

**ASSOCIATION OF ASIA PACIFIC AIRLINES
RESOLUTION NO. 11
Series of 2001**

**A RESOLUTION ON REBUILDING CONSUMER CONFIDENCE IN
TRANSPORTATION BY AIR**

The AAPA ASSEMBLY OF PRESIDENTS, in its 45th meeting duly assembled,

NOTING THAT:

- I. the September 11th attacks in the United States and the concurrent economic slowdown have led to a loss of confidence in air travel, serious concerns about safety and security and in some cases to a fear of flying;
- II. this loss of confidence has in turn led to a sharp drop in travel and serious financial loss for the aviation industry;
- III. the reduction in travel has had a broad effect stretching beyond the airline industry to many other stakeholders in the travel industry;

RESOLVES:

- IV. TO TAKE ACTION to restore confidence in air travel;
- V. TO PURSUE this objective by launching a proactive campaign, using a common message, disseminated through the mass media and involving all potential stakeholders;
- VI. TO IMPLEMENT the campaign by means of an AAPA Action Task Force; to empower the Task Force to involve all relevant organizations and stakeholders; to create the framework of the campaign; and to oversee its introduction and completion;
- IX. TO INSTRUCT the Executive Committee of the AAPA to monitor the progress and effectiveness of the campaign and modify it as may prove necessary; and

IX. TO COMMIT the resources and personnel to the campaign as may be necessary for its success.

APPROVED this 9th day of November 2001 in Bali, Indonesia.

Certified correct:

Attested by:

RICHARD T STIRLAND
Director General

ABDULGANI
AAPA Chairman – 2001