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WHO FOUND HER RUNWAY
IN AVIATION



VERA METZLER-HINSON

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Vera Metzler-Hinson

The Woman Who Found Her Runway In Aviation

By Dominick Andoh



In aviation, careers rarely move in straight lines. They taxi, accelerate, encounter turbulence and sometimes soar unexpectedly. For Vera Metzler-Hinson, the journey into the skies began not in a cockpit, but behind a reservation desk, and over the last 16 years, she has quietly built one of the most versatile careers in Ghana's aviation and travel industry.

Today, Vera serves as Sales Manager for South African Airways, overseeing relationships, revenue

growth, and customer engagement in one of Africa's most competitive aviation markets. But speak to her for a few minutes, and it quickly becomes clear that beyond the titles and airline brands is someone who genuinely enjoys people, problem-solving, and the beautiful unpredictability of travel.

"I honestly didn't know aviation would become my life," she says with a smile. "But once you enter this industry, it gets into your blood."

Her aviation story started after completing professional training in Travel and Tourism with the Amadeus Reservation System at The Travelex Aviation Limited-IATA Accredited Training Centre in Ghana. Like many young professionals entering aviation, she began by learning the fundamentals — ticketing, reservations, customer service, and airport operations.

Her early years at Air Namibia proved transformative. Between 2009 and 2014, Lady Vera, as she is

affectionately called, worked across ticketing, reservations, marketing and airport operations, experiences she says taught her resilience and adaptability.

"It was intense," she recalls. "One minute you are handling ticketing issues; the next minute you are dealing with VIP passengers or operational matters at the airport. Aviation teaches you to think quickly and stay calm."

One of her standout memories remains supporting a presidential trip from Ghana to South Africa in 2010 while at Air Namibia. "That experience showed me the level of precision aviation requires. There's absolutely no room for error."

Her career would later take her to RwandAir, where she held multiple leadership positions, including Sales and Marketing Manager, General Manager-Sales & Marketing under a GSA arrangement, and, after the airline established its independent Ghana office, Sales and Administrative Executive.

At Delta Air Lines, Lady Vera's sales, marketing, and customer-focused approach to work became distinctly evident. Drawing on her extensive prior experience in the industry, she leveraged her knowledge and skills to develop innovative strategies that expanded Delta's reach and strengthened its market position. She played a pivotal role in securing numerous charter flights for Delta, including key routes from Accra to Barbados. Collaborating closely with her colleagues and management team to ensure Delta remained a market leader on the North American route from Ghana.

Those years sharpened her commercial instincts. She engaged government institutions, corporate organisations, trader groups, travel

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agencies etc., while helping expand the airline's footprint in Ghana.

But Lady Vera's aviation journey has not only been about airlines. She has also worked as a trainer, mentoring students in travel formalities, airfare ticketing, and customer service.

Beyond her corporate aviation achievements, Lady Vera's impact within the industry extends strongly into training, mentorship, and youth development. She is an IATA Approved Trainer with The Travelex Aviation Limited, where she has contributed to developing young aviation professionals through training in travel formalities, airfare ticketing, and customer service.

Her passion for personal growth and empowerment also goes beyond aviation. Vera is an accomplished author with two self-development books to her credit and serves as a Youth Growth Facilitator with the NGO, Purpose Drive Guide, where she mentors and inspires young people to pursue purposeful careers and personal development.

Those close to her describe her not only as an aviation professional but also as a devoted mother & wife, caring sister, and dependable friend to many colleagues within the industry. Despite the demanding nature of aviation, Vera has consistently maintained a reputation for empathy, encouragement, and professionalism.

"Aviation is one of those industries where learning never stops," she says. "Technology changes, customer expectations change, routes change, you must keep evolving."

Colleagues describe her as energetic, approachable, and fiercely relationship-driven, qualities essential in aviation sales where trust and responsiveness matter enormously.

Yet outside the structured world of aviation schedules and sales targets, Vera enjoys dancing, solving puzzles, listening to podcasts, and training others.

And perhaps that balance explains her staying power in an industry known for long hours, pressure, and constant change.

