Routes Europe

Routes Europe is the region’s annual route development forum and in 2009 the event will take place in Prague, the Czech Republic. This exciting event will also help Europe’s airports and airlines prepare for World Routes, which is held later in the year.

Hosted by Prague Airport, Routes Europe will offer an unrivalled platform for airlines and airports to;

• Do business face-to-face with the people in the industry who really matter.
• Bring together virtually everybody who you need to meet within the region under one roof.
• Provide an unrivalled opportunity to network with potential associates and partners.
• Offer a unique platform to pool vital knowledge and share market information, particularly in the current economic climate.

Routes Europe is supported by key industry associations such as ACI Europe, ERA and ELFAA and is the region’s annual airline and airport networking event.

Can You Afford Not To Be There?

With over three days of networking opportunities, pre-scheduled one-to-one meetings and a host of informal gatherings, Routes Europe is designed to help you develop and protect your air service network. The event is even more relevant in difficult times and can produce immediate and tangible benefits for your organisation, whether an airline, an airport, a tourist authority or a supplier. If results are what you need, then Routes Europe is where you need to be.

Join Europe’s route development community this May in Prague!

/ We came here with the aim to sign up new routes and we achieved what we wanted. We go home with two new routes. We are planning to further expand over the next couple of years and hope that our meetings at future Routes events will be equally successful. Generally this event has been a beginning of new airport partnerships. It was great to sit down with airports and discuss our ideas./

Arbi Xhelo, CEO of Belle Air
How Does Routes Europe Work?

Routes Europe is one of the regional events within the Routes’ portfolio of meeting opportunities for the world’s airlines and airports. It is Europe’s annual gathering of air service decision makers and has three key elements;

1. The Formal Networking
European airport and airline delegates meet to discuss new market opportunities at pre-scheduled, face-to-face meetings. They are arranged prior to the event based, as far as possible, on delegate requests. A Personal Diary is issued on arrival.

2. The Informal Networking
In addition to the formal meetings, Routes Europe is designed for non-stop networking and business development. This is facilitated through:

- An Extra Meeting System that allows all delegates, during the event itself, to request meetings with other delegates.
- The Hospitality Programme, which includes the Welcome Reception, the Gala Networking Evening, the informal Lunches and the Refreshment Breaks during the working days.

3. Preparation for World Routes
Meetings and contacts made in Prague will also help delegates prepare for the 2009 World Routes forum to be held in Beijing in September.

World Routes is the global meeting place for every airline and airport and completes the annual Routes’ Programme. The global economic downturn has increased the number of meetings and follow-up meetings between airlines and airports that are needed at Routes events.

Routes delegates are now able to balance their activities between their regional and world events to maximize their networking opportunities over the year. Further details about World Routes can be found at www.routesonline.com

/ The networking at this year’s event is even better than last year with far more airlines and airports attending. To us it is essential to be here. We want to plant new seeds and then in a few years time the plant will grow. If you don’t attend, you miss out on great opportunities./

Jesper Klausholm, Market Development Coordinator, Billund Airport
Who Should Attend Routes Europe?

Airline Delegates (ATTEND FREE OF CHARGE)
For airlines, Routes Europe is a highly cost efficient way of optimizing their relationships with the region’s airports. Airline delegates should be senior decision makers and analysts in the field of air service development. Colleagues in related areas such as scheduling, fleet planning and procurement are also welcome. Airlines attending should be interested in expanding their networks in the future and/or improving the economics of their present services through cooperation with airports.

Airlines will be allocated a table in the Meeting Hall and this will be your base for the one-to-one meetings.

To register for Routes Europe 2009 please contact us;
by telephone  +44 (0)161 234 2730
or email neil.mulligan@routesonline.com

Airport Delegates
For airports, Routes Europe is their annual meeting with the region’s airlines and, in these difficult times, face-to-face meetings have never been more important. It is crucial that airports now fight to retain their existing traffic and win new air services, as and when they occur. Every route withdrawal is another airline’s opportunity. The competition for air services, and the strategic benefits they bring, has never been greater and European airports need to present to airlines in the strongest possible manner on a face-to-face basis. For airport delegates we will build a diary of pre-scheduled one-to-one meetings with the airlines you request.

