

South America flights a freighter operator's dream



*Richard Nuttall, Polar's
Vice President of Sales
for the Americas*

South America has proved to be one of Polar Air Cargo's real success stories, according to Richard Nuttall, Polar's Vice President of Sales for the Americas. "Our flights to South America are the freighter operator's dream, with demand strong in both directions most of the year round."

Polar started services to South America eight years ago. Within 12 months the company was flying three 747-200 flights a week into the region. Currently there are now four flights a week, all 747-400s, which start in Miami and rotate through Viracopas, (just outside Sao Paulo, Brazil) and Santiago (Chile), before returning to Miami.

According to Nuttall, "The secret of Polar's success has been schedules which see the South American aircraft transit through Atlanta and Chicago after leaving Miami, before crossing the Pacific to Narita in Japan and returning back again. Narita has the twin benefits of being both a strong market, and slot constrained. If we are late into Narita, we lose our slots.

This keeps us very focused on schedule reliability. As such we have finished up with extremely reliable flights for the South American market, and unbeatable connections in both directions for traffic between South America and Asia."

These claims of product reliability have been backed by the industry.

In 2003, Polar Air Cargo received the "Phoenix Award" for the best Cargo Airline in Brazil as voted by the forwarding community.

So, where from here? When asked about future plans, Nuttall responded, "We continue to be very bullish on South America. In 2002 we converted our GSA representation in Brazil and Chile, to full

Polar offices. This year we have appointed GSAs in Peru, Ecuador, Columbia and Puerto Rico. By the time this article goes to press, we will have started routing one flight a week through Lima, and when we finalise our plans for flights to China, we expect to see even better connections between the region and Asia."

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