"Aviation can be stressful," she admits. "Flights delay, systems fail, passengers panic. But at the end of the day, you



remember you are helping connect people, businesses, and families across the world. That part never stops being rewarding."

For young women considering aviation careers, Vera offers a simple advice: "Be curious, be adaptable, and don't limit yourself. Aviation is much bigger than people think."

After sixteen years navigating terminals, boardrooms, sales meetings, and airport ramps, Vera Metzler-Hinson still speaks about aviation

with the enthusiasm of someone boarding her very first flight.

And perhaps that passion is exactly what has kept her career airborne.

Her deeply grounded faith continues to shape both her outlook on life and career. One quote she lives by is: "All things work together for our good because we love God and He has called us... chosen us... according to His purpose and plans."

It is perhaps this combination of faith, resilience, industry knowledge, and a passion for people that has allowed Vera Metzler-Hinson to remain relevant and respected over 16 years in one of the world's most demanding industries.

So what next for Lady Vera? "Being intentional to live in the present, sharing moments of life & experiences, adding our quota to the industry, and gracefully working into the future," she says.


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Ghana's Ultimate One-Day Escape for Busy Professionals

By: Prince Osei Prempeh Offeh



For aviation executives racing between flights, bankers managing demanding portfolios, corporate leaders juggling meetings, and entrepreneurs constantly connected to their phones, finding time to recharge can be difficult.

Yet, just 90 minutes from Accra lies one of Ghana's most breathtaking destinations — Akosombo.

Located in the historic Akwamu area of the Eastern Region, Akosombo offers a unique blend of nature, adventure, luxury, history, and relaxation centered around the mighty Volta River and Lake Volta, the world's largest man-made lake by surface area. Here are some

Cruise the Mighty Volta River

Nothing defines Akosombo more than the serene waters of the Volta River. Boat cruises remain one of the area's biggest attractions, offering visitors spectacular views of the surrounding hills, fishing

communities, islands, and lakeside resorts.

Whether you prefer a romantic sunset cruise, a family boat ride, or a corporate networking event on the water, the experience provides a refreshing break from Accra's busy

pace.

Experience the Iconic Adomi Bridge

One of Ghana's most photographed landmarks, the Adomi Bridge majestically spans the Volta River at Atimpoku. Opened in 1957, it



was Ghana's first permanent bridge across the Volta River and remains one of the country's most iconic engineering achievements.

The viewpoints around the bridge offer stunning photo opportunities, especially at sunrise and sunset when the river reflects the changing colours of the sky.

Discover the Akosombo Dam

A visit to Akosombo is incomplete without appreciating the massive hydroelectric dam that transformed Ghana's energy landscape.

The dam remains one of the country's most important infrastructure projects and provides visitors with fascinating insights into Ghana's industrial development and energy history.

Enjoy Lakeside Luxury Resorts
Akosombo is home to some of Ghana's finest waterfront resorts, offering spa treatments, fine dining, executive retreats, conference facilities, and wellness experiences.

Many professionals choose the destination for weekend retreats, strategy sessions, leadership meetings, and family getaways.

Adomi Bridge



Taste Atimpoku’s Famous Local Delicacies

The journey is not complete without stopping at Atimpoku to sample local favourites such as fresh tilapia, abolo, fried lobster, and the famous “one-man-thousand” fish delicacy for which the area is known.

Water Sports and Adventure Activities

For visitors seeking excitement, several operators offer kayaking, jet skiing, speedboat rides, swimming, and other water-based recreational activities along the Volta Lake shoreline.

These experiences make Akosombo attractive not only to families but also to young professionals seeking adventure close to Accra.

