

routesonline.com

Experience Abu Dhabi 2012

The 18th World Route Development Forum

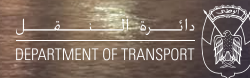
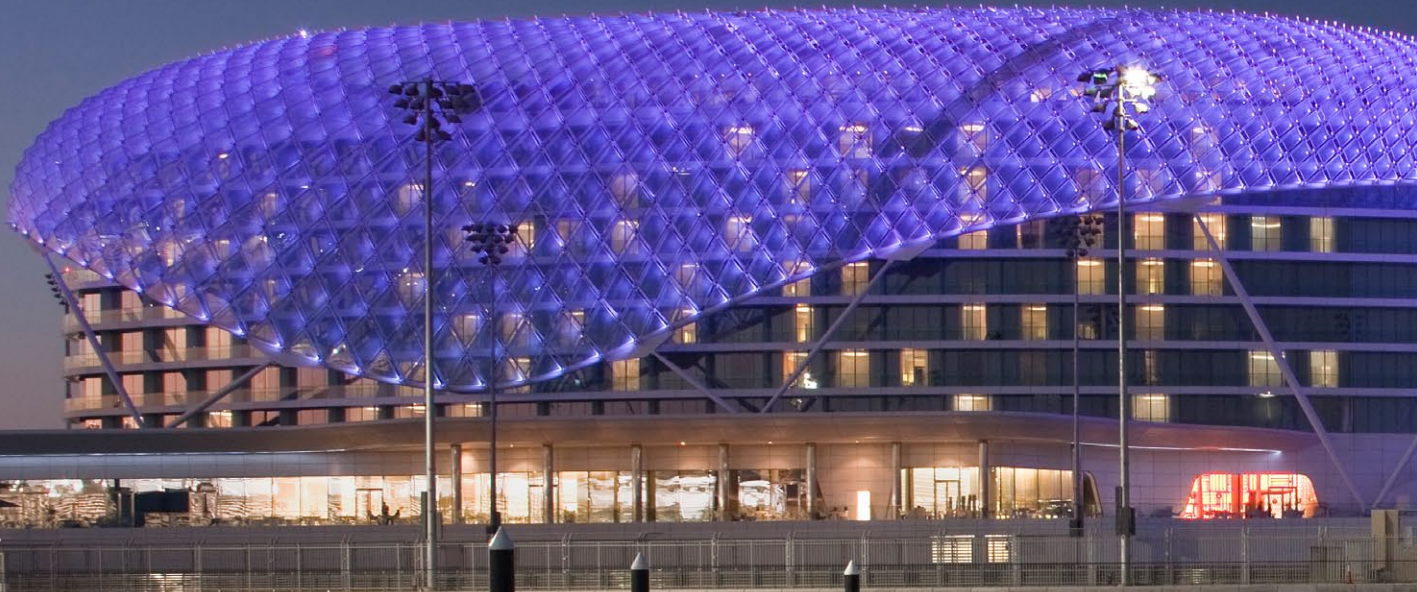
The global meeting place for every airline, airport & aviation stakeholder
29th September – 2nd October 2012



Host of World Routes 2012



Abu Dhabi Proudly hosting the world



routesonline.com

Determining the world's future air services

The 18th World Route Development Forum is the largest global event of its kind, determining the future of air services; while Abu Dhabi, capital of the United Arab Emirates, is one of the most forward-looking, centrally located and easily accessible cities on earth.

Hosted by Abu Dhabi Airports Company and supported by official carrier Etihad Airways and Abu Dhabi Tourism Authority, the 2012 event is targeted to attract over 2,750 delegates from more than 100 countries. It also marks the first time the event has returned to a previous host city.

Back in 1996, Abu Dhabi's downtown Hilton Hotel was the setting for our first hosted Routes event. 16 years later, delegates will be able to witness for themselves the immense changes that demonstrate how the city's future as a world class destination is taking shape, and experience firsthand the wonderful Arabian hospitality of Abu Dhabi.

World Routes delivers the people who decide where, when and why the world's airlines fly. We look forward to seeing you in Abu Dhabi.

Innovations in 2012

4

Routesonline

10-11

Airlines

6-7

Event programme

12-13

Airports and stakeholders

8-9

Hotels and tours

14-15



Innovations in 2012

This year's World Routes will feature a number of key innovations to the event schedule including; pre-arranged meetings on Sunday and an expanded Route Exchange Briefings programme:

Sunday meetings for stand holders. Priority and exclusivity for stand holders on pre-scheduled, One-to-One Meetings on Sunday. This will allow stand holders to host airlines within their stand for pre-arranged meetings giving them the opportunity to showcase their airport and destination to the airlines of their choice.

