



## The Routes Airport Marketing Awards – Regional Heats – the Americas.

### Frequently Asked Questions

#### 1. Who is eligible to vote?

The airline networking community who are based in the Americas region are asked to vote but votes will be accepted from others involved in commercial and marketing support on a local level.

#### 2. What period of time does the vote cover?

Airlines should consider the year since the last Routes Americas in Santo Domingo. So the specific period of time will be February 2011 – February 2012.

#### 3. What do the airlines consider when voting?

Airlines consider airports whose marketing efforts, during the period of time stipulated above, have made a real impact on their future network development plans. They will be considering the efficient and useful marketing activities of any airport on their network, irrespective of airport size.

Airlines also consider the airport's market research activities, the airport's marketing communications activities, the airport's business case presentations for new market opportunities and the airport's joint communication campaigns with third parties. Finally, they also consider innovative use of technologies or techniques to support their airline by any airport.

#### 4. What do the airlines consider when Voting?

Airlines should consider airports whose marketing efforts, during the period of time stipulated above, have made a real impact on their future network development plans. They will be considering the efficient and useful marketing activities of any airport on their network within Asia, irrespective of airport size.

Airlines should consider the airport's market research activities, the airport's marketing communications, the airport's business case presentations for new market opportunities and the airport's joint communication campaigns with third parties.

Innovative use of technologies or techniques to support their airline by any airport within the region should also be considered before placing their votes. All votes will remain confidential.



## 5. What's the difference between the Regional Routes Awards and the World Awards?

- The airlines who vote – every airline in the world is asked to vote in the World Awards and votes are received from them no matter what their location. Only airlines within the Americas can vote in the Regional Awards - The Americas.
- The time period involved on each individual event e.g. World Routes Oct 11 – Sept 12.
- What the airlines consider i.e. they looking from a global or regional perspective.
- The overall winners from each region (Americas, Asia, Europe, Africa) are automatically shortlisted for the World Routes Airport Marketing Awards.

## 6. How many airports does the airline vote for?

Airlines can nominate up to 5 airports in priority order. The first airport listed is therefore the one they considered to have had the greatest overall impact on their network development plans.

## 7. How long is the voting period?

The voting period is from the first week in January to 3<sup>rd</sup> February 2012.

## 8. What should I submit?

Shortlisted airports can use the submission form provided to give the judges as much information as they can about their marketing activities and support packages to airlines. They should provide details about their market research activities, communications and marketing and their effectiveness, route successes and any innovative techniques they have used in their activities.



### 9. Who are the judges? And what are they looking for?

The judging panel is drawn from the senior management UBM Aviation and they will consider the following when looking at submissions.....

- Answers the Brief?
- Route Development Content
- Evidence of relationship with the airline
- Innovative ways of marketing to airlines
- Results and effectiveness
- Creative application

### 10. When will the winner be announced?

The winner and the highly commended airports will be announced on Monday 20th February 2012 at the Routes Americas Networking Evening. The winner will be automatically short-listed for the World Routes Marketing Awards which will take place at World Routes, Abu Dhabi 29<sup>th</sup> Sept – 2<sup>nd</sup> October.

### 11. Is there an overall winner or just one winner, and what does that mean?

There will only be one airport who will win the Routes Airport Marketing Award – Americas, this winner will be automatically shortlisted for the World Awards. There will also be airports who are recognised as highly commended.

What this means is that the winning airport does not need votes from outside its region to be shortlisted for the World Awards giving all airports, no matter their size or region to have a chance of winning a globally recognised industry award.

If you require any further information on the **Routes Airport Marketing Awards - Americas** please contact **Susan Willis – Marketing Manager**  
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