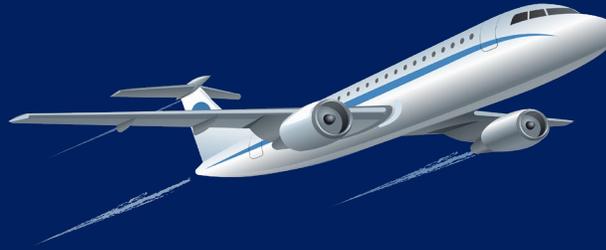


WIZARD WISDOM NEWSLETTER

here to inform, entertain and have fun revolving around the Aviation World



THE ONGOING COVID-19 PANDEMIC IS THE MOST OBVIOUS TRAVEL RISK IN 2021, BUT IT IS NOT ALONE-THE INDUSTRY FACES A RANGE OF HURDLES THAT COULD IMPEDE ITS RECOVERY
SOURCE: CORPORATE TRAVEL COMMUNITY

This time last year we were just learning about COVID-19 and did not fully understand how severely it would affect our lives in the next year. Riskline's director of operations Adam Schrader acknowledges that while there is hope that some parts of the world will see the end of the pandemic this year, its effects will be felt in 2020 and beyond.

Riskline says that, alongside COVID-19, climate change and natural disasters, such as tropical and winter storms, wildfires and monsoon rainfall in 2021 will "continue to be more severe" with emergency responses impacted by pandemic restrictions. The increased severity of natural disasters will be further complicated by overburdened health systems.

A World Health Organization study from 105 countries indicates that some 90% of countries have experienced disruptions in their health care services in 2020, with low- and middle-income countries reporting the greatest difficulties. The Middle East is expected to increase tensions and low-income countries may have worsened existing humanitarian, social, security and political challenges due to this pandemic. According to the International Monetary Fund, the global economy was expected to shrink by 4.4% in 2020, due to the pandemic.

CATHAY PACIFIC CARGO DEVELOPS SOLUTION FOR VACCINE DISTRIBUTION
SOURCE: WORLD AIRLINE NEWS

Cathay Pacific Cargo has developed a fast and effective distribution of COVID-19 vaccines across the globe. Cathay Pacific Director Cargo Tom Owen said: "With our 20 dedicated freighters and cargo bellies of passenger aircraft supporting our extensive freighter network, we stand ready to assist with what will be the biggest humanitarian response to a situation involving civil aviation that anyone has ever seen."

This company has been using Ultra Track systems that monitors information including temperature, GPS, and humidity, using low-energy Bluetooth readers. Shipments using these systems will also be monitored by the newly established Operations Control Centre based in Hong Kong, and staffed by dedicated cargo professionals 24/7.

The Cathay Pacific Cargo Terminal is being expanded to offer more temperature controlled capacity. While it is currently able to temporarily hold and transit 6.6 million doses of vaccine a day, there is more to come. Cathay Pacific Cargo's Owen says: "We have just expanded so that it can handle more than seven million doses, and there will be more cold storage coming online soon. This new cold room storage will be able to handle a further 1.6 million doses."

AVIATION SECTOR WORKERS BE VACCINATED ON PRIORITY AFTER HEALTH WORKERS: MoCA TO MoHFW
SOURCE: LIVE MINT – DEEPAK PATEL

New Delhi: Frontline workers in the aviation sector should be considered for COVID-19 vaccination on a priority basis after health workers, the Civil Aviation Ministry has told the Union Health Ministry. The Health Ministry's vaccination guideline which was released on December 28th of last year, did not include the frontline workers in the aviation sector.

In a letter dated January 20, Secretary, Ministry of Civil Aviation (MoCA), Pradeep Singh Kharola told his counterpart in the health ministry Rajesh Bhushan: "You will agree with me that the crew, engineers, technicians, ground staff, frontline workers in aviation have certain risk elements while performing their duties in a most diligent manner and make air transportation a safe mode of transport."