The World Route Development Strategy Summit, supported by ICAO and the World Bank, will be a one day event on the Sunday where industry leaders including **James Hogan**, CEO of official carrier Etihad Airways, will open proceedings.

A full day of opportunities to **"Experience Abu Dhabi"**, from complimentary host tours to the Saturday Reception, will allow all attendees to really get a feel for the city and its market opportunities first hand.

Route Exchange briefings will also be held on the Sunday in Abu Dhabi and they will take place in larger rooms giving more delegates the chance to hear direct from airlines their plans for future network developments or opportunities they have available.

The development of our online meetings request system will enable **all delegates to request their meetings online** and use Routesonline to request in advance of the event any further information they may require ahead of meetings. This secure area will also enable airlines and airports to manage their own requests and input their travel details all online.



“World Routes in Berlin was one of the best Routes I ever attended. The facilities were excellent and the organisation, transfers, events etc were outstanding. A big thank you goes to all that were involved with it. World Routes is an excellent forum to foster relationship with the airports.”

Peter Wiesner
Senior Vice President-Network Management
Bangkok Airways





World Routes for airlines

World Routes is the largest gathering of senior management and airline network planners in the world and there are many key reasons why airlines should attend. Abu Dhabi will offer an unrivalled platform to determine your future network.

- Over 300 airlines, including the World's top 25 airlines, with over 550 planners, 1,000 airports and 200 tourism authorities expected
- Secure an airline briefing slot in our Route Exchange chalets to brief your invited airports face to face
- Brief airports on your network development requirements in your Route Exchange chalets
- Gather market information and data on new route opportunities from airports, tourism authorities and economic development agencies
- Meet all your candidate markets in just three days, World Routes is cost effective for your airline!
- Meet other airline senior management to discuss potential code share / marketing arrangements
- Build relationships with airports, tourism authorities and suppliers
- Meet existing airports to review traffic performance and commercial agreements
- Meet with airport slot coordinators to discuss existing slot issues
- Profile your brand within the route development industry
- Make new route announcements to the industry
- Meet governments and civil aviation authorities to discuss market access
- Meet with market stakeholders and tourism authorities to learn how they can support your market entry.

Who from your airline should attend?

