

Routes Americas 2013

Uniting the Americas in One Event

Cartagena de Indias, Colombia
10-12 February 2013

routesonline.com

The route development forum for all the Americas



 routes
americas



CARTAGENA DE INDIAS
World Heritage City



Ministry of Trade,
Industry and Tourism
Republic of Colombia



Routes Americas 2013 Hosts

Associated with ALTA

A photograph of four people (three men and one woman) sitting around a table covered with a blue cloth, engaged in a discussion. They are looking at documents and a laptop. The background shows other people at similar tables in a large, well-lit room.

“ For a growing pan-Americas airline like WestJet, Routes Americas has been an efficient one-stop venue to learn of new opportunities, get update on markets, and exchange ideas with current and new airport partners. The holistic approach of involving tourism and other stakeholders makes the event of key relevance.”

Arik De
Manager Network Planning
WestJet Airlines

Routes Americas is the only network planning forum for all the Americas and the event where the serious business takes place.



Routes Americas comes to Colombia

The 6th Routes Americas will take place on 10-12 February 2013, Cartagena de Indias, Colombia and is hosted by Sociedad Aeroportuaria de la Costa S.A, and its partners; Cartagena de Indias, Pro Export Colombia and The Ministry of Trade, Industry and Tourism, Colombia.

Routes Americas, is an ideal location for Airports, Airlines, Tourism Authorities, Policy Leaders, Keynote Speakers and Exhibitors to meet, do business and plan for the future. The annual event brings together more than 350 key players in the airline and airport industry from North, Central, South America and the Caribbean for strategic networking on air service development.

Cartagena de Indias is a world heritage city and the main gateway to the Colombian Caribbean. With a recent rise in tourism, Colombia has seen a 10% increase in foreign visitors so far this year.

Rafael Nuñez International Airport is the 4th largest airport in Colombia, handling over 2 million passengers for the first time in 2010 with this figure set to grow even further in 2012. Operating 220 direct national flights every week, allowing more than 700 international flights to connect to Cartagena from other cities in Colombia. With the terminal redevelopment currently underway this will expand the capacity to more than 3.5 million passengers annually.



Routes Americas: connecting with the right people

Air service development is fundamental to the prosperity of cities and regions around the world, as well as the growth of the airports that serve these regions.

Routes Americas provides a unique forum where air service development discussions are undertaken by airlines, airports and destinations. These conversations shape the region's air service networks and in turn contribute to shaping the region they serve.

The event revolves around a series of pre-scheduled, Face-to-Face Meetings, an Exhibition and a Strategy Summit that brings together thought leaders and decision makers from across the region's aviation sector under one roof to discuss the hottest topics facing the industry. The meetings held at the event will generate new air services and create hotel and tourism demand which can translate into a huge economic impact into local, national and international economies.

The Routes Promise is to deliver verified attendees from airlines, airports and destinations who can make real business decisions on air services. It is the perfect platform for domestic US planners as well as international planning managers to learn more about opportunities within the entire Americas region and beyond.

Routes Americas: where real business happens

Routes Americas is the annual gathering of air service decision makers for all of the Americas and has four key elements:

1 Meetings

Airlines and airports of the Americas meet privately to discuss new market opportunities and existing services at pre-scheduled face to face meetings.

They are arranged online prior to the event based on delegate requests, and a Personal Diary is issued on arrival. At Routes Americas you will meet delegates who are there to do business; it's the quality of our attendees and our attention to the Face-to-Face meetings which makes Routes Americas the place to do business.

3 Routes Americas Strategy Summit

The event will open with the Strategy Summit which will give a valuable insight into aviation across the region and panels of leading industry experts will take part in a number of moderator led discussions addressing key air service development issues effecting commercial aviation across the entire Americas region.

The specially developed content and the interactive format ensures that the Forum is a popular element of the event. It is open to all Routes Americas delegates and promises to be a stimulating and enjoyable start to the event.

2 Networking

Routes Americas encourages all delegates to network as much as possible. This is facilitated through:

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

4 Route Exchange Airline Briefings

Route Exchange will be a key highlight of Routes Americas 2013. The event will feature live airline briefings from key carriers and senior personnel, outlining opportunities for airline growth and inviting airports to bid for new service whilst educating the airports on what information and data the carriers require for new service.

