

AEROLINEAS ARGENTINAS WILL TRANSPORT 8.3 MILLION PASSENGERS IN 2012



The Argentinian national airline will add this year to a million more visitors than in 2011. The figures reflect a sales record in October, which grew by 33 percent.

The pace of growth will be even greater in 2013, according to projections by the airline, as it is estimated that the aircrafts of Aerolíneas Argentinas (AR) and Austral will transport 8.3 million passengers on domestic and international destinations.

Mariano Recalde, president of the airline, commented that "the search for an economic return is in the background, as one of the priorities of the government is keeping ahead of jobs and wages, and provide all Argentine connectivity with the rest of provinces and countries."

In that sense, the company is posed as one of the main challenges to further increase the number of domestic flights to strengthen internal connectivity, not only through increased frequency, but with the implementation of "federal corridors" linking the various provinces in Argentina without passing through Buenos Aires.

The AR Plus frequent flyer program was recently launched with more miles and credit facilities to more and better benefits. This makes it the only program in the world, along with Qantas, which passed to the multibanks system and allows earning miles on all flights operating through credit cards from seven bank entities.

2013 will not open new routes to the outside but more stops are projected to destinations AR already flies to, such as it will happen in December with Miami, where there will be two daily flights.

Airlines Group is undertaking an ambitious fleet renewal program, laid down in its 2010-2014 business plan - which consists of 57 aircraft, including 11 Airbus 340s, 26 Boeing 737-700/800 and 20 Embraer 190.

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