Air transport is a major catalyst for economic growth and prosperity. IATA Consulting provides robust economic analysis to support clients in making sound public policy and business decisions. Governments and regulatory agencies will benefit from our economic expertise, enabling them to make the right policy choices that will reap the wide-ranging benefits of aviation. Airlines, airports and other stakeholders operating in the air transport industry will benefit from tailored solutions that address the various economic, regulatory or policy challenges in the operating environment.

HOW CAN IATA CONSULTING HELP?

IATA Consulting advises clients in the public and private sector on a wide range of economic, regulatory and policy issues. Our economists have extensive expertise and unmatched access to comprehensive air transport data to conduct economic analysis of market trends, policy and regulatory issues and to produce air traffic forecasts. In addition to being the leading source of industry analysis and intelligence, our economists have played active roles in developing a host of relevant aviation policies and regulation.

AREAS OF EXPERTISE

- **Market and Financial Analysis**
  - Air transport market trends
  - Passenger and cargo forecasts
  - “What if” traffic simulations
  - Pricing, revenue and profitability analysis

- **Policy and Regulatory Analysis**
  - Value of aviation studies
  - Regulatory impact studies
  - Economic regulation

- **Project and Transaction Appraisal**
  - Cost-benefit analysis
  - Economic impact studies
  - Public-private partnerships
### WHO HAS BENEFITED FROM IATA CONSULTING SERVICES?

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>CLIENT</th>
<th>PROJECT</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>UK Airports Commission</td>
<td>Expert Advisory Panel</td>
<td>IATA Consulting provided expert advice on the economic benefits of various airport capacity options.</td>
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<tr>
<td>New Zealand</td>
<td>Air New Zealand</td>
<td>Sustainability Strategy</td>
<td>IATA Consulting supported the carrier in developing a strategy for industry-leading performance on environmental, social and economics metrics.</td>
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<tr>
<td>Europe</td>
<td>EuroControl</td>
<td>Air Traffic Management Cost-Benefit Analysis</td>
<td>IATA Consulting supported EuroControl in estimating the social cost-benefit impact of improved air traffic management.</td>
</tr>
<tr>
<td>Kuwait</td>
<td>Kuwait Airways</td>
<td>Market Trends Analysis and Business Strategy</td>
<td>IATA Consulting conducted a review of the carrier’s business strategy and organizational structure to enhance its competitive position in the market.</td>
</tr>
<tr>
<td>Maldives</td>
<td>Civil Aviation Authority</td>
<td>Airport Economic Regulation</td>
<td>IATA Consulting assisted the Maldives government in developing a framework for economic regulation of all Maldivian airports and air navigation services, including the drafting of the relevant legislation and training.</td>
</tr>
<tr>
<td>Africa</td>
<td>Advocacy Project</td>
<td>Air Transport Connectivity Study</td>
<td>The study examined and quantified the impacts of liberalizing intra-African air service markets, showing that greater air connectivity results in increased traffic volumes and ultimately wider economic benefits.</td>
</tr>
</tbody>
</table>

### WHY IATA CONSULTING?

- 70+ years of presence in the aviation industry
- World-renowned industry standards and guidelines provider
- Privileged access to industry-leading databases and tools
- Access to comprehensive subject matter expertise
- Unique access to industry stakeholders
- Unbiased and neutral assessment based on best practices
- Global presence

Visit [iata.org/consulting](http://iata.org/consulting) or contact [consulting@iata.org](mailto:consulting@iata.org) to get started!