In 2012 Route Exchange briefings were delivered by British Airways, TUI, Alaska Airlines, Allegiant and TAM. Details of the Route Exchange Airline Briefings for 2013 will be available via Routesonline.

Go to
routesonline.com
for more event
information or to
register now



Sponsorship & Exhibitions

We are delighted to present the sponsorship opportunities for Routes Americas 2013.

Purchasing one of the many sponsorship opportunities available at the Routes Americas event will allow the industry's decision makers from your target airlines to understand your brand and what you have to offer.

There are many advantages to be gained by taking a sponsorship package at Routes Americas it will allow you to set apart your airport or destination from your competitors, heighten your brand's visibility and image, help to develop closer and better relationships with both existing and potential airline customers, and showcase any developments at your airport or destination.

Sponsorship Items include:

- Lunch Day One
- Airline Meeting Hall
- Routes App
- Delegate Folders
- Delegate Bags
- Meeting System
- Registration
- Business Card Holders

To find out more about sponsorship, or to reserve one of the limited number of exhibition spaces at Routes Americas 2013, please contact:

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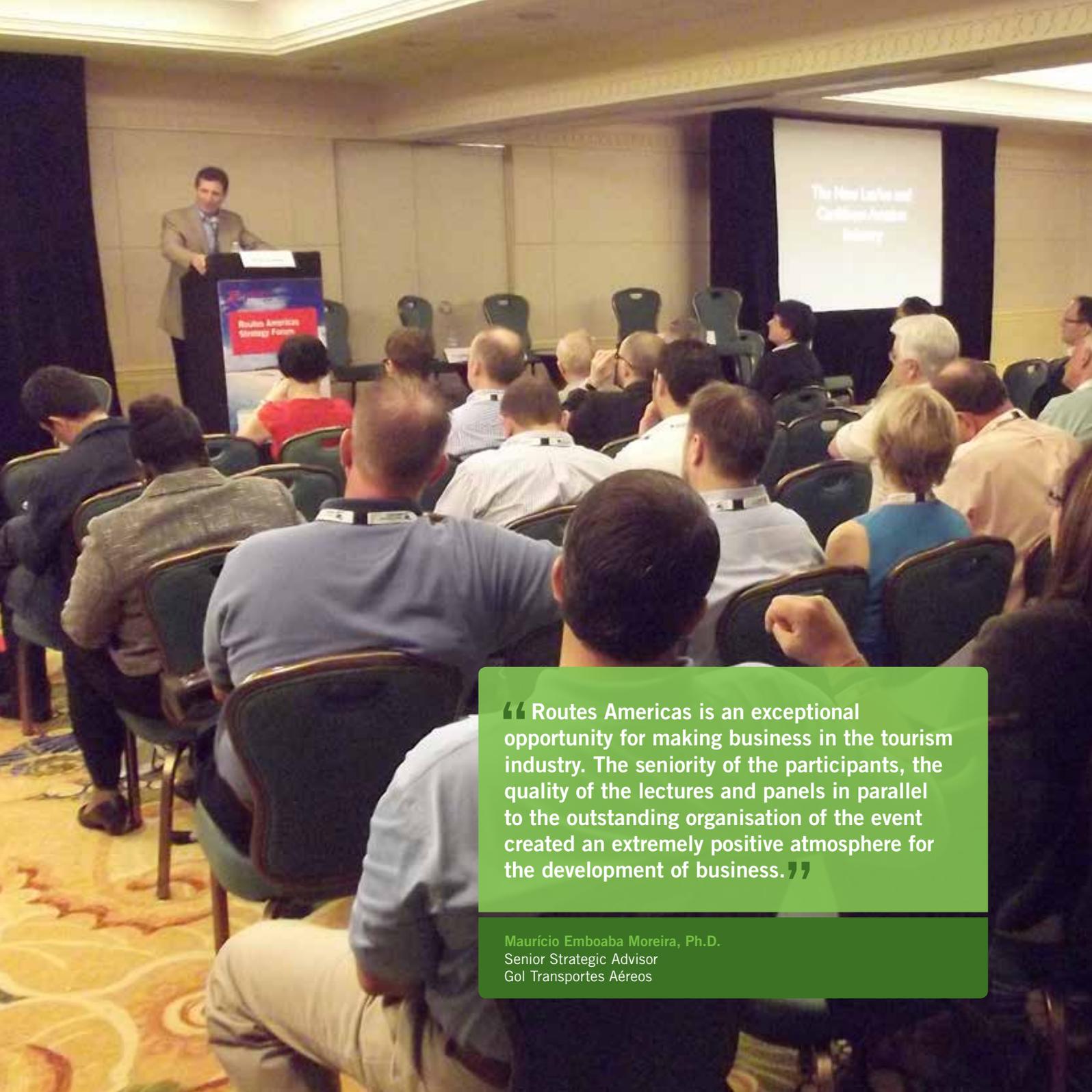
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“ Routes Americas is an exceptional opportunity for making business in the tourism industry. The seniority of the participants, the quality of the lectures and panels in parallel to the outstanding organisation of the event created an extremely positive atmosphere for the development of business.”