At these meetings you can;
• Share market information
• Plan & implement new air services
• Discuss recovery strategies for distressed routes
• Improve the economics of established air services
• Update your industry contacts.

Please see www.routesonline.com and follow the links for 2009 delegate rates.
Host

Prague Airport

In terms of the number of passengers served, Prague Airport is the biggest airport in the Czech Republic and in all the new European Union member countries. A record number of 12.63 million passengers passed through Prague Airport terminals in 2008. Over 50 passenger airlines offer direct scheduled connections to more than 125 worldwide destinations and the 6 cargo airlines serving Prague Airport enjoy its operational excellence and convenient passenger facilities.

Prague Airport applies an attractive incentive programme and marketing support for airlines launching new destinations, adding services on existing routes or using the off-peak times.

A catchment area of 8 million inhabitants together with Prague and Czech Republic’s attractiveness as business and holiday destinations, represent a unique opportunity for air service development.

Official Hotel

The Hilton Prague is the largest modern luxury hotel in the Czech Republic, catering to both the needs of business executives and leisure travellers. Conveniently located on the bank of the Vltava River within walking distance of historical sites, local attractions, the finest shops and a lively night scene.

For rates and to book your accommodation in the Hilton, Prague Hotel or other recommended hotels at Routes Europe 2009 please visit our website [www.routesonline.com](http://www.routesonline.com) and follow the links.

About Prague

Straddling the River Vltava, Prague is a city of contrasts, combining historic architecture with artistic youthful vigour. Stand on the Charles Bridge and gaze up at Prague Castle . . . shop for mementos in magical Wenceslas Square and prepare to be amazed by the profusion of palaces, bridges and churches. Prague is a visually stunning city, with a fairytale extravagance of spires, turrets, domes and red tile roofs.

Prague is a romantic city of bridges, cathedrals, gold-tipped towers and church spires, whose image has been mirrored in the surface of the Vltava River for more than a millennium. Typical for Prague city centre are its winding lanes and buildings in every possible architectural style. Countless museums, galleries, theatres and other tourist attractions can be found here.
Event Supporters

ACI EUROPE
ACI EUROPE, the European region of Airports Council International, is based in Brussels, Belgium and represents the interests of over 400 airports in 45 countries. Its members account for over 90% of commercial air traffic in Europe. In 2007, ACI EUROPE member airports welcomed 1.47 billion passengers and handled 17.4 million metric tonnes of cargo and 20.8 million aircraft movements. The Brussels-based team comprises 13 permanent staff and more than 300 airport experts, under the leadership of Director General Olivier Jankovec.

ACI EUROPE promotes the exchange of industry know-how through its internal committee structure and extensive schedule of conferences and exhibitions. By actively seeking the views of airport members, it generates comprehensive industry policies that serve as a reference to the entire aviation industry.

It works on a day-to-day basis with the institutions of the European Union, the European Civil Aviation Conference (ECAC) and the European Agency for the Safety of Air Navigation (EUROCONTROL).

ERA
Founded in 1980, ERA is the recognised representative body for intra-European regional air transport. It currently represents 60 airlines and over 100 Associate and Affiliate members, including airframe and engine manufacturers, airports, suppliers and service providers from all over Europe and the world.

CzechTourism
The state-funded Czech Tourist Authority was set up in 1993 to promote the country as an attractive tourist destination abroad and on the domestic market. Czech regions, towns and commercial entities are important partners of the agency in the promotion of the country. The agency falls under the Czech Ministry for Regional Development. Since 1st August 2003 the agency’s official title has been the Czech Tourist Authority - CzechTourism. In general, CzechTourism strives to maintain a brand identity for the Czech Republic.

ELFAA
The European Low Fares Airline Association will be holding their annual general meeting at Routes Europe in Prague.

Also supporting Routes Europe 2009:
- European Civil Aviation Conference (ECAC)
- International Air Route Development Association (IARDA)
- European Union Airport Coordinators Association (EUACA)
For us it has been the perfect platform to promote Porto Airport and our region. As the event is exceptionally focussed, we managed to meet many airlines and airports during the three days. I personally think that hosting this event is the best investment you could make to deliver your message. It has been a major opportunity for us and we are very pleased with the outcome.