"Considering that the frontline workers of airlines and airports are also involved in movement of vaccines, this MoCA recognizes the merit in the proposal and requests the MoHFW (Ministry of Health and Family Welfare) to include frontline workers of airlines and airports along with frontline workers mentioned in the operational guidelines released on December 28, 2020," he added. If the request is considered favourably, MoCA would coordinate for enumeration of these personnel to be covered under the vaccination programme, Kharola noted.



BOEING VOWS TO DELIVER 100% BIOFUEL PLANES BY 2030

Source: Suban Abdulla

Boeing has announced it will begin to deliver commercial airplanes capable of flying on 100% biofuel, or sustainable aviation fuel, by 2030. The International Air Transport Association (IATA) plans to cut carbon emissions to half of 2005 levels by 2050, meaning Boeing's biofuel target is 2030, as jetliners typically are in service for around 20 years.

To deliver on its vow and power aircraft with biofuel, or fuel derived from living matter, Boeing will need to work with engine makers and change its aircraft systems. It also needs to receive safety certification from global regulators.

ATAG says around 80% of aviation emissions are emitted from flights of over 932 miles (1,500 kilometers), and that have no practical alternative mode of transport. Currently, biofuels are mixed directly with conventional jet fuel up to 50/50 blend, which is the maximum allowed under current fuel specifications, the company said. The planemaker and its European rival Airbus SE (AIR.PA) are also working on minimizing carbon emissions through weight and drag reduction on new aircraft.

MORE THAN 260 AIRPORTS AT RISK OF GETTING SUBMERGED DUE TO SEA LEVEL RISE, COASTAL FLOODING: STUDY

Source: Weather.com – Jan Wesner Childs

More than 260 airports around the globe are currently at risk of coastal flooding, and dozens could be below mean sea level by the turn of the century, the research published in the journal *Climate Risk Management* found. Hundreds more could be in danger depending on the amount of sea level rise driven by global warming between now and 2100. Airports in Asia and the Pacific topped the list, and they found that up to one-fifth of air travel routes could be affected.

The last decade was the hottest ever recorded on Earth, and the Arctic experienced its second-warmest year on record last year. The most recent Sea Level Rise Report Card from William & Mary's Virginia Institute of Marine Sciences shows that sea levels are rising faster, and some areas are on track for the worst effects of sea level rise. Globally, NOAA's worst-case scenario predicts sea levels could be as much as 8.2 feet higher in 2100 than they were in 2000. A rise of at least 1 foot by 2100 is considered very likely, even on a low-emissions path.

The Newcastle University researchers analyzed the location of more than 14,000 airports around the world and their exposure to storm surges at current and future sea levels. They found that 269 airports are at risk of coastal flooding today. Depending on the amount of global warming in the coming decades, as many as 572 airports could be at risk by 2100.

MICROSOFT TEAMS UP WITH UK STARTUP TO MINIMIZE IMPACT OF CLIMATE CHANGE BY AVIATION INDUSTRY

Source: Computer Weekly – Caroline Donnelly

Microsoft has revealed details of how its Azure public cloud platform is supporting a Cambridge-based startup to achieve its goal of reducing the aviation industry's impact on the environment.

The company, Satavia, has developed an artificial intelligence-based platform called DecisionX, which enables airline operators to create flight paths that minimize the contrail clouds generated by an aircraft. These contrail clouds are estimated to account for around 60% of the aviation industry's total climate impact. This platform monitors weather, heat, sunshine, moisture, pressure, and temperature which will influence the forming of contrails.

Michael Wignall, Azure business lead at Microsoft UK, said its technology tie-up with Satavia is a show of its commitment to doing what it can as a company to prevent climate change. "Microsoft is committed to tackling climate change across the world; not only through our own actions but by making our tools available to help others reduce human-led impact on the planet", said Wignall.

"By modelling the Earth's atmosphere, Satavia is helping the aviation sector understand more about its environmental impact. The Azure cloud platform is designed to handle the huge amounts of data that creates, ensuring that information can be analyzed quickly and easily, while ensuring complete security."