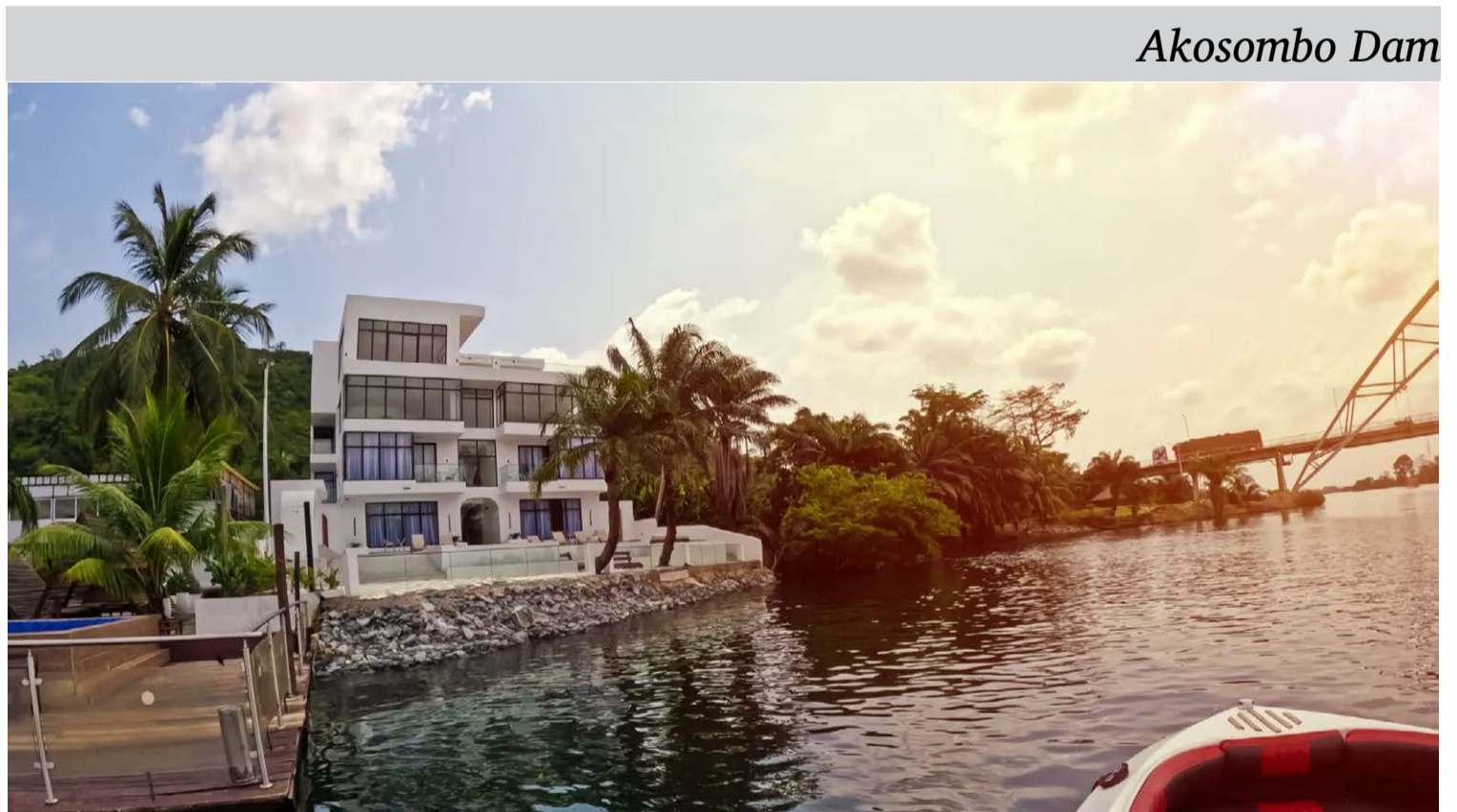
The Perfect Reset Without Flying

Ironically, some of Ghana’s busiest aviation professionals may find that the perfect getaway does not require boarding an aircraft.

With relatively good road access, spectacular scenery, fresh air, waterfront relaxation, and a wide range of activities, Akosombo remains one of Ghana’s most accessible and rewarding leisure destinations.

For those needing a quick mental reset before returning to the boardroom, the cockpit, or the trading floor, Akosombo delivers exactly what modern professionals need: peace, perspective, and a chance to reconnect with nature.

Akosombo Dam



Riviera Volta Hotel | Luxury Lakeside Resort & Club



BridgeView Resort

Global aviation industry leaders gather in Rio de Janeiro



Willie Walsh, IATA's Director General.

