



WORLD ROUTES



THE 22ND WORLD ROUTE
DEVELOPMENT FORUM

The global meeting place for every
airline, airport and aviation stakeholder

24-27 September 2016

Chengdu, Sichuan Province, China

routesonline.com



Host of World Routes 2016



A STAR ALLIANCE MEMBER

Official Carrier



Chengdu 2016
WORLD ROUTES



**“WORLD ROUTES IS AN
INVALUABLE OPPORTUNITY TO
COME TOGETHER WITH THE
GLOBAL AIRPORT COMMUNITY,
AND IT REMAINS AN IMPORTANT MILESTONE
ON OUR ANNUAL PLANNING CALENDAR.”**

Alex Featherstone
Vice President Network Planning, Etihad Airways

WORLD ROUTES



SHAPING THE FUTURE OF THE WORLD'S AIR SERVICES

For over 20 years, Routes has organised a portfolio of unrivalled events for route development professionals to build relationships, develop strategy and negotiate, plan or discuss the future of global air services.

World Routes is the flagship annual event and focal point for the route development community. It is an ideal platform to share experience and shape the world's air service networks.

World Routes is the largest event of its kind, attracting over 3,000 senior decision makers from the world's leading airlines, airports, tourism authorities and other stakeholder organisations. Over three days, they come together to take part in over 13,000 face-to-face meetings, network with peers, and hear from the industry's leading experts during a two-day Strategy Summit.



WORLD ROUTES 2016: YOUR INVITATION TO CHENGDU



The 22nd World Route Development Forum will take place in the vibrant city of Chengdu, the capital of China's Sichuan Province.

Over 3,000 delegates from 110 countries, including the world's leading airlines, airports, tourism authorities, aviation thought leaders and senior decision makers, will gather in Chengdu on the 24-27 September 2016 to attend the world's most important route development event.

We would like to invite you to World Routes, and join the face-to-face meetings, that present your organisation with the perfect platform to meet with your top targets. Accompanied by an Exhibition "Networking Village", World Routes Strategy Summit, Route Exchange Briefings and industry renowned social functions, the event offers a complete package, where decision makers from across the globe discuss the world's future air services and debate the hottest issues facing the market.

What's happening at World Routes in Chengdu?



Three full days of pre-scheduled face-to-face meetings



Route Exchange Briefings delivered by senior network planners



Three days of engaging and interactive conference content



Networking Village featuring over 130 exhibitors

"WORLD ROUTES IS A HIGHLIGHT OF OUR ENGAGEMENT PROGRAMME.

WE VALUE FACE-TO-FACE MEETINGS WITH OUR CUSTOMERS, WORLD ROUTES ALLOWS US TO BUILD AND STRENGTHEN RELATIONSHIPS WITH NUMEROUS AIRLINES."

Mohamed Sallauddin bin Hj. Mat Sah
General Manager Marketing
Malaysia Airports Holdings Berhad



Hospitality programme, including Welcome Reception, Chengdu Networking Evening and the Routes Marketing Awards



WHY ATTEND WORLD ROUTES?



For over 20 years Routes has been perfecting its simple, but effective formula. Routes events are dedicated to the route development industry, designed to attract the world's foremost experts and senior decision makers under one roof.

World Routes presents unlimited opportunities to discuss air service, providing unique cost and time-saving benefits. The results from meetings at Routes create huge boosts for local and national economies through the addition of new air service and its positive catalytic impacts, such as increased trade, tourism, investment, labour supply, and market efficiency.

World Routes 2016 will attract 3,000 delegates, including 300 airlines, in addition to 700 airports and 130 tourism authorities from 110 countries. Over 13,000 meetings are expected to take place across the three days.

Airlines

With over 50 meeting slots available, airlines are presented with the unique opportunity to meet with all their key targets within the space of three days.

Airlines are able to create and organise their diaries to match their needs, ensuring that the meetings held are both relevant and beneficial. World Routes also facilitates interline, alliance and codeshare meetings with other carriers to talk through existing and new agreements, marketing deals, SPAs and scheduled connections.

Airports and destinations

By assembling the world's leading airlines within the perfect business environment, World Routes offers airports and tourism authorities incomparable cost and time-saving benefits, at one unifying event, removing the need for individual head office visits.

Airports and destinations can build their own diaries, and connect with their top airline targets, offering a unique platform to promote their airport and destination and discuss viable business opportunities.

Who should attend?

The world's leading aviation organisations attend World Routes, our delegation consists of:

- Airlines
- Airports
- Tourism Authorities
- Industry Suppliers
- Convention and Visitors Bureaus
- Tour Operators
- Governments
- Civil Aviation Authorities
- Economic Development Agencies
- Airport Investors
- Media



13,000

Face-to-Face
Meetings



3,000

Route Development
Professionals



110

Countries
Represented



RAISING YOUR PROFILE AT WORLD ROUTES



World Routes is the world's largest commercial aviation gathering, presenting your organisation with the ideal platform to engage with the industry's leading airlines, airports and tourism authorities.