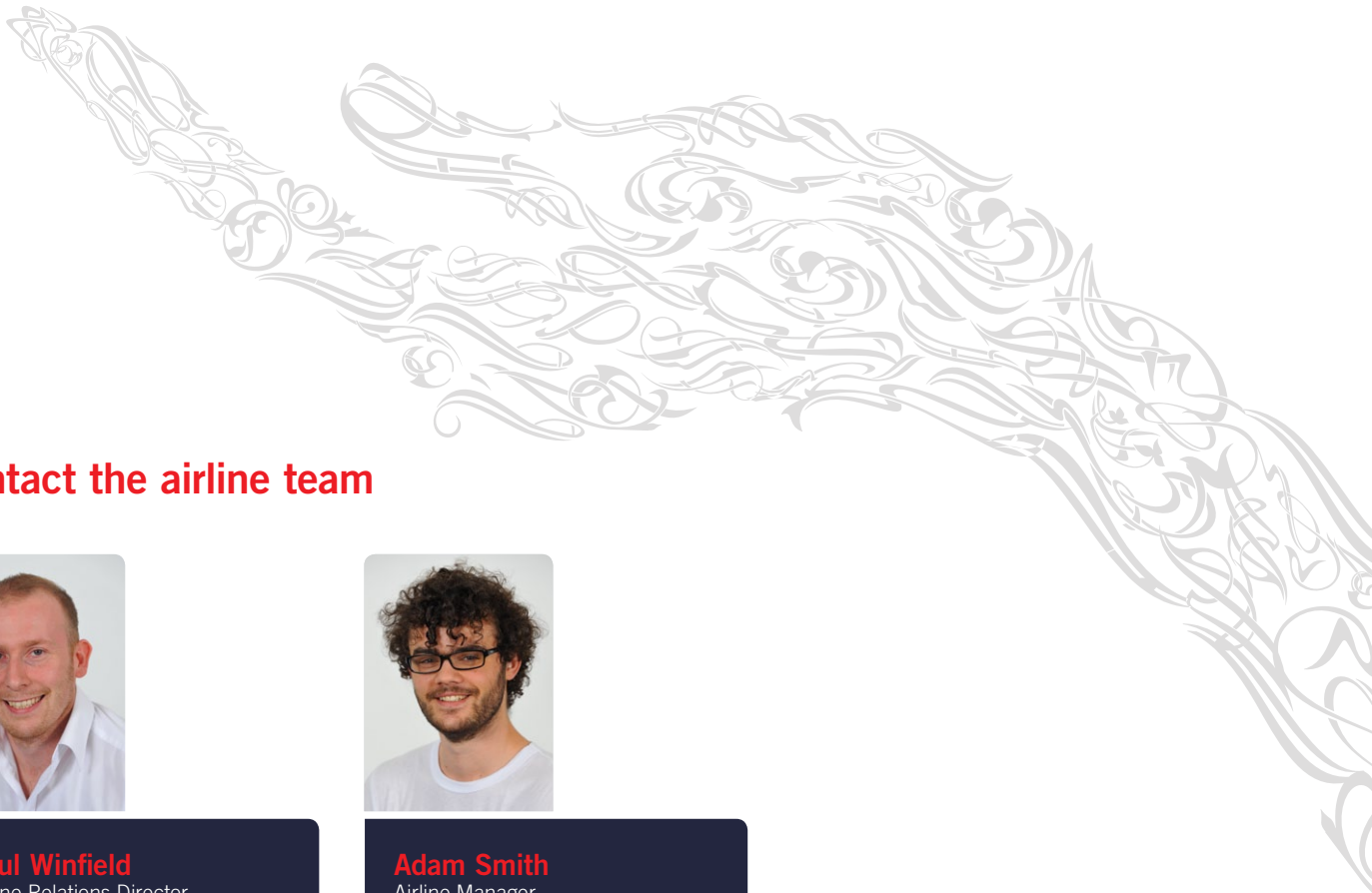
World Routes is all about meeting the airports you want in just 3 days and because of the wide variety of discussions airline attendees should include:

- Network Planners / Commercial
- Procurement
- Cargo
- Alliances and Partners
- Schedulers
- CEO's / Board Members

Make sure your airline makes the most of the opportunity that World Routes presents by ensuring that your delegation is fully equipped to deal with every type of route development discussion.

“The Route Exchange briefing was a fantastic opportunity to brief Routes delegates about easyJet’s forthcoming network development plans and explain how airports and tourism authorities need to approach easyJet.”

Alan McIntyre
Head of Network & Scheduling
easyJet



Contact the airline team



Paul Winfield
Airline Relations Director
paul.winfield@routesonline.com
+44 (0)161 230 2746



Adam Smith
Airline Manager
adam.smith@routesonline.com
+44 (0)161 230 2736



World Routes for airports and tourism authorities

World Routes offers airports and their stakeholders the chance to meet all the world's airline decision-makers in 3 days resulting in both cost and time efficiencies, it is the largest gathering of airline network planners in the world and offers unrivalled meeting opportunities.

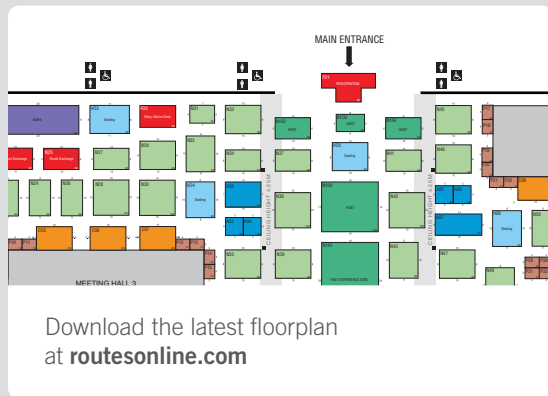
- Over 300 airlines, including the World's top 25 airlines, with over 550 planners, 1,000 airports and 200 tourism authorities expected
- Meet the world's airline decision makers in just three days.
- Present your market business case to win new routes and protect existing services
- Present and negotiate support agreements with the world's airlines to grow your network
- Meet with peers in the industry to ensure best practice. Are you telling airlines what they want to hear?
- Profile your brand within the route development industry. Ensure your airport or destination is visible to the industry.
- Build relationships with other airports, tourism authorities and suppliers. City pair meetings are increasingly popular.
- Use Routesonline to contact your target airlines and send them your presentations ahead of the event (airlines tell us they want you to).
- Join Route Exchange airline briefings to understand about carrier plans and aircraft availability (World Routes is the only place you can do this).
- Find out about the processes for engagement of airlines by attending briefings (World Routes can offer you insight).
- Make new route announcements to the industry. Your competitors are.
- Promote your destination directly to airlines
- Discover how route planners can stimulate tourism demand for your airport or region
- Learn how tourism initiatives such as route development forums can help maximize return on investment from your marketing spend
- Clarify how air service development can help secure future economic growth.