Leaders of the global aviation industry are gathering in Rio de Janeiro, Brazil, for the 82nd IATA Annual General Meeting (AGM) and World Air Transport Summit (WATS) from 6-8 June 2026.

The last AGM to be held in South America was in 1999, also in Rio de Janeiro. This marked the formal introduction of the World Air Transport Summit format, recognizing the IATA AGM as the leading industry platform for high-level debate on critical issues surrounding aviation.

LATAM Airlines Group is the host airline of the event in which some 1,500 industry leaders, government officials, and media are expected to participate.

“We are thrilled to meet in South America after 27 years. Over the past decades

air connectivity is a winning proposition for people, jobs, trade, and the wider economy. We'll highlight policies and changes needed to turn Brazil's potential into reality as part of a program addressing aviation's most pressing global issues,” said Willie Walsh, IATA's Director General.

Brazil continues to consolidate its leadership in South America, reaching nine million international visitors in 2025. According to IATA's Value of Aviation Report, the country's aviation sector (airlines, airport operators and onsite businesses, air navigation service providers, and manufacturers) employs 246,800 people and generates USD 10.3 billion of economic output or 0.5% of total GDP. Taking into account the wider aviation value chain, including employee spending

the entire region has made significant investments in aviation infrastructure, positioning the continent to benefit economically and socially from air connectivity. Brazil's rapidly modernizing

aviation sector already supports 2.1% of the country's GDP. With rich tourism resources, enormous SAF production potential, and growing exports, the potential to further strengthen Brazil's



Roberto Alvo, CEO of LATAM Airlines Group.

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and tourism activities, the total number of jobs supported

event is a great opportunity to inspire the conditions to make aviation in Brazil and across South America an even

follows immediately after the AGM, will address key issues facing the aviation industry with an ambitious agenda of

Neuhauser, CEO of Abra.

Key topics to be addressed in the WATS include:

Turning Brazil's aviation potential into reality

Closing the gap between Brazil's Sustainable Aviation Fuel production potential and airline needs

Securing airspace to accommodate growth as conflicts proliferate

Trade, tariffs, and the role of air cargo

The Psychology of passengers in stressful situations

Passenger rights, data, and prospects for better regulation

Is AI living up to its promises for airlines?

The program also includes the eighth edition of the IATA Diversity & Inclusion Awards. These awards recognize individuals and organizations who are advancing gender balance in the industry through the 25by2025 initiative.



Luis Rodrigues, CEO of TAP Air Portugal,

reached 1.9 million with a GDP contribution of USD 46.4 billion equivalent to 2.1%.

Aviation demand in South America's largest aviation market remains strong. In 2025, Brazil recorded an 11.5% year-on-year growth in total passenger demand, with both domestic and international markets surpassing pre-pandemic levels. Domestic traffic exceeded 100 million passengers for the first time, while international demand grew by 17% as compared to 2024, gaining 20.4 percentage points on 2019 pre-pandemic levels.

“As the host airline of the 82nd IATA Annual General Meeting, LATAM Airlines Group is honored to welcome members of the global aviation community to Brazil. In Brazil, they will see an aviation market that is contributing significantly to the country's economic development. LATAM Airlines Group is proud to be a key player in that progress which is changing people's lives for the better. The

greater catalyst for growth and development,” said Roberto Alvo, CEO of LATAM Airlines Group.

World Air Transport Summit The World Air Transport Summit (WATS), which

global and regional topics. Highlights include the ever-popular CEO Panel hosted by CNN's Richard Quest and featuring Luis Rodrigues, CEO of TAP Air Portugal, Con Korfiatis, CEO of Oman Air, Güliz Öztürk, CEO of Pegasus Airlines, and Adrian



Güliz Öztürk, CEO of Pegasus Airlines

Using AI to Test Policy Language

By: Monica de Bolle



Earlier this year, researchers at Anthropic made a remarkable discovery. Studying the internal mechanisms of Claude Sonnet 4.5, the company's large language model, they identified what they called "emotion concepts": internal patterns that correspond to dozens of emotional states and measurably influence the model's responses in ways that resemble human behavioral patterns.