Carlos Madeira, Vice President of ANA Aeroportos de Portugal SA (2008 Host)

Remaining Sponsorship Opportunities 2009*

2009 sponsorship packages will allow you to increase your organisation’s profile at Routes Europe, raising market awareness of your company within the European Region.

- Airline Meeting Hall: SOLD Brussels Airport
- Business Card Holders: AVAILABLE
- Delegate Bags: SOLD Warsaw Airport
- Delegate Folders: SOLD Copenhagen Airport
- Lanyards: SOLD Prague Airport
- Lunch Day One: SOLD Beijing Capital International Airport
- Lunch Day Two: SOLD Routes Europe Host 2010
- Meeting System: AVAILABLE
- Pocket Guide: AVAILABLE

If you are interested in other opportunities or further information about sponsorship at Routes Europe 2009, please contact Mark Gray, Director, EMEA on mark.gray@routesonline.com

*Please check the event website for regular updates to this list. Correct at time of printing, March 2009.
Remaining Exhibition Spaces 2009*

*Please check the event website for regular updates to this plan. Correct at time of printing, March 2009.
The Event Programme

Now in its 4th year Routes Europe has become the annual forum for air service development professionals within the region. The core of the event remains the one-to-one meetings between airports and airlines on the Monday and Tuesday.

NEW: In response to delegate demand, and the success of previous events, the programme has been expanded offering more pre-scheduled meeting opportunities between airports and airlines.

Enhanced Networking Opportunities

This year’s Routes Europe will offer delegates even more chances to meet and do business at the event. On Sunday 17th May from 4-5pm we will be offering all delegates the chance to meet each other on an informal basis prior to the Welcome Reception. This speed networking format will allow delegates to arrange to meet each other in the Networking Area by making use of the interactive capability of the new Routesonline.com prior to the event. Further details will be sent to you shortly, or alternatively please visit Routesonline on www.routesonline.com

The Event Programme*

Saturday 16th May
12.30 – 17.00 Complimentary City & Airport tour (by bus)

Sunday 17th May
08.45 – 14.00 Complimentary Planer Brewery tour
09.00 – 13.30 Complimentary City & Airport tour
14.00 – 19.00 Registration/Diary Collection and Networking Area Open
16.00 – 17.00 Speed Networking. Location: Networking Area
17.00 – 19.00 Welcome Reception hosted by Prague Airport

Monday 18th May
07.30 Registration and Networking Area Opens
08.30 One-to-One Meetings commence
10.35 – 10.55 Refreshment break hosted by Prague Airport
11.00 – 13.00 One-to-One Meetings resume
11.00 Prague Airport Press Briefing
13.00 – 14.00 Networking Lunch hosted by 2009 World Routes Host: Beijing Capital International Airport
14.05 One-to-One Meetings resume
15.45 Refreshment Break hosted by Prague Airport
16.05 – 17.20 One-to-One Meetings resume
20.00 Gala Networking Evening Supported by Czech Tourism and Prague Airport
22.45 After Party hosted by Prague Airport

Tuesday 19th May
07.30 Registration and Diary Advice Desk Opens
08.30 One-to-One Meetings commence
10.35 – 10.55 Refreshment Break hosted by Prague Airport
11.00 – 13.00 One-to-One Meetings resume
13.00 – 14.00 Networking Lunch sponsored by Routes Europe Host 2010
14.05 – 15.45 One-to-One Meetings resume
15.45 – 16.00 Refreshment Break hosted by Prague Airport
16.05 – 17.20 One-to-One Meetings end
17.30 Event ends

*This event programme is subject to change at any time at the discretion of the organiser. Please check the website and follow the links for regular updates to this programme.

Correct at time of printing March 2009

www.routesonline.com
Routes Europe
For further details on Routes Europe 2009 please contact:

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Delegate places at Routes Europe are strictly limited and bookings will be taken on a first come first served basis so please do not delay and register now. Simply visit www.routesonline.com for a booking form and follow the links.

CALLING ALL AIRLINES!

Routes is delighted to announce that the renowned Airport Marketing Awards, previously held solely at the World event, will now be operating regional heats at all Routes events. For further information and to vote visit www.routesonline.com

WINNERS
2009
EUROPE
PRAGUE

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