



UFTAA - 2020  
Mid Year (virtual ) Forum

**UFTAA**  
**UNITED FEDERATION OF TRAVEL AGENTS' ASSOCIATIONS**  
**Mid Year Forum**  
August 2020

# Trends and the way forward

**Yossi Fatael**

**Israel Incoming Tour Operators Association**

**UFTAA Vice President - Chairman IATA and Airlines Matters committee**



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**Aviation - Airlines - IATA**

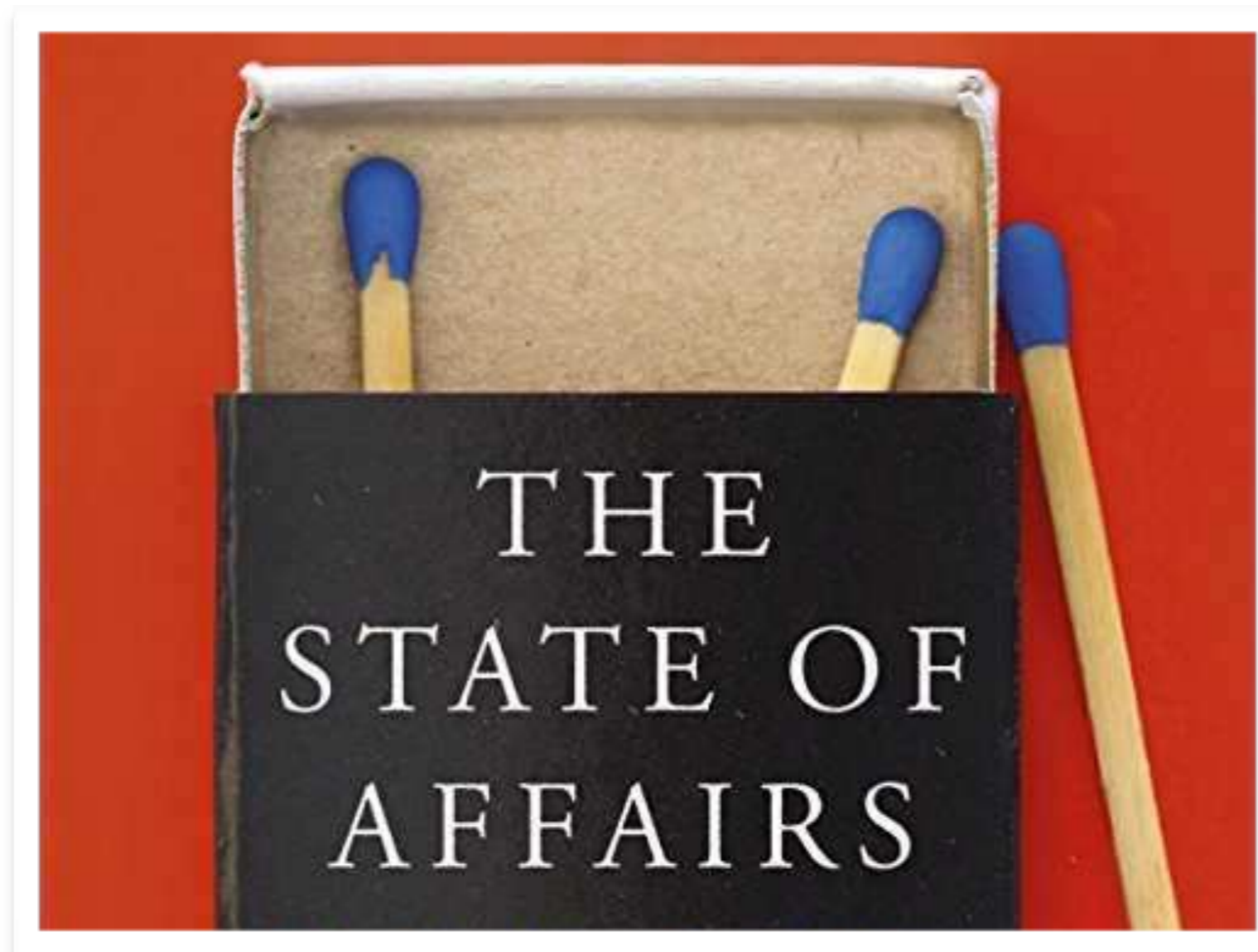
**Relevant Trends to TA**

**Way Forward**



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## Aviation - Airlines - IATA