Exhibiting & Sponsorship

A profile package at World Routes makes a statement to the whole industry. Whether through an exhibition or sponsorship package, your brand will be made visible to the route development community in its entirety.

All airlines, as well as your other route development partners, can understand where you are heading.

Many network developments emerge because the industry has been made aware of new developments and hidden opportunities through the raising of profile. That's why the demand for exhibition stands and sponsorship at World Routes has grown so much.



Download the latest floorplan at routesonline.com

In 2012 World Routes will offer more exhibition and sponsorship opportunities all enhanced by further facilitation of meetings as part of these profile packages. You can secure one of our exhibition stands or sponsorship opportunities from as little as £5,000 just contact the Routes team now to find out more!

Find out more about sponsorship opportunities at routesonline.com

Contact the airports, tourism and stakeholders team



Sallyanne Collins

Sales Director, Airports+
sallyanne.collins@routesonline.com
+44 (0)161 230 2739



Mark Gray

Sales Director, Airports+
mark.gray@routesonline.com
+44 (0)161 230 2719



Gerard Brown

International Development Director,
Tourism & Stakeholders
gerard.brown@routesonline.com
+44 (0)161 230 2712

Prepare for World Routes now with your complete network planning tool

Routesonline is the official website for Routes and the airline industry's central source of market data and route development information. Routesonline is the website for World Routes (and other Routes events) information, the latest breaking industry news, professional networking and Route Exchange. Now in its third year, Routesonline stands out as the leading forum for the route development industry.

It allows registered airline users:

- The ability to request and receive data from markets and airports of your choice ahead of World Routes
- Educate airports and destinations on specific airline requirements and network planning opportunities in advance of meetings at World Routes
- Access to over 130 detailed airport profiles, and a database of over 1,000 airports and their contacts offering unique access to 'Routes reach'
- Opportunity to deliver Route Exchange Briefings at World Routes to target markets of choice
- The Route Exchange Request for Proposal (RFP) process delivers a structured and transparent mechanism to request data and intelligence ahead of World Routes
- 'Routes reach' offers airlines the ability to receive data from a wide range of airport targets.

It allows registered airport users:

- The ability to promote their market opportunities and actively campaign their route development programme 24 hours a day, 7 days a week, 365 days a year
- To enhance their airport profiles for airlines to view extended market information, data, destination and catchment characteristics, and key marketing messages ahead of World Routes
- Access to over 160 airline profiles whose network planning teams use the platform to request data and proposals from airports
- Exclusive access to airline Request for Proposals (RFPs), which invite airports to bid for aircraft allocation.

[Login or Register >](#)

“Route Exchange is the one-stop-shop for all our route development needs. It's one of our key sources for route evaluation and airport intelligence and provides useful insights into competitors' fleet size, expansion plans and configurations.”

Senthil Balan

Head, Network Planning & Regulatory Affairs
AirAsia X





Routesonline feature areas

News

The HUB weekly newsletter and the latest breaking daily news and analysis from the route development industry and all the latest news from World Routes in Abu Dhabi.