The implications for economic policymaking could be far-reaching. By offering a new way to study how language shapes emotional and behavioral responses, LLMs could help policymakers test how investors, political coalitions, and households are likely to react to policy announcements.

Policymakers have long understood that language affects how information is processed. That is why central banks carefully calibrate their forward guidance, while government officials pay great attention to how fiscal-policy and tariff announcements will land with markets and voters. But until recently, there were few tools capable of systematically analyzing how language itself functions as an instrument of policy. LLMs may now help close that knowledge gap.

To understand how this might work in practice, I conducted three experiments using Claude. Each was designed to test whether the model would reproduce reasoning that mirrors how markets, political coalitions, and households respond to economic-policy announcements. In every case, the underlying policy remained constant while a single variable—the speaker, the label, or the timing—was changed.

Across all three experiments, Claude's reasoning and predictions shifted consistently, and at times sharply, depending on the language used. Crucially, the model was never prompted to focus on framing, credibility, or rhetorical effects; those patterns emerged on their own. To avoid the model's "interpretation" of what it was asked to do, the prompts were written in the simplest and most direct form possible. Each experiment was repeated multiple times using identical prompts to check whether the responses would vary, but the results remained consistent.

One possible critique of these experiments is that the model could simply be regurgitating its training data on market behavior; in other words, the responses may reflect how Claude was trained to "think" markets behave. If that were true, counterintuitive findings on

euphemistic policy framing and the sequencing of policy announcements would be unlikely to appear—yet they did.

In the first experiment, I tested how Claude assessed the likelihood of market, political, and individual reactions to a monetary-policy statement attributed to five different speakers. The statement read: "Current interest rate levels are appropriate, and there would need to be a material and sustained shift in the data before any adjustments." The speakers ranged from the chair of the US Federal Reserve to public figures with no monetary authority.

The statement lost almost all of its market-moving force when the speaker was not the Fed chair. Claude assigned a 25–40% probability of a meaningful shift in ten-year Treasury yields when the statement came from the Fed chair, and near zero when it came from anyone else. In the model's reasoning, the statement mattered only when delivered by someone with the institutional authority to act on it.

I then tested a more forceful version of the same statement: "We see no conditions under which an earlier adjustment would be warranted." Although the two versions described the same policy stance—keeping interest rates unchanged—Claude's response diverged sharply. Asked to rate the speaker's credibility on a scale of one to ten, the model lowered its score from seven to three while raising the likelihood of a sharp move in Treasury yields above normal market volatility to 75–85%.

Claude interpreted the stronger wording not as a sign of resolve but as "evidence of an upcoming policy error," adjusting its market predictions accordingly. This suggests that while institutional standing gives policy language force, rhetorical discipline determines how audiences respond to it. The Fed chair's overstatement was treated as a sign that the speaker was committing to a policy they might ultimately be unable to sustain.

In the second experiment, I described an identical fiscal package—a 3% across-the-board spending reduction—using three different descriptions: "austerity measures," "fiscal consolidation," and "government spending adjustment." The latter, the most euphemistic of the three, received the lowest estimates for both political feasibility and likelihood of legislative approval.

Claude identified what it described as a "credibility penalty" for evasive framing—language so anodyne that it signaled evasion rather than reassurance. "Fiscal consolidation" performed best because it accurately described the policy without triggering the backlash associated with the word "austerity," while "austerity measures" landed somewhere in between: clear about the policy but politically charged enough to undermine its viability.

The broader implication is that euphemistic language fuels public suspicion. Rather than making unpopular policies more acceptable, it signals that policymakers are hiding their true intentions. **When Markets Lose Faith**

The third experiment proved the most revealing. This time, the variable was not language but timing and sequencing. I tested reactions to US President Donald Trump's 25% tariff on semiconductor imports from Taiwan across three scenarios: a one-time announcement; a doubling of the tariff to 50% within 72 hours; and a 72-hour pause for negotiations after the initial announcement.

