



Visitors to Havana, Cuba will find that transportation comes in many forms. Photo by Ron Hilliard

A highly valued transportation link for air travelers is transport to and from the air terminal. In 1983, SuperShuttle pioneered door-to-door ground transportation by offering shared ride vans for travel to the Los Angeles airport. Today, SuperShuttle provides service for over 20,000 air travelers a day. Reserving a ride on one of SuperShuttle's blue vans is as easy as picking up the phone or clicking on its website. Finally, more and more travelers are tapping into the convenience of ride-sharing services such as Uber, Lyft, and Didi through easy-to-use mobile apps.

Soaring Through the Skies

The first scheduled passenger flight debuted in Europe on August 25, 1919, with a route between London and Paris, and jet passenger service was inaugurated on May 2, 1952, with a flight between London and Johannesburg, South Africa. However, in the United States, passenger service did not begin until April 17, 1926, with an inaugural 6.5-hour flight between Los Angeles and Salt Lake City. Domestic jet passenger service did not appear until 1958, with scheduled service between New York City and Miami.

With a long and meaningful history, domestic (U.S.) cooperation between airlines has been accomplished through the [Air Transport Association \(ATA\)](#) and international cooperation through the [International Air Transport Association \(IATA\)](#). Formed in 1936, ATA serves as a united voice for the airline segment of the tourism industry and provides a format for the discussion of safety and service issues and the promotion of technological advancements. IATA, which is composed of almost all major international airlines, was formed in 1919 and reorganized in 1945. Its purpose is to facilitate the movement of passengers and freight across a combination of route structures and international boundaries. Through these cooperative agreements, passengers are able to buy a single ticket based on one currency that is valid for travel throughout an air system that may involve many carriers and cross many national boundaries.

As with all tourism service providers, competition among airlines is intense. In an attempt to attract more customers and to develop brand loyalty, American Airlines