Sponsorship

Sponsorship at a World Routes event provides your organisation with a unique opportunity to raise your brand awareness in front of key decision makers.

There are a wide range of sponsorship opportunities available, tailored to suit every requirement and all budgets. Promote your organisation and brand in front of a captive, high-level audience, showcasing your destination, airport, airline or aviation focused business with a unique and visible presence.

Exhibiting

Exhibiting at World Routes is a great way to showcase your organisation. Having a physical presence offers you a competitive edge and the opportunity to stand out from the crowd.

Exhibitors can benefit from hosting their own meetings, and place their organisation in front of the largest audience of air service development professionals and senior decision makers from the world's airlines, airports and tourism authorities.

To find out more about sponsorship or exhibition opportunities at World Routes 2016, please contact:

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**"WORLD ROUTES IS THE MOST
IMPORTANT NETWORKING EVENT
IN THE AVIATION INDUSTRY.**

AN OUTSTANDING PROGRAMME, PERFECT
ORGANISATION AND HIGH QUALITY OF
MEETINGS RAISE THE STANDARD."

Winfried Hartmann

SVP & Customer Relations, Frankfurt Airport



CHINA: A FRONTIER FOR MARKET GROWTH



China is one of the most important frontiers for aviation, and 2016 will be the second time World Routes has been hosted in this key market.

Forecasts predict the Asia-Pacific region to lead world traffic by 2030, with domestic Chinese air services representing the largest O&D traffic flow in the world. Furthermore, between 2015 and 2030, the Chinese outbound travel market is expected to grow at an annual rate of around 11%, meaning by the start of the 2030s, almost half of all global passenger traffic will be within, or between, Asia-Pacific and the rest of the world.

World Routes will bring the global route development community to China, to learn, discuss and understand the opportunities that this region holds, and how Chengdu plans to accommodate its ever increasing traffic.

Chengdu lies within the continuously developing central region of China. The host of World Routes 2016, Chengdu Shuangliu International Airport, has already begun executing their strategy to evolve and develop its economy with the construction of a new airport.

A rapidly growing market



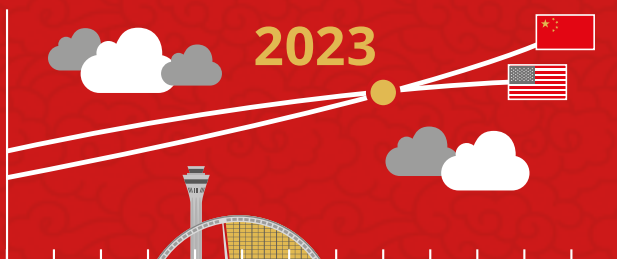
5.7%

average growth per year in trade is forecast for China



27%

increase in passenger arrivals in the first quarter of 2015



Domestic air traffic in China will become the world's number one within 10 years, overtaking the US in 2023



Chengdu Tianfu International Airport is expected to be completed in 2019

"WORLD ROUTES 2016 WILL ALLOW US TO UNITE LEADERS FROM AIRLINES, AIRPORTS AND INDUSTRY RELATED ORGANISATIONS FROM AROUND THE GLOBE IN CHENGDU.

ATTENDEES WILL BE ABLE TO HEAR ABOUT OUR COMPETITIVE EDGE AND DEVELOPMENT PROSPECTS AS THE FOURTH LARGEST AVIATION HUB IN CHINA."

Mu Tao

Director, Chengdu Municipal Bureau of Exposition



CHENGDU: A BUSINESS AND AVIATION HUB



Having embraced the concept of connecting their city with new air services, Chengdu is the perfect host for World Routes 2016. New infrastructure and air routes have helped connect the city to both coastal China and the rest of the world. This has been evident with the arrival of large technology firms such as Dell, Cisco and Uber, who have all constructed major new offices within Chengdu.

The city is western China's centre of commerce, leading the way in major sectors such as logistics, finance, technology, transportation, manufacturing and agriculture. Over 250 Fortune 500 companies are established in Chengdu, more than any other city in western and central China.

In 2010, Forbes listed Chengdu as one of "The Next Decade's Fastest-Growing Cities". Chengdu Shuangliu International Airport is currently amongst the world's top 40 busiest airports in terms of passenger traffic, ranking as the fourth largest aviation hub in mainland China, and the busiest airport in western China. The airport will see capacity rise from 42 million in 2015 to over 63 million passengers by 2020.