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## **Aviation - Airlines - IATA**

**The most severe crisis since the beginning of commercial flights 100 years ago**

**In the last week alone, about 50,000 jobs have been cut**

**Analysts warn the worst is yet to come**

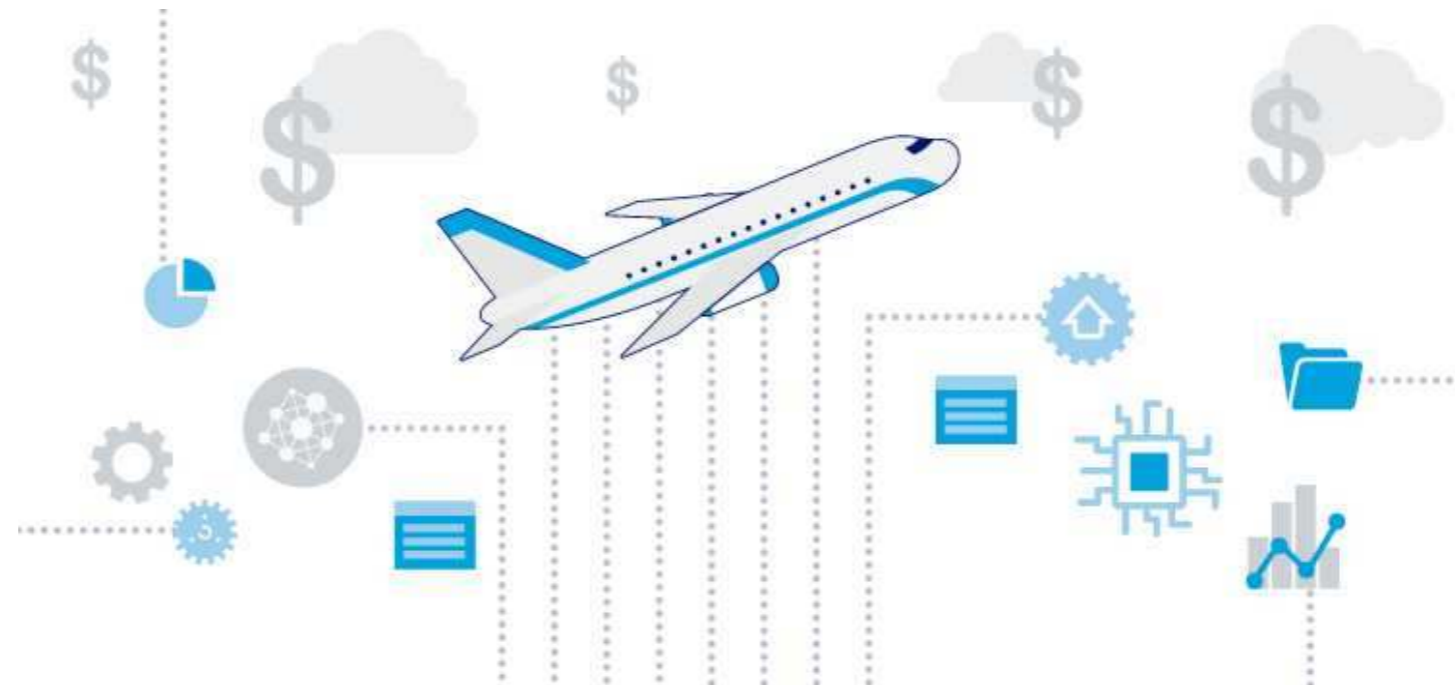
**Concerns about new infection waves**

**Government legislation to impose closures and restrict movement between countries**



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# Aviation - Airlines - IATA





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## Aviation - Airlines - IATA

**How to manage capacity changes ( 0% to 70% ) from now to now**

**Industry that relies on mathematical predictions for long-term demand**

**Crisis in customer trust**

**Low cost airlines to deal with costumers preference to travel by car**



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**IATA system & structure is questionable**