Event Information

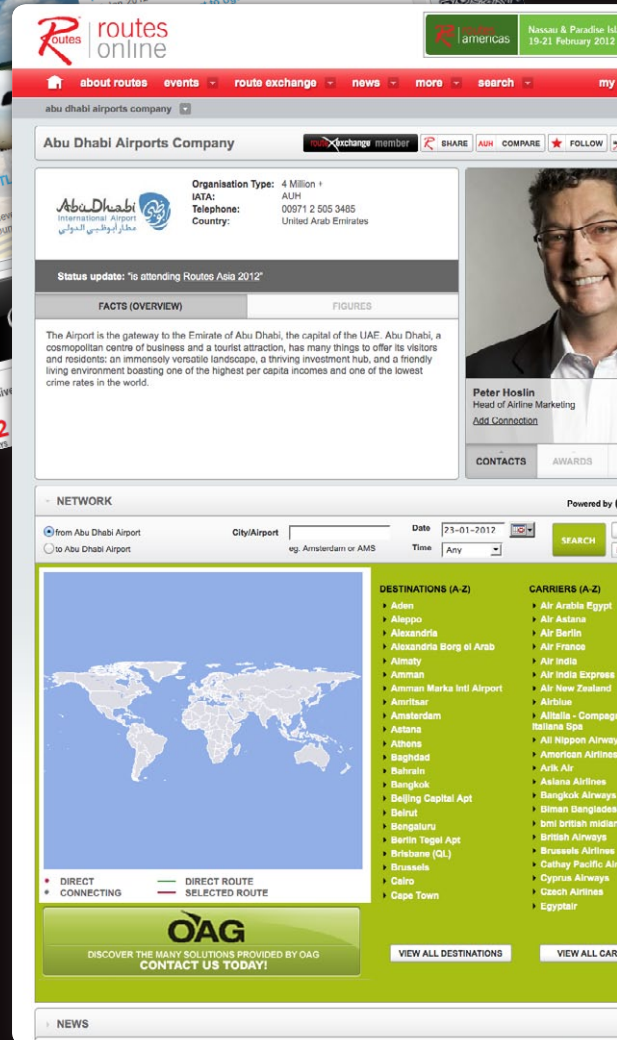
Registration, attendees, meeting requests, latest attendees, attendee profiles, event programme, tours, official carrier details and official hotels.

Route Exchange

Airline Profiles (airline overview, personnel, OAG Fleet data, air service requirements etc.) Airport Profiles (catchment, personnel, OAG network mapping tool, key facts & figures etc).

Contacts

Connect with over 17,000 route development professionals online ahead of World Routes.



Contact the Routesonline team



David McMullen
Business Development Director
david.mcmullen@routesonline.com
+44 (0)161 230 2775



Chris Hayes
Sales Manager, Routesonline
chris.hayes@routesonline.com
+44 (0)161 230 2713



Jon Howell
Sales Manager, Routesonline
jon.howell@routesonline.com
+44 (0)161 230 2745

Event programme 2012

This year's event programme has been extended to include a full day on both Saturday and Sunday with delegates invited to "Experience Abu Dhabi" on the Saturday and attend the Strategy Summit and begin their One-to-One Meetings on the Sunday. This will allow for more time on Monday and Tuesday for meetings and attendance at Route Exchange and Routes Talks briefings.

Saturday 29th September

Activity Day

At Al Forsan International Sports Resort.



Delegate Tours

Your chance to "Experience Abu Dhabi"

Registration and Badge Collection open

Golf Day

Abu Dhabi boasts a range of world class and uniquely captivating golf courses, one of which will be offered to delegates to play during their stay in Abu Dhabi.



The Saturday Reception

A chance for you to catch up with industry contacts at this opening event.

Sunday 30th September



World Route Development Strategy Summit

The one-day summit brings together thought leaders and decision makers from across the aviation sector under one roof to discuss the hottest topics facing the industry.

Registration and Diary Advice Desk open

One-to-One Meetings on stands

New this year and exclusive to stand holders only, pre-scheduled One-to-One Meetings within stands in our dedicated Networking Village.

Routes Talks Briefings

Route Exchange Airline Briefings

Where airlines will brief airports on their requirements and market opportunities

Welcome Reception

Hosted by Abu Dhabi Airports Company

Traditional Arabian Hospitality in the heart of the themed Networking Village giving all delegates a taste of Abu Dhabi.

Monday 1st October

Registration and Diary Advice Desk open

Networking Lunch

One-to-One Meetings



Routes Talks Briefings

Briefings from the key players in airlines and airports who are using social media to drive route announcements and marketing of existing routes. The chance to hear from Ministers of Tourism on their latest developments and learn about cargo experts' latest challenges.