TEMPORARY SUSPENSIONS OF AIR CANADA SERVICE AT YFC

Source: Fredericton International Airport

Air Canada has announced that effective January 23, it is temporarily suspending service to several airports, including the Fredericton International Airport, citing the pandemic and ongoing border restrictions.

Johanne Gallant, President and CEO of the Fredericton International Airport Authority says, “we are disappointed by this news, but we understand the challenges our airline partners face and we know that this was not an easy decision for Air Canada to make.

Travel restrictions imposed by the government are intended to keep our communities healthy, and we support this goal. In the meantime, our airport and airlines need supports during this incredibly challenging time.”

Air Canada has indicated that it hopes to resume services to YFC on April 11. Travellers are able to book these flights now and Air Canada will make a decision on returning to YFC based on the travel restriction in place and market demand.

AIRPORTS & TOURISM ORGANIZATIONS URGE REVISION OF 'WHOLLY INADEQUATE' STATE AID RULES, AS NEW FORECAST SHOWS INDUSTRIES IN SYSTEMIC COLLAPSE

Source: Airports Council International Europe

European airports and tourism organisations have made an urgent appeal for changes to the EU’s COVID-19 State aid framework, arguing that without it these collapsing industries will suffer irreversible damage in a constantly deteriorating situation.

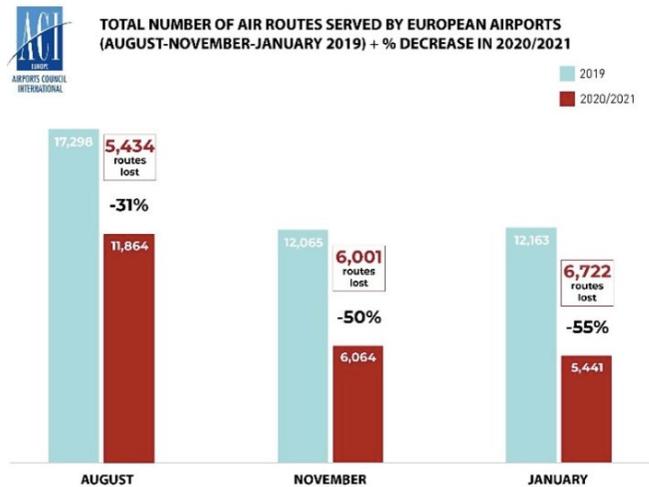
This appeal came from the tightening of travel restrictions by European States preventing any recovery in passenger traffic and reveals yet steeper falls in air connectivity across Europe, as another 700 air routes have disappeared from European airports since the end of November. This brings the total figure of lost air routes to nearing the 7000 mark.

ACI EUROPE and ETC are urging Commissioner Vestager to come up with more flexible and more effective State aid rules enabling States to provide the financial assistance needed by airports.

Eduardo Santander, Executive Director of ETC said: “What we are asking for is only the support which is proportionate to the severity of the crisis and the outlook we now face. This is about making sure the aviation infrastructure does not suffer irreversible damage, which would in turn create an instant ripple effect through the tourism ecosystem and the local communities dependent upon them. We need urgent action – every day counts”.

Three core asks are set out to the European Commission, namely:

1. The possibility for airports to obtain full compensation for damages due to COVID-19 and for as long as travel restrictions remain in place.
2. The possibility for airports to be compensated for unrecovered fixed costs for as long as travel restrictions remain in place - without any cap or limitation as regards total amounts.
3. The possibility for airports to benefit from Air Connectivity Restart Schemes – whereby States can provide a direct per passenger subsidy to airlines restarting air routes previously operated or launching new air routes - similar to the successful Cyprus scheme. These schemes could play an essential role in supporting the revival of the tourism sector.





AIRBNB CEO BRIAN CHESKY ON THREE TRAVEL INDUSTRY TRENDS THE PANDEMIC HAS CHANGED FOREVER

Source: Alex Barreira

The changes the Covid-19 pandemic has brought into travel and lodging are permanent shifts, not temporary adjustments, Airbnb CEO Brian Chesky said. He says that he does not expect travel to ever go back to what it was before the pandemic began, citing three major travel trends that the pandemic has possibly changed forever.