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**Direct marketing**

**New customers habits**

**safety certainty**

**Working from home**

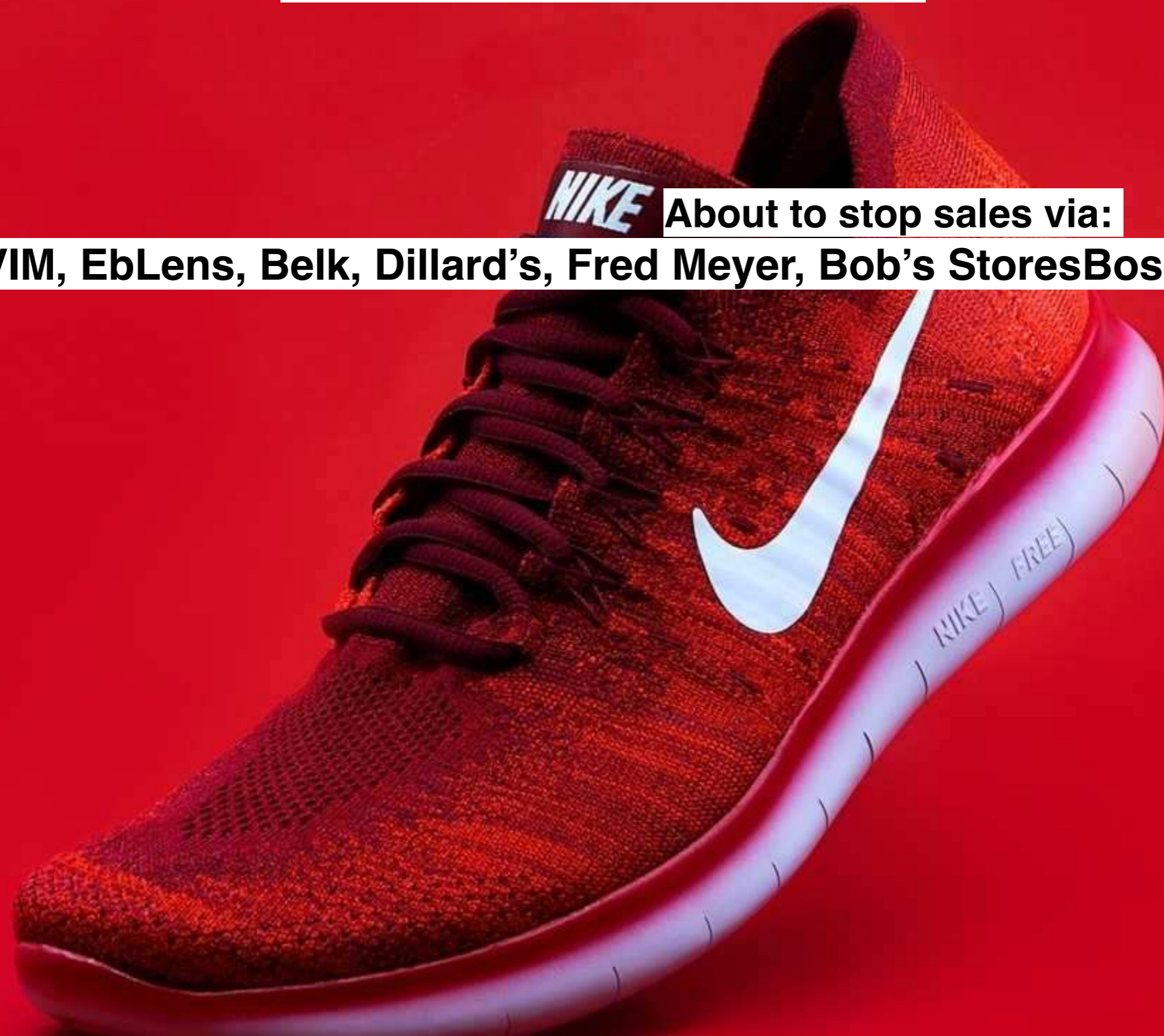
**online video online video**

**the worst global recession in our life time**





# Direct Marketing



About to stop sales via:

City Blue, VIM, EbLens, Belk, Dillard's, Fred Meyer, Bob's Stores, Boscov's, Zappos

**Working to take control of its future  
and the way it distributes its products**



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## Way Forward

**stop waiting start moving forward**

**Re-define your added value**

**Working from home**

**Customers journey the new infrastructure for business model**

**stop competition with direct marketing**

**Plan for few years of global recession**

**providing and collecting fee for safety certainty**

**manage customers relationship and not reservations**

**Association role**

**you customers service in relationships**





Thank you

תודה רבה

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Land of Creation

