

# Your 360° Route Development

## Event Programme for 2014





## About Routes

Helping the route development community do business

The Routes business allows the world's route development community to meet regularly, whether at our live events throughout the year, or online every day. Airlines, airports and aviation stakeholders including tourism authorities, economic development agencies and commercial suppliers are part of this community.

The core focus varies from route expansion to route development to future planning.

This document will provide you with all the tools you need to plan your route development calendar and activities for 2014.

The Routes business, which is part of UBM, is focused entirely on aviation route development and the company portfolio includes events, media and online businesses.

Routes also has other key industry media including an online weekly newsletter, The HUB and the world air service development magazine, Routes News.

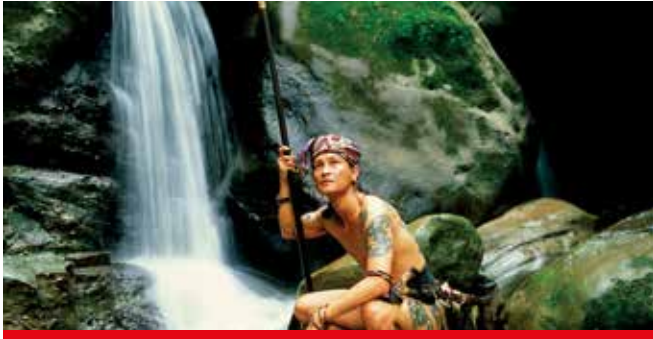


## Routes Americas San Salvador, El Salvador 23 – 25 February 2014

The 7th Routes Americas, the largest route planning event for the entire Americas region, will take place in San Salvador, El Salvador and is hosted by the country's three state institutions related to the national development of the airline industry; the Civil Aviation Authority; the International Airport and the Ministry of Tourism.

Routes Americas attracts key players in the airline and airport industry from the North, Central, South America and the Caribbean supported by Tourism Authorities (CVB's).

- Face-to-Face Meetings
- Strategy Summit
- Route Exchange Airline Briefings
- Over 400 delegates expected



## Routes Asia

Kuching, Sarawak, Malaysia

9 – 11 March 2014

Routes Asia the largest route development forum for the entire Asia region will take place on 9-11 March 2014 in Kuching, Sarawak, Malaysia, and is co-hosted by the Ministry of Tourism Sarawak and Malaysia Airports Holdings Berhad.

Air transport to Sarawak is served by four major airports; Kuching International Airport, Sibul, Bintulu and Miri Airports and as the region has frequent air links from major aviation hubs, Kuching is one of the most accessible cities in Malaysia. Flights to Kuching are available from Kuala Lumpur International Airport, which is served by more than 50 carriers.

Routes Asia is the key event for airports, airlines, tourism authorities, policy leaders, keynote speakers and exhibitors to meet, do business and plan for the future.

- Face-to-Face Meetings
- Strategy Summit
- Route Exchange Airline Briefings
- Over 700 delegates expected



## Routes Europe

Marseille, France

6 – 8 April 2014

Routes Europe is the largest Routes regional event and enables airports, airlines, tourism authorities, policy leaders, aviation stakeholders - the aviation industry's decision makers from across Europe to examine air services, discuss new market developments and opportunities and get up to speed on potential new destinations.

In 2014 Routes Europe will be held in one of the biggest aviation markets in Europe, France and in one of the most popular leisure destinations in the world, Marseille Provence.

- Face-to-Face Meetings
- Strategy Forum
- Route Exchange Airline Briefings
- Over 900 delegates expected





## Routes Africa

Victoria Falls, Zimbabwe

22 – 24 June 2014

The 9th Routes Africa will be held in Victoria Falls, Zimbabwe and hosted by the Civil Aviation Authority of Zimbabwe.

The event will commence with the Strategy Summit which gives an insight into aviation across the region where leading industry experts participate in discussions addressing key air service development issues across the entire African region.

This event will bring together more than 250 key players in the airline, airport industry from across the African region, alongside tourism authorities where the core focus will vary from route expansion to route development to future planning.

- Face-to-Face Meetings
- Strategy Summit
- Route Exchange Airline Briefings
- Over 250 delegates expected



CIVIL AVIATION AUTHORITY OF ZIMBABWE  
Safety, Security, Quality and Efficiency



## Routes Silk Road

Tbilisi, Georgia

6 – 8 July 2014

- Face-to-Face Meetings
- Strategy Summit
- Route Exchange Airline Briefings
- Over 250 delegates expected



## Routesonline

All Routes events are supported by our website Routesonline, delivering you industry news and event updates 365 days of the year. Alongside Routesonline is Route Exchange the air service development platform where our members benefit from enhanced profiles promoting your airport to the airline community via targeted e-shots, editorial support, priority access to RFPs and more. Join Today.







## World Routes Chicago, Illinois, USA

20 – 23 September 2014

World Routes, the 20th World Route Development Forum will be held in Chicago in the USA in 2014. The event which is set to be the largest Routes event to date is expected to attract in excess of 3,000 delegates from more than 100 countries. Hosted by Chicago – The Chicago Department of Aviation (CDA) and the Chicago Convention & Tourism Bureau (CCTB).

World Routes 2014 highlights include:

- Face-To- Face Meetings
- Networking Village
- Routes Talks Briefings
- Route Exchange Airline Briefings
- Spectacular Networking Evening
- World Routes Awards
- World Routes Strategy Summit
- World Tourism Summit
- Over 3,000 delegates expected

*“I’ve participated in Routes since 2002 and I found it to be the best opportunity to engage with airlines. It is one of the few platforms today where you have the chance to sit one-on-one with carriers all over the world and discuss route development.”*

**Alfredo Gonzalez**

Vice President, Global Partnership Development,  
Brand USA



## Contact us now to register or for further information

If you want to develop your airline's route network, increase air services to your airport or region or raise your profile within the route development community, contact the Routes team now.

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