In the first scenario, Claude estimated a 25–35% probability that the tariff would remain in place after 12 months. That figure fell to 28% when the tariff doubled within 72 hours, as Claude interpreted such a move as "impulsive" rather than strategic. By contrast, the pause-for-negotiations scenario raised the survival probability to 62%. Claude reasoned that the delay transformed the initial announcement from a

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“likely bluffed threat” into a “credible but negotiable commitment.”

Across all three scenarios, reactions were driven less by the tariff rate than by how and when it was introduced. Claude’s reasoning in all three experiments extended beyond language alone,

learn to ignore. The problem is not that the speaker lacks authority—Trump does have significant tariff-setting powers (though, as the Supreme Court recently reaffirmed, they are not unlimited). The problem is that audiences can no longer assume an announced tariff will remain in effect long enough to justify a response.

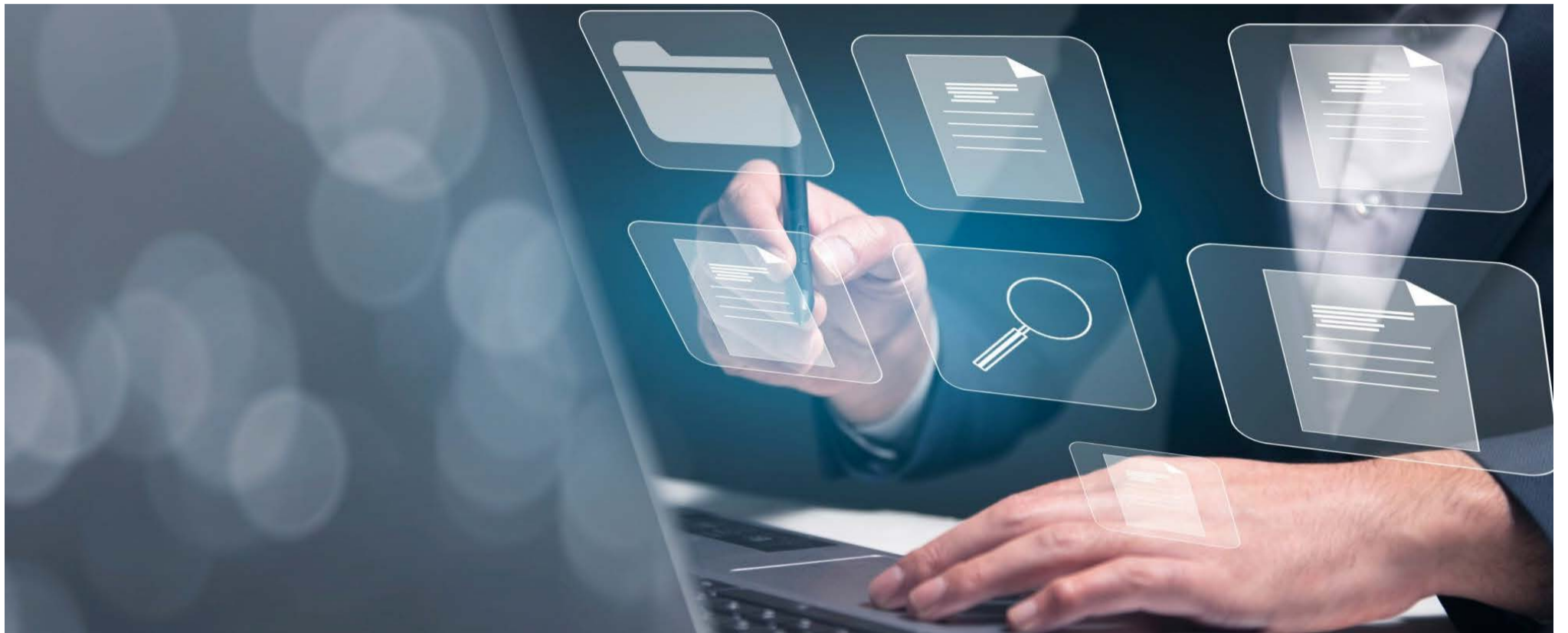
These findings also shed light on

result, the Fed’s confident wording amplified the backlash when it was eventually forced to reverse course.

