, down from 7.4% YOY growth in February. IATA says that long-haul business travel is strong (except to Japan) but weak economic prospects continue to dampen intra-European traffic.

Asia-Pacific carriers had flat demand in international

traffic demand compared to March 2010, but demand contracted by 2.2% from February.

Middle East carriers saw year-on-year demand growth fall from 8.3% in February to 5.6% in March, but demand was up slightly by 0.1% compared to February.

African carriers saw demand fall 7.0% compared to the previous March.

**MIA posts record 1Q pax numbers**

Miami International Airport reported record passenger traffic in the first quarter of 2011, led by a 7.95% surge in international passengers over 1Q 2010. In total, MIA served more than 9.3 million travelers in the first three months of the year, up 6.1% over the same period last year. This growth follows on MIA's record-setting growth for all of 2010, which was up by 5% to 35.7 million passengers. MIA is #2 in international pax in the US, and #1 ranked JFK in New York.

Miami-based distribution agency Philippe Gerard Enterprises – PGE – has unveiled an updated, state-of-the-art website with full multi-media capabilities that showcases its brands throughout the region. [www.pgeinc.com](http://www.pgeinc.com)

**PEOPLE NEWS**



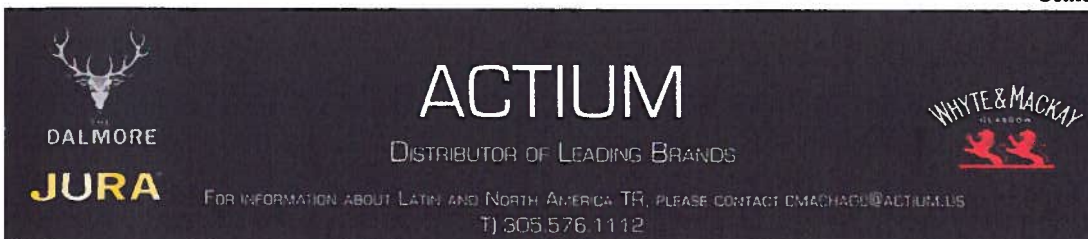
Congratulations to Grupo Monalisa founder Faisal Hammoud, who was ranked in the top 200 by *Arabian Business* in its 2011 Power 500 listing of the World's Most Influential Arabs. Originally from Lebanon, Faisal Hammoud founded the Grupo Monalisa luxury goods group in Sao Paulo in the early 1970s, built one of the most luxurious stores in Ciudad del Este, Paraguay, and opened the Aphrodite Boutique chain of outlets in Brazil. Hammoud was also awarded the Order of Rio Branco for his involvement in negotiations to create the South American trade group, Mercosur.



**Sweet cruising at MHA**

Godiva International Travel Retail's Karen Granit, left, and Diane Buchanan, far right, pose with Pablo Boggio of William Grant & Sons at the 2011 MHA Conference & Exhibition last month in

Orlando. Exhibitors report that the event was one of the best in years, with excellent meetings and contacts all around. The Trade Market Floor of this cruise line supplier show was bustling with activity while TMI was there.



**ACTIUM**  
DISTRIBUTOR OF LEADING BRANDS

FOR INFORMATION ABOUT LATIN AND NORTH AMERICA TR, PLEASE CONTACT [cmachado@actium.us](mailto:cmachado@actium.us)  
T) 305.576.1112

**DALMORE**  
**JURA**

**WHYTE & MACKAY**  
GLASSBORO