Route Exchange Airline Briefings



Abu Dhabi Networking Evening

Hosted by Abu Dhabi Airports Company

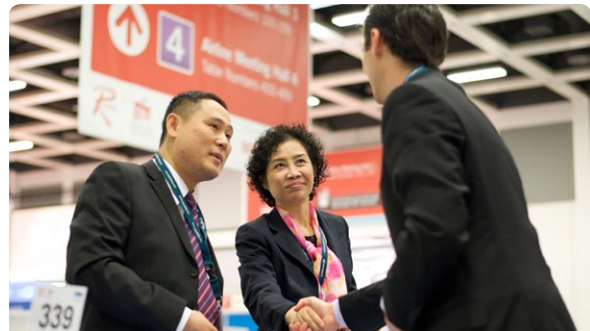
Featuring:

The World Routes Awards

Where the industry rewards excellence in route development.

Tuesday 2nd October

Registration and Diary Advice Desk open



One-to-One Meetings

Routes Talks Briefings

Route Exchange Airline Briefings

Networking Lunch

Hosted by World Routes 2013 Host



World Routes 2013 Farewell Reception

Hosted by Las Vegas Convention & Visitors Bureau

A great chance to get a feel for what to expect at World Routes 2013 in Las Vegas.



Where to stay

Abu Dhabi has an excellent range of hotels and with so many new hotels built in just the last couple of years World Routes has selected a range of preferred hotels which include preferential rates and dedicated event information points. Complimentary transfers to the event venue, the Abu Dhabi National Exhibition Centre (ADNEC), the Abu Dhabi Networking Evening and to and from Abu Dhabi International Airport are also provided from these hotels.

Select your preferred area on the map and click below to book your hotel.
Book flights at discounted rates with Etihad Airways, the official carrier for World Routes 2012.



Book a hotel >

Book flights >

routesonline.com

Experience Abu Dhabi firsthand with complimentary tours exclusive to World Routes delegates

City Tour



Take a city tour of Abu Dhabi, the island capital, for an intriguing mix of the past, the present and an exciting future. Starting at the signature cultural and architectural statement, The Sheikh Zayed

Grand Mosque, a guided tour will tell you the story of this awe-inspiring place of worship and give an insight into local heritage and traditions.

At the next stop you will experience Abu Dhabi Heritage & Culture and then the tour continues past stunning palaces and onto the Corniche, the waterside setting of the opulent Emirates Palace Hotel where there will be a short stop, before travelling over the magnificent Sheikh Khalifa Bridge to Saadiyat Island, home to the future cultural district. Experience Abu Dhabi's future and its iconic museums at the Manarat Al Saadiyat arts centre and journey back past Yas Island, home to Ferrari World and Yas Marina Circuit and home to the Formula One Etihad Airways Abu Dhabi Grand Prix.

Desert Experience

Enjoy an adventurous dune driving and exploration experience, which concludes in drinks and snacks on a beautiful sand dune watching the sunset and a falcon display. This exhilarating experience is one you will always remember because of the thrill of the ride (forget Disneyland's fun rides) and the subsequent hospitality as the sun fades, away from the hustle and bustle of cosmopolitan living.

Yellow Boat Ride

Experience the thrill of 'The Yellow Boats' tours, the UAE's first speedboat tours and a unique way to explore Abu Dhabi's headline-grabbing new developments and stunning coastline. Offering guided tours of signature attractions such as the Corniche and Emirates Palace, it's a front-row seat to some truly stunning vistas.

Ferrari World



Ferrari World Abu Dhabi delivers the thrill of some of the world's most inventive rides, eye-catching surroundings, authentic aromas and distinctive sounds of Italy.

Experience the world's fastest roller coaster, Formula Rossa, reaching speeds of 240 km.

For further details and to book these complimentary tours, provided by our host Abu Dhabi Airports Company with the support of Abu Dhabi Tourism Authority, please go to routesonline.com.





Want to know more?

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.

Mark Gray mark.gray@routesonline.com

Sallyanne Collins sallyanne.collins@routesonline.com

Phone +44 (0)161 234 2730

Fax +44 (0)161 234 2737

routesonline.com



Routesonline

#WorldRoutes

@Routesonline



UBM Aviation

Disclaimers: No part of this publication may be copied, reproduced, or transmitted by any means or stored in any information storage and retrieval system without the organiser's written permission. Copyright © UBM Aviation Routes Ltd January 2012. Routes™ is a registered trademark of UBM Aviation Routes Ltd. Please note that the information contained in this brochure is correct at time of going to press, January 2012. For full terms and conditions of booking please see the relevant booking forms or the event website. The World Route Development Forum is organised by UBM Aviation Routes Ltd, a business registered in the UK.