

## Press release

### AFRAA Launches a Route Intelligence Portal

**Nairobi, 01 October 2022:** The African Airlines Association (AFRAA) in partnership with the leading African marketing intelligence provider – Milanamos has launched a dedicated Aviation Route Intelligence Portal. The data-backed portal is a gateway to airlines to access useful market insights on networks within Africa and routes from Africa to the rest of the world.

The AFRAA Route Intelligence Portal will be useful in providing insights and reports on the following:

- i. Traffic demand analysis on routes
- ii. Analysis of revenue forecasts per route
- iii. Airlines' opportunities for beyond connections
- iv. Analysis of potential route partnerships
- v. Insights on underserved markets
- vi. Analysis of tourism future demand

Speaking at the launch, AFRAA Secretary General, Mr. Abdérahmane Berthé stated: "This partnership between AFRAA and Milanamos is anchored on data intelligence which is AFRAA's 5<sup>th</sup> strategic objective under the Association's 2021-2025 Strategic Plan. I invite airlines to subscribe to the AFRAA Route Intelligence Portal that will facilitate data-driven decision making on connectivity opportunities, passenger/cargo capacity, and route profitability to effectively meet the needs of the growing African aviation market."

"AFRAA with this portal is supporting the African carriers like no other airline association" added Christophe Ritter, the CEO of Milanamos. "Benefiting from specific market intelligence reports is of paramount importance in the challenging African aviation market, and Milanamos is proud to be a partner of this strategic initiative launched by AFRAA".

The portal can be accessed via the link <https://afraa-routeintelligence.com>. As part of the launch, vouchers for complimentary access are available for AFRAA members for a limited period. For a demo and enquiries, please contact: [ririe@afraa.org](mailto:ririe@afraa.org).

The portal complements AFRAA's efforts to provide Africa-specific data and analysis for African airlines and the wider aviation fraternity. Other AFRAA portals in place include: the AFRAA Capacity Sharing portal and the AFRAA Spare Parts Pooling portal.

### About AFRAA

*The African Airlines Association, also known by its acronym AFRAA, is a trade association of airlines from the member states of the African Union (AU). Founded in Accra, Ghana, in April 1968, and headquartered in Nairobi, Kenya, AFRAA's mission is to promote, serve African Airlines and champion Africa's aviation industry. The Association envisions a sustainable,*



*interconnected and affordable Air Transport industry in Africa where African Airlines become key players and drivers to African economic development.*

*AFRAA membership of 44 airlines cuts across the entire continent and includes all the major intercontinental African operators. The Association members represent over 85% of total international traffic carried by African airlines. Follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).*

### ***About Milanamos***

*Since 2014, Milanamos provides worldwide aviation market intelligence, scheduling and aviation marketing planning solutions to more than 60 customers worldwide. Our client list includes aircraft manufacturers, consulting companies, airlines, and international airports. Milanamos is a partner of AFRAA since its creation and serves more than 10 airlines based in Africa.*

*Milanamos has been voted the Best Aviation Travel Data and Analytics Provider in 2021 and 2022, and has offices in France, Cyprus, and Romania. For more information, reach us via our website [www.milanamos.com](http://www.milanamos.com) or directly by email [contact@milanamos.com](mailto:contact@milanamos.com), and follow us on LinkedIn.*