1. Bye-bye to business travel... as we know it:

Chesky believes that the shift to remote work will create a permanent decline in business travel. He says that business travel will now be replaced by Zoom, and travel will be more for leisure purposes in the future. Chesky believes that “people going on a plane, for a meeting out of respect, is probably gone forever unless it’s really critical.”

2. Not a “rural” exodus, but an “everywhere” one:

Airbnb had its most profitable quarter last year due to people growing tired of being indoors and booking Airbnb lodgings mostly within about 200 miles of travel by car from their permanent dwellings. Remote working has increased the popularity of the “work from anywhere” options, and rather than a dichotomy of urban to rural destinations, Chesky believes travel demand has been “redistributed” among smaller and mid-sized communities.

“Instead of people traveling to the top 50 cities in the world, crowding in hotel districts, staying in hotel lobbies, going to see landmarks, many people are going to travel by car. They’ll travel to thousands of smaller communities, smaller cities. Farm stays are huge now. Most Americans have never visited a National Park. I think this summer you’ll see a lot more people visiting things like that.”

3. From “mass travel” to “meaningful travel”:

Chesky defines mass travel as travellers going to famous landmarks and the most popular and crowded tourist destinations. He believes this will be replaced by more meaningful travel. “[Travellers are] not yearning to go to Times Square. What they’re yearning to do is see their friends and family, and they want to spend time with them. Mass travel is going to be replaced by meaningful travel – more human, more authentic, less synthetic way to travel. I think this is a semi-permanent shift.”

EPA RELEASES FIRST US AIRPLANE EMISSIONS RULES, ENVIRONMENTAL GROUPS EXPRESS CRITICISM

Source: Aviation Today – Kelsey Reichmann

The Environmental Protection Agency (EPA) finalized the first U.S. airplane emission rules which will align with the International Civil Aviation Organization’s (ICAO) carbon dioxide emission standards, the agency announced on Dec. 28. However, environmental groups and the agency itself say these rules will not reduce emissions.

The standards apply to new design airplanes and in-production airplanes used by civil subsonic jet airplanes with a maximum takeoff mass greater than 5,700 kilograms and civil larger subsonic propeller-driven airplanes with turboprop engines with a maximum takeoff mass greater than 8,618 kilograms, according to the final rule document released by the EPA.

According to the document, the EPA does not project these standards reducing emissions. All aircraft manufactured in the U.S. will probably already meet the standards by 2028 because they will either re-certify as compliant or older models that are not compliant will go out of production before then.

Annie Petsonk, International Counsel for the Environmental Defense Fund, has claimed that the rules are inadequate because they fail to address the aircraft as a whole and the injustices of high toxic and particulate matter around airports, which disproportionately affects airport workers and local communities downwind.

The Center for Biological Diversity, a national nonprofit conservation organization, also released a statement criticizing the final rule. The Center said if the incoming Biden administration does not immediately replace the rule they will challenge it in court.

“This rule is especially infuriating because there are effective ways for the aviation industry to modernize and decarbonize,” Liz Jones, an attorney at the Center for Biological Diversity’s Climate Law Institute, said in the statement. “What we desperately need are technology-forcing standards to get the industry on track.”

VICTORIA INTERNATIONAL AIRPORT RESEARCHING COVID-19 TESTING OPTIONS

Source: Saanich News – Wolf Depner

Victoria International Airport is currently researching COVID-19 testing regimes for passengers travelling through the airport.

North American governments are imposing additional measures affecting airlines to curb the spread of COVID-19. Industry experts also see enhanced testing as a tool to help the industry recover from the economic effects of the pandemic by giving travellers confidence and authorities less reason to discourage travel.

Travellers aged two years and older bound for the United States must show negative PCR test results before boarding their flights starting Jan. 26. Travellers aged five years and older entering Canada from an international destination must present a negative PCR or RT-LAMP test result before entering the country as of Jan. 7. International travellers arriving in Canada must continue to quarantine for 14 days.