Maurício Emboaba Moreira, Ph.D.
Senior Strategic Advisor
Gol Transportes Aéreos



Your Host for 2013 Rafael Núñez International Airport

With more than 15 years experience, Rafael Núñez International Airport has been managed by Sociedad Aeroprotuaria de la Costa S.A. - (SACSA), working together as a close partnership to provide efficient airport services with excellent quality and high security levels.

Rafael Núñez International Airport is the second largest airport on the Caribbean coast of Colombia, and the largest in the region in terms of passenger movement. Located within the urban area of Cartagena de Indias, allowing easy access from anywhere in the city.

Since 1996, the Rafael Núñez airport has mobilized 17,583,941 passengers with 7 domestic routes and 5 international routes, allowing Cartagena and the region to connect with cities such as: Medellín, Bogotá, San Andres, Miami, Panama City and Curacao. It also has charters flights to and from Canada, Italy, Finland and Ecuador. Working with SACSA to provide over 220 domestic flights each week, which allows connection to more than 700 international flights.

By hosting Routes Americas 2013, Rafael Núñez International Airport looks forward to showcasing Cartagena and its airport to all tourism consultants and industry leaders from around the world and informing them about the opportunities and competitive advantages of Cartagena and its airport.



Official Carrier **AVIANCA and TACA**

We are delighted to announce two Official Carriers for Routes Americas 2013 these are Avianca and Taca Airlines. Discounted rates from 5% to 20%* for all Routes Americas 2013 delegates will be available on all their public fares.

To purchase your ticket, please contact your local call centre, alternatively contact your local travel agent or visit www.avianca.com or www.taca.com. To be eligible for the Routes Americas 2013 discounts, please provide at the time of booking the assigned discount code (GN657) and present or email your Routes personal registration code as per the sales agent instructions.

*Discounts are not applicable on promotional or private fares.

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About Cartagena de Indias

Cartagena de Indias, is a large Caribbean beach resort city situated on the northern coast of Colombia, in the Caribbean Coast Region and the capital of Bolivar Department.

The city has a population of 892,545, making it the fifth largest city in Colombia. Cartagena is a centre of economic activity in the Caribbean as well as a popular tourist destination. Activity and development of the Cartagena region is dated back to 4000BC around Cartagena Bay by varying cultures of indigenous peoples. The Spanish colonial city was founded on June 1, 1533 and named after Cartagena, Spain. Cartagena served a key role in the development of the region during the Spanish eras; it was a centre of political and economic activity due to the presence of royalty and wealthy viceroys.

The architecture in Cartagena de Indias is fascinating. With its charming little squares and its medieval narrow streets, its colonial architecture and its city walls and fortress, the historic centre is a true gift from the past, so much so Cartagena was designated a World Heritage Site in 1984 by UNESCO.



For more hotel
information and
special rates visit
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Hotel and Venue

The Hilton Cartagena Hotel

The Hilton Cartagena Hotel is located at the widest point of El Laguito Peninsula, surrounded by the Caribbean Sea on its three sides. Ideally located just 10 minutes from the ancient walled city, showing the world its magical marriage of the Caribbean flavor and Spanish heritage.