FACTS AND FIGURES

CHENGDU AND THE SICHUAN REGION

Sichuan Province

Area: 485,000 km²

Population: 90 Million

Chengdu

Area: 12,100 km²

Population: 16.4 Million

Sichuan is China's third largest province



8.9% growth in GDP

Chengdu's GDP rose to 1,005.6 billion Yuan in 2014 with GDP growth well above the 7.4% of China as a whole



20%

of the globe's computers are made in Chengdu



70%

of all iPads are manufactured in the city



Over 50%

of the world's laptops are tested in Chengdu



Fortune 500

By the end of June 2015, there were 268 Fortune 500 companies established in Chengdu

Chengdu Shuangliu International Airport



101
airlines



247
routes



191
destinations



World's largest building

Chengdu's New Century Global Center is the world's largest freestanding building, big enough to hold 20 Sydney Opera Houses!



37.7m
passengers



2
terminals



2
runways



4th busiest

aviation hub in mainland China

CHENGDU: THE LAND OF MOUNTAINS, COMMERCE AND THE GIANT PANDA



In addition to being a centre of politics, commerce, trade and technology, Chengdu has over 2,300 years of historical heritage that includes numerous World Cultural Heritage sites. It's deservedly one of only two Chinese cities to have received the prestigious title of China's Best Tourist City and the World's Excellent Destination City.

With its subtropical climate and landscape of majestic mountains, rivers and wild forests it is easy to see why Chengdu is known as "the Abundant Land". Located in southwest China, in the Sichuan Province, Chengdu combines an impressive cosmopolitan business district with iconic cultural landmarks and, of course the unique habitat of the giant panda.



HOME OF THE GIANT PANDA

The giant panda, a Chinese national treasure, is one of the rarest animals in the world. 80% of all giant pandas live in the Sichuan Province and Chengdu has established a panda breeding and research base, which is a globally renowned UNESCO World Heritage Site, attracting almost 100,000 visitors each year.

The ecological conservation facility, designed to save this endangered species, is the only one of its kind located within a metropolis. Shaded and surrounded by green trees and luxuriant bamboo, the centre covers an area of 36.5 hectares, containing dozens of giant pandas and includes a "Giant Panda Museum".

SICHUAN'S UNESCO WORLD HERITAGE SITES



1 Jiuzhaigou Valley

Jiuzhaigou Valley Scenic and Historic Interest Area is a reserve boasting spectacular views, stunning waterfalls, beautiful lakes, and peaks, reaching heights of over 4,500 metres. It is also home to some 140 bird species, the endangered Sichuan takin, and the giant panda. Jiuzhaigou Valley was inscribed by UNESCO as a World Heritage Site in 1992 and a World Biosphere Reserve in 1997.



2 Huanglong

Located in the Minshan mountain range, Huanglong is renowned for its colourful pools, created by calcite deposits. The area is home to many rare and endangered species including the Sichuan golden snub-nosed monkey and the giant panda. Visitors can enjoy a diverse range of scenery, from forests, to snow-capped peaks and hot springs. Huanglong has been a UNESCO World Heritage Site since 1992.

3 Gastronomy and Tea Culture

In 2010, Chengdu joined the UNESCO "Creative Cities Network", becoming only the second city in the world and the first in Asia to be designated a "City of Gastronomy". The city has a world-famous reputation as an historical centre of gastronomy, and the cradle of Sichuan cuisine.

Today travellers from all over the world are drawn to Chengdu to experience its tastes, textures and cultural cuisine.



4 Mount Qingcheng and the Dujiangyan Irrigation System

Mount Qingcheng was the birthplace of Taoism, making it amongst the most important centres for the religion in China. With its peak 1,600 metres above sea level, Mount Qingcheng enjoys a cool climate, and lush greenery all year round.

The Dujiangyan Irrigation System is widely recognised as the oldest irrigation project in the world, with a history dating back over 2,000 years. Serving to combat both floods and droughts, the system has helped the people of Chengdu maintain their land in a productive and efficient manner.



5 Mount Emei Scenic Area including the Leshan Giant Buddha

The imposing and impressive Leshan Giant Buddha is a 71-metre tall, stone statue, built during the Tang Dynasty. Carved out of a cliff face, the Buddha faces Mount Emei with rivers flowing just beneath his feet.

Mount Emei is one of the four sacred Buddhist mountains of China. The mountain is adorned with ancient trees, impressive waterfalls, pristine brooks and numerous Buddhist temples. This makes it one of the most popular summer destinations in China, prized for its natural beauty, enjoyable weather and the influence of Buddhist culture.

The Mount Emei Scenic Area, including the Leshan Giant Buddha has been listed as a UNESCO World Heritage Site since 1996.



CONTACT US

For more details or to book your place at World Routes 2016, contact:

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