



IATA ECONOMICS' CHART OF THE WEEK

3 NOVEMBER 2017

WHAT'S DRIVING THE EASTWARD SHIFT IN AVIATION'S CENTRE OF GRAVITY?

If there were 100 people of 'flying age' in the world...

62 would be in Asia Pacific



14 would be in Africa



10 in Europe



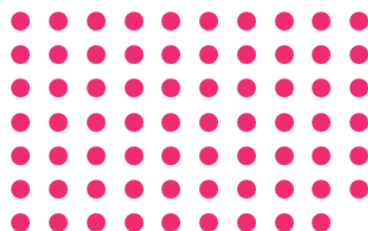
9 in L.America



5 in N.America



By 2036, the 'flying population' will have risen to 117...



...driven by an increase of 7 people in Asia Pacific...



...and 10 more in Africa



Sources: IATA Economics, UN POP

- There are currently 4.9 billion people of 'flying age' in the world. ('Flying age' is defined here as people within the ages of 15 and 64 – the group that tends to fly the most often.) Given the regional distribution of the world's population, more than three-quarters of these currently live in Asia Pacific and Africa. Meanwhile, despite being the world's two largest aviation markets, it may come as a surprise to learn that only 15% of the potential 'flying age' population currently live in Europe and North America. (The large size of these aviation markets primarily reflects the high income levels in these regions.)
- By 2036, the world's 'flying age' population is projected to rise by 17%, with almost all of this increase taking place in Asia Pacific and Africa. In Africa, the 'flying age' population is projected to rise by 2.7% each year on average over the next 20 years; by 2036, one-fifth of the total will live on the continent, up from one-seventh currently. By contrast, ageing populations in Europe mean that the 'flying age' ranks will *fall* by 0.5% on average each year over the same period.
- Of course, a larger pool of potential customers will not automatically translate into higher demand for air travel; after all, demand is defined as both the willingness and the *ability* to pay for a good or a service. But with living standards forecast to rise strongly in both Asia Pacific and Africa over the long term, and the cost of air travel expected to continue to decline in inflation-adjusted terms, air travel will come within reach of an increasing number of people in these regions. All told, such drivers will continue to propel aviation's centre of gravity eastwards over the coming years.
- For further details on how we expect the future of air passenger demand to develop, check out IATA's long-term passenger forecasting service ([link](#)). A press release related to the latest bi-annual forecast update can be found [here](#).

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