To be sure, language is only one variable among many. But these experiments suggest that its effects are far from trivial. Central banks already treat word choice as a policy instrument, refined through trial and error. The painstaking attention the Fed devotes

trade-policy labels I tested with Claude—“protectionist,” “strategic industrial policy,” and “reciprocal”—the estimated probabilities of supply-chain reorganization varied only modestly, ranging from 72% to 85%.

Yet these expectations are not independent of language. How a tariff is framed influences whether it triggers a World Trade Organization



incorporating institutional standing, implementation capacity, and timing. A statement about interest rates, for example, carried far less weight coming from the managing director of the International Monetary Fund, who lacks direct authority over US monetary policy, than from the Fed chair, who does.

The findings were remarkably consistent: language matters most when it is backed by institutional power. Speakers without the capacity to act on their pronouncements had little market credibility, regardless of how well-crafted their statements were.

This helps explain real-world market dynamics. Throughout 2025, Trump issued a relentless stream of tariff announcements: increases, reversals, suspensions, and reinstatements. Within months, equity markets had learned to discount these pronouncements. Corporate investment decisions adjusted to realized tariff rates, paying little attention to Trump’s rhetoric, while allied governments increasingly adopted a strategy of waiting out the volatility.

Claude’s reasoning reflected the same logic. When policies are repeatedly reversed, language loses credibility, and words become background noise that experienced market participants

why former European Central Bank President Mario Draghi’s 2012 pledge to do “whatever it takes” to save the euro succeeded while the Fed’s insistence in 2021 that inflation was merely “transitory” failed. Draghi’s promise reassured investors because it was backed by a powerful combination of personal credibility, institutional capacity, and a market consensus that the ECB would ultimately follow through. The Fed’s “transitory” framing, by contrast, failed because post-pandemic supply-side disruptions, energy-price volatility, and massive fiscal stimulus gave markets ample reason to doubt the central bank’s diagnosis.

Language as a Policy Tool

None of this is to suggest that words alone move markets. Institutional authority and the capacity to act remain the decisive factors. But once those conditions are in place, specific language can help steer expectations. Draghi’s “whatever it takes” pledge, for example, conveyed the ECB’s commitment to saving the euro with a clarity and force no technocratic statement could have matched.

The Fed’s “transitory” framing, by contrast, reduced a contested empirical claim to a single reassuring word. When inflation proved more persistent than expected, the term that was supposed to reassure markets came to sound condescending. As a

to every word in its statements reflects a tacit understanding that language profoundly affects economic behavior.

AI may now make it possible to study those effects more systematically. Rather than relying on intuition, policymakers could gain a deeper understanding of how language shapes expectations across populations and political contexts.

A central bank that treats language as a precision tool and studies how variations in phrasing are likely to influence different audiences could communicate more consistently and strategically. With this in mind, the Fed and several other central banks have already begun experimenting with LLMs.

The implications could extend beyond central banking to fiscal and trade policy, where officials have generally been far less strategic in their use of language. Trade, in particular, is an area where rhetoric can have immediate consequences. As Trump has repeatedly demonstrated, tariff announcements can move markets and reorganize supply chains before they actually take effect.

The multinational firms that dominate global supply chains respond primarily to expectations of future tariff rates, not to how those policies are framed. Across the three

challenge or leads to bilateral negotiations, whether allies impose similar measures or hold back, whether domestic industries mobilize in support or opposition, and ultimately whether the tariff survives.

