

KARACHI: Managing Director of Pakistan International Airlines (PIA), Capt Muhammad Aijaz Haroon has said that PIA's revenue will surpass Rs 100 billion this year. Against the operating losses in the preceding years, PIA has achieved operating profit in 2009, PIA MD said, adding that this remarkable achievement would not have been possible without the cooperation of business partners. He was speaking at a ceremony to award PIA's Top Performing Travel Agents of Karachi region here on Wednesday night. Capt Aijaz said with the entire Marketing and Sales team and Support functions coupled with the combined efforts of its travel agents, there was no doubt that PIA will once again be a profitable entity. We have to continue making joint efforts to take the airline to greater heights, he emphasised. The PIA MD commended the performance of PIA Travel Agents and the Marketing and Sales team of Karachi region and observed that as Karachi was the biggest sales contributing station for domestic sales, more efforts were needed for improving the international sales as well. He assured the PIA Travel Agents of the airline's full support and cooperation. In all, ten PIA Travel Agents of Karachi region were awarded shields for achieving high sales. The three best performing PIA Travel Agents of Karachi were Quality International, Fast Air Travels and AEG Travels Services. Other high performing PIA Travel Agents were Oasis Umrah & Hajj, Hadi Travels (Pvt) Ltd, Polani Travels (Pvt) Ltd., Clifton Travels, Aroma Travels, Moon Travels, and Harmain Travels. The top performing travel agents were also awarded free tickets to Chicago for their extraordinary sales achievements. Capt Aijaz said that PIA will award its business partners and from next year onwards separate evaluation would be made for the performance of IATA Travel Agents and PIA Sales Agent (PSAs) for the award. He said PIA felt pride in announcing the commencement of its flights from Pakistan to Chicago via Barcelona from June 2, 2010. Besides this, PIA will be the only airline operating non-stop to USA from Barcelona. He said the airline was in the process of reviewing its bilateral agreements due to be held with the Saudi Government and if successful, will be offering additional flights to Saudi Arabia. On the occasion Director Marketing PIA, Imran Ahmed Khan congratulated the Travel Agents of Karachi Region and the PIA marketing team on achieving the sales targets. Yahya Polani of Polani Travels also spoke on the occasion and appreciated the efforts of PIA Marketing and Sales Team as well as all PIA travel agents for achieving sales targets. He requested PIA to commence direct flights to Madinah. The ceremony was attended by senior airline officials and notables of travel and tourism industry.

Courtesy : The News