

Bolivian State-run Airline Experiences Market Growth, Expansion



La Paz, October 29 (teleSUR-RHC) -- Boliviana de Aviación, or BoA, is Bolivia's flagship airline carrier. Created in 2007 as a strategic public enterprise, BoA is state run, and in recent years it has undergone massive expansion and growth, propelling it to the top of the domestic market.

According to the "Libre Empresa" publication, BoA was ranked as Bolivia's 28th largest business out of a 2014 survey of 250 companies. Economist Hugo Siles said: "This past year, BoA has experienced a 53 percent growth in sales."

As a public enterprise, a portion of the BoA's earnings go to funding Bolivia's social cash transfers called bonos, a key strategy in the government's poverty reduction strategy.

The government has stated that BoA seeks to democratize air transport in Bolivia. BoA planes do not offer first class options, and competitive low tariffs have increased access to Bolivians, who previously did not travel by plane, both within the country and abroad.

The affordable tariffs have been especially popular with Bolivian migrants living and working in Argentina, home to more than a million Bolivian expatriates.

BoA has expanded to include transatlantic flights to Madrid. While the company previously rented a plane and hired a foreign flight staff for the trip, as of October 25th, the company now has its own jet staffed with Bolivian workers. The company has also announced plans to extend flights within the Americas, including destinations such as Miami, Washington, Havana, Lima, and Caracas.

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