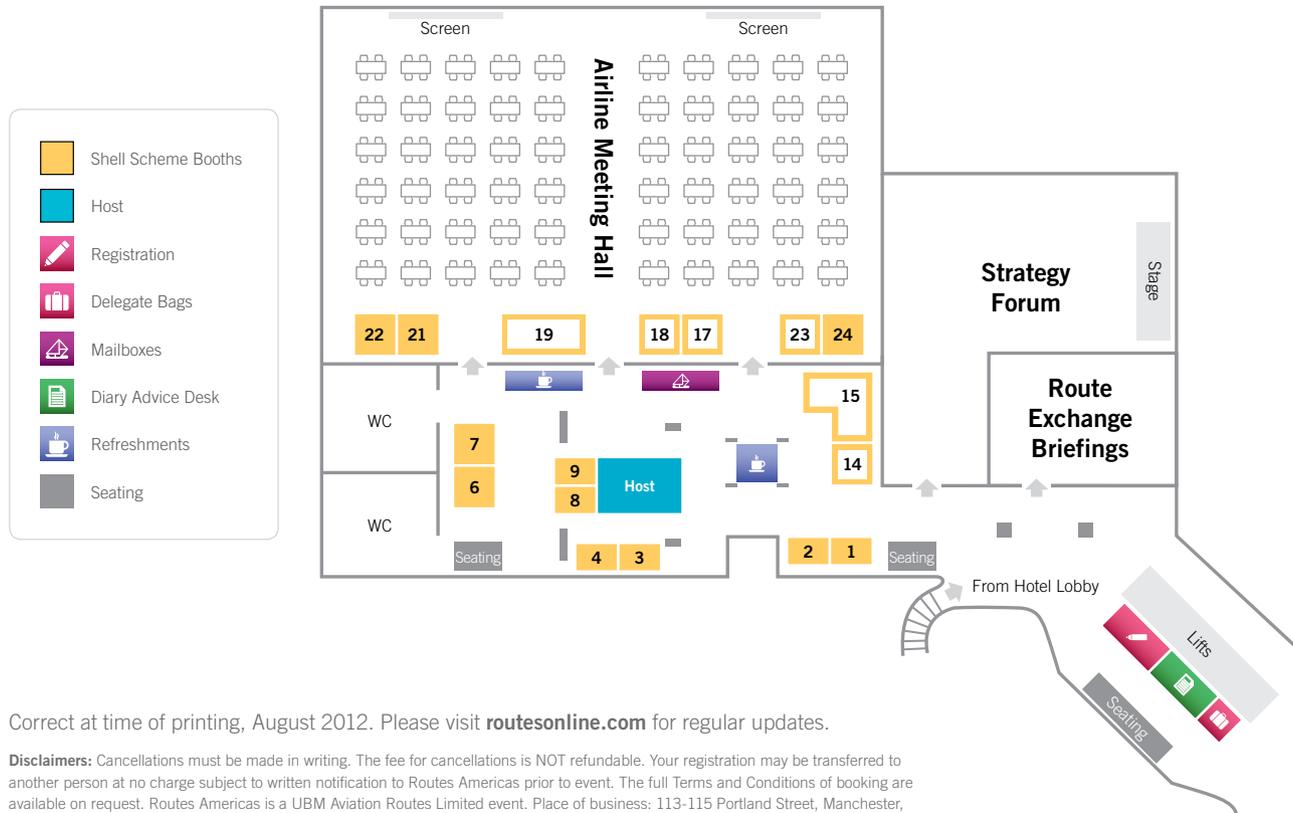
A preferential rate for Routes Americas delegates is available for a limited period, and, therefore, we recommend you book as soon as possible. As well as convenience, the Hilton Cartagena Hotel promises both informal and formal networking.

To book your accommodation please visit routesonline.com and follow the links.

“It was a productive event and most notably we will begin LGW service in June, this decision was prior to conference but we did meet with LGW director at the conference to discuss further details. We will review all possibilities from the rest of meetings. We look forward to Colombia 2013.”

Antón Marin
Route Manager, Revenue Management
Caribbean Airlines Ltd

Event floorplan



Correct at time of printing, August 2012. Please visit routesonline.com for regular updates.

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“It is amazing to see how destinations are getting the benefit of these meetings (at Routes Americas), whereas 10 years ago it was just about airports. We realized that the airport does not operate in a vacuum, but as an integral element in the economic growth of the destination. I thank the Routes Team for arranging such great events that now allow destinations to be part of the general aviation offer.”

Alfredo Gonzalez
Vice President of Tourism & International Business
Greater Fort Lauderdale Convention and Visitors Bureau



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