

Air route promotion as a tool for economic development



Por **José Alfredo Borotti**
 asdireccion@lade.com.ar

Origin of LADE

LADE - Líneas Aéreas del Estado, a state-owned airline, was the first airline in the world created to promote economic development. It was created in 1940.

The aim was to provide communication to the inhabitants of isolated, faraway regions in Argentina, where airfields were lacking and radioelectric communications were few. Its original name was "Líneas Aéreas del Sudoeste - LASO" (Southwest Airlines). The LASO routes were extended, and in 1944, "Líneas Aéreas de Noreste - LANE" (Northeast Airlines) was created. That year, mail was being distributed by "Servicio Aeropostal del Estado - SADE" (State Air Mail

Service). The three airlines - LASO, LANE and SADE, united in 1945 under the name Líneas Aéreas del Estado-LADE.

Purposes

The activities of the airline controlled by the Argentine Air Force had three main purposes:

1 - Information and attention services for passengers and residents of Patagonia, including medical flights. LADE has 31 branches strategically located throughout the country in the central region (Entre Ríos, Córdoba, Federal Capital, Buenos Aires) and southern region (Neuquén, Río Negro, Chubut, Santa Cruz, Tierra del Fuego).

2 - According to the needs of different communities, the commercial airline promotion service created new air routes. Although the new routes may have been deficient at first, the flow of passengers increased thanks to the airline's efforts, and they became a profitable business which private companies later made use of.

3 - It created a public service that helped increase the aptness of military flights for transport jobs.



▲ The people of LADE.

First flights to the Antarctic

In 1968, LADE was the first promotional airline to fly over Antarctic ice. The purpose was to reconnoitre the state of the ice near the Matienzo Antarctic Base in order to send supplies. After the inauguration of the Vicecomodoro Marambio base in 1969, the first regular flights between the Argentine mainland and the Antarctic were established. In March 1980, two LADE pilots manned the first tourist flights.

LADE on Islas Malvinas (Falkland Islands)

For over a decade, from 1971 to 1982, up to the end of the South Atlantic War, LADE was the only airline with a permanent sales branch on Islas Malvinas

(Falkland Islands). There were regular weekly flights, fulfilling three purposes: commercial flight promotion; logistics, by carrying supplies to the islands, and medical, by conveying patients.

Transpolar flight

In June 1979, LADE pilots flew over Antarctica to Oceania. The journey, which lasted 46 hours, opened the door to Argentina becoming a hub for international flights instead of an end point. The flight linked up the cities of Buenos Aires, Río Gallegos, and Osaka (Japan), with just one refuelling stop in Auckland, New Zealand.