It is not clear how much a COVID-19 testing regime at the Vancouver airport would cost. Rapid tests delivering results anywhere between one and 15 minutes could cost as little as \$25 to \$30, while PCR tests (whose results may take several hours, if not days to arrive) could cost up to \$25 to \$300, said Ken Gallant, vice-president of operations for Victoria International Airport. “But due to a lack of scientific data, they are not being recognized in the provincial restrictions as an adequate negotiation,” he said.

One consideration concerning PCR testing is its timing. Both Canada and the United States require testing within 72 hours before departure from an international destination. Gallant said it is possible that travellers requiring PCR testing could undergo such testing at the airport or off-airport, as it is currently the case at Pearson International Airport in Toronto, which is currently conducting a trial. It is too early to say when Victoria might follow.

AAL INNOVATION DURING COVID FOR ADDED REVENUE & CLIENT ENGAGEMENT

Source: Unknown

Airlines are still operating only a fraction of the number of flights they offered pre-pandemic, and alcohol is banned in many cabins to help thwart the spread of COVID-19. American Airlines is hoping to sell and ship some of its excess wine directly to people's homes.

The company said Thursday that a new program – called American Airlines Flagship Cellars – will give customers a chance to buy wine by the bottle, in custom “curated” cases, or via a monthly subscription plan that costs \$99 per month.

American Airlines' single-bottle wine offerings range in price from about \$13 to \$40, and the most expensive offering is a \$300 three-pack of champagne. Purchasing the \$99 monthly subscription gives customers access to discounted prices, a monthly shipment of three bottles of wine, and customers will rack up two AAdvantage Miles for every dollar spent.

The company hopes its new at-home wine program will bring in about \$40,000 to \$50,000 in sales during the first three months of the year, an American Airlines spokesperson said in an email, citing the company's chief customer officer, Alison Taylor.

OTTAWA OKs RETURN OF BOEING MAX AIRCRAFT TO CANADIAN SKIES

Source: Wings Magazine – Jon Victor

The Boeing 737 MAX can return to Canadian airspace beginning Wednesday, Transport Canada says, concluding nearly two years of government review after the aircraft was involved in two deadly crashes that saw the planes grounded worldwide.

The planes will be permitted to fly as long as they meet conditions specified by Transport Canada in December, including allowing pilots to disable a faulty warning system that was found to be central to two deadly crashes in 2018 and 2019.

“Canadians and the airline industry can rest assured that Transport Canada has diligently addressed all safety issues prior to permitting this aircraft to return to service in Canadian airspace”, said Transport Minister Omar Alghabra.

The planes have been grounded since March 2019 following the crashes of a Lion Air flight near Jakarta on Oct. 29, 2018, and an Ethiopian Airlines flight on March 10, 2019, killing a total of 346 people. Investigators determined that the cause of the crashes was a faulty computer system that pushed the plane's nose downward in flight and couldn't be overridden by pilots.

“That airplane is going to have to prove itself once again to the marketplace,” said John Gradek, a lecturer at McGill University and the head of its Global Aviation Leadership Program. “There's going to have to be a very concerted effort on the part of the aviation industry, both Boeing as well as the operators, to try to get people to feel confident that it's OK to fly on the 737 MAX”.



FLOW NEEDS METRICS

Source: Rick McPartlin

CROs (Chief Revenue Officers) solve problems. For sellers, they provide solutions for current and future buyers needing additional monetized value from the seller. When the buyers receive enough value, the buyer is willing to pay a fee that makes both organizations thrive.

CROs also solve problems for is their own company. Most organizations try to sell offers made up of products, services, or a combination. These organizations are operated by competing for internal silos whose independent siloed approaches create chaos, eat cash, and inhibit buyer engagement. The problem the CRO solves for their own company is how to create an aligned, purpose-driven Revenue Strategy, that transfers buyer value through a people-first culture.

Now's the time to do the research, planning, and setting a strategy in place so you and your business will be prepared to execute as we emerge from this pandemic.

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