

« L'ALLIANCE VANILLE »

News / Airlines



Air Austral, Air Madagascar, Air Seychelles, Inter Ile Air & Air Mauritius seal their cooperation with « L'ALLIANCE VANILLE »

With a strong will to cooperate in order to reinforce their position in the Indian Ocean, airline companies, Air Austral, Air Madagascar, Air Seychelles, Inter Ile Air and Air Mauritius, have signed yesterday in Antananarivo, a multilateral cooperation agreement named as « Alliance Vanille ».

This agreement marks a historical turning point for the benefit of air connectivity in the region. It aims to bring significant and concrete improvements in air connectivity within countries in the Indian Ocean as well as internationally by capitalising on strong synergies among the different signatory companies. Through the Vanille Alliance, Air Austral, Air Madagascar, Air Seychelles and Air Mauritius confirm their willingness to improve overall regional competitiveness and commit to defend together their common interests with a view to improve regional competitiveness through enhancement of the tourism product, development of traffic, business facilitation or promotion of commercial trade and exchanges.

This Alliance aims to offer passengers travelling in the region a wider choice of flights and better connectivity for moving from one island to the other.

The priority actions for the Alliance are:

? Working on the development of attractive fares for the passengers

? Schedule Connectivity

? Code sharing optimisation with a view to offer more destinations to passengers

? Joint optimisation of resources: fleet and airport facilities

« The signature of this multilateral 'Alliance Vanille Agreement' marks an important step in the consolidation of historic ties and cooperation between the airlines of the Indian Ocean region. The islands and airlines of the region share similar geographical realities, hence similar need for reinforcing air links. By joining our efforts, we will be able to tap synergies and optimize our resources with a view not only to improve inter-island air connectivity but also to promote the Vanilla Islands as more attractive destinations », Raja (Indradev) Buton, Officer in Charge d'Air Mauritius

“With this signature, the perspectives of development of the tourism in the Indian Ocean take a new dimension. This historic agreement will allow us to develop the synergies around a common vision, to share the risks and especially to improve the air connectivity between islands, when we know what is the leading role of each of our companies in the state and regional economy”, Léon RAJAOBELINA, Chairman of the board of Air Madagascar

“The signing of this agreement marks a new chapter in the commitment to develop air connectivity in the Indian Ocean, which is important for the continued economic prosperity of the region. This alliance builds on our existing partnerships, creates new ones, allows us to find innovative ways of leveraging our respective networks and individual strengths to bring more travel benefits to guests, and boost trade and tourism in Seychelles, and across our sister islands.” , Roy Kinnear, CEO of Air Seychelles

In the name of “the islands of the Moon”, the company Inter Ile Air is at the same time happy and honored to participate in the beautiful adventure of the 'Alliance Vanille'. Inter Ile Air makes a commitment completely in this at the same time economic and brotherly project to allow the largest number to discover the Comoro Archipelago and all the southwest of Indian Ocean. Through this project we still contribute of advantage to the opening up of the islands of the moon also by allowing the Comorian to go off to explore more easily all the islands of our region and besides the world “,Seffoudine INZOUNDINE” Managing Director of Inter Ile Air

« The signing of this agreement today is a key moment for the competitiveness for our airlines and our countries for which we are the proud ambassadors as national carriers. In this increasingly competitive environment, the cooperation that we are launching today is crucial. For Air Austral, this alliance reinforces the ties this company has built for several years with its historic partners. Today we are going even further», Marie Joseph Malé, CEO of Air Austral

23 SEPTEMBER 2015

ARTICLE LINK:

<https://50skyshades.com/index.php/news/airlines/lalliance-vanille>