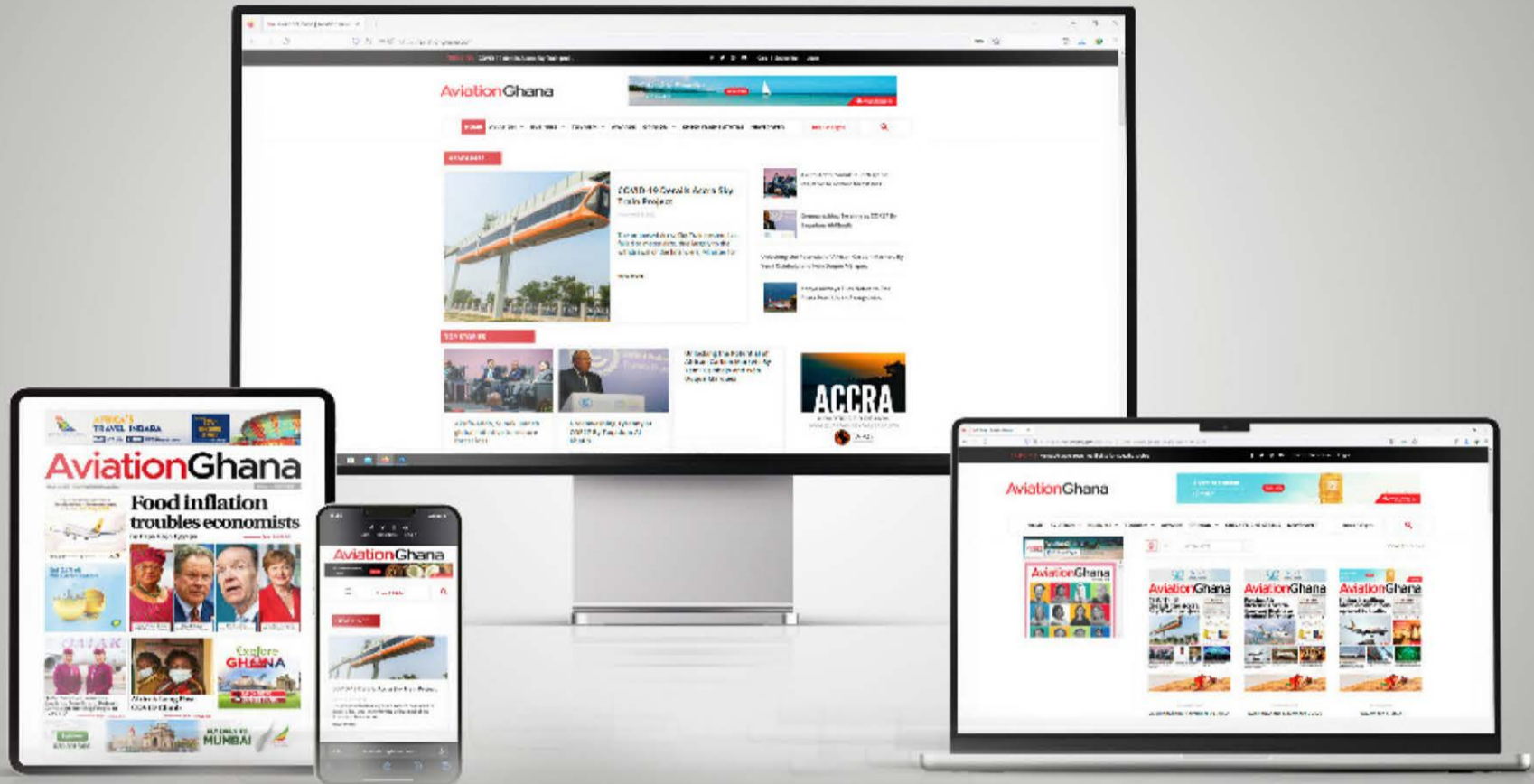
The third experiment underscored the power of sequencing. Rapid escalation made Trump’s tariff policy appear impulsive and unsustainable, while a pause for negotiations increased its perceived credibility and durability. Timing and pacing are thus policy instruments in their own right, deserving the same analytical attention that central banks have devoted to forward guidance over the past two decades.

A growing body of research across multiple disciplines points to the same conclusion: language carries behavioral signals that travel from institutions to markets, from policymakers to the public, and now from human beings to machines.

AI offers policymakers a way to observe these dynamics directly rather than inferring them from market reactions or political outcomes, making it possible to identify which formulations build credibility, provoke resistance, or lose force through repetition. Policymakers who treat language as an afterthought risk forfeiting one of the most powerful tools at their disposal.

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