

World Routes: official launch in Beijing



World Routes received an important endorsement recently with an official launch hosted by Capital Airports Holding Company, attracting 100 representatives from China's key media. Guests included representatives from the Civil Aviation Authority of China (CAAC), which will be advising airlines and airports at Routes on how they can access the Chinese market. Its reservation of a chalet at the forum in September will allow both individuals and organisations to request private meetings.

Chinese airlines at World Routes participating include Air China, China Southern, China Eastern, Cathay Pacific, Air China Cargo, Shenzhen Airlines, Hainan Airlines, Deer Air, Hong Kong Airlines, Shandong Airlines and Hainan Airlines.

World Routes 2009: co-located events



The ICAO/World Bank/Routes “Global Strategy Summit” (formerly the Routes Leaders Forum) 14 – 15 September

The ICAO/World Bank/Routes **Global Strategy Summit** (formerly the Routes Leaders Forum) is a unique event where airline and airport Chairmen and CEOs come together in an informal setting to discuss the serious issues currently affecting the air transport industry. There are no formal presentations, only focused panel discussions. It will be moderated by the BBC's Aaron Heslehurst, JLS's John Strickland and Dr Kostas Iatrou, the Editor of AirTransportNews.

Discussion panels will debate how we can collectively meet the many challenges of today while creating a climate for expansion and development in the decades to come. This influential audience, attending by invitation only, will directly influence the industry environment in which the route planners and airport marketers attending Routes itself can fulfill their mission. If you would like your CEO (or similar level person) to be invited to the GSS please contact vera.watson@routesonline.com for further details.



The 2nd World Tourism and Air Services Summit (TAS)

This unique tourism event is co-located with World Routes in Beijing and will take place on Sunday 13th September at the New China International Exhibition Centre. Its focus is the relationship between national tourism organisations, airlines and airports.

The event which is co-organised by Pacific Asia Travel Association (PATA) and Routes will discuss some of the key route development issues affecting tourism authorities in today's challenging times.

Other co-located events taking place during the programme of World Routes in Beijing include; ACED (Airports as Catalysts for Economic Development), the World Fleet and Network Planning Congress and the Global Airline Alliances Conference.

Visit www.routesonline.com or contact carolyn.burnett@routedevgroup.com for further details.

Where to stay



World Routes organisers always recommend staying in one of their preferred hotels, this is not only due to the discounted rates at these hotels but also because only these hotels will have FREE transport provided to and from the event venue, the New China International Exhibition Centre (NCIEC), and also departure and arrival transfers to Beijing Capital International Airport. They also

have dedicated World Routes information desks. You can book these hotels on www.routesonline.com but don't delay as allocations are filling up fast! See below for official World Routes hotels.

Don't forget your visa

If you require a visa to enter China you need to apply directly to the Chinese Embassy or Consulate in your home country. APPLY NOW to ensure you obtain a visa in time for the event. You will need to submit a copy of your hotel confirmation and flight ticket when applying for your visa – failure to do so may result in your application being refused. If you require a letter of invitation to include with your visa application, please contact Routes Registration Manager at charlotte.etherington@routesonline.com

Staying on

Why not spend a few extra days and explore China's capital Beijing. Beijing of course has a rich history, with an unrivalled collection of palaces, museums and parks. There's the legacy left by last year's Olympic Games to see; not just the facilities themselves (and who can forget the Bird's Nest stadium) but also the spectacular new city centre that was constructed to be ready for the games. China itself has scarcely begun to open up its vast tourist potential to the outside world and venturing around the country can really be a rewarding experience.

For further details please visit www.routesonline.com and follow the links.

How to book

Phone:

+ 44 (0) 161 234 2730

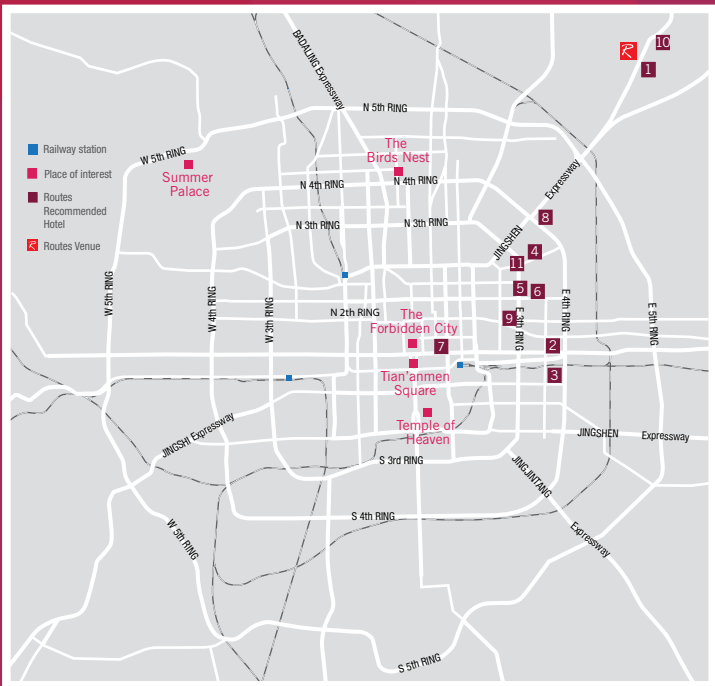
Online:

www.routesonline.com

For further details and regular updates on all aspects of World Routes 2009, the 15th World Route Development Forum, visit www.routesonline.com and follow the links.

Official Routes' Hotels:

- 1 Crowne Plaza, Beijing ★★★★★
- 2 The Ritz Carlton, Beijing ★★★★★
- 3 JW Marriott ★★★★★
- 4 Hilton Beijing ★★★★★
- 5 Kempinski Hotel, Beijing ★★★★★
- 6 Hotel Kunlun ★★★★★
- 7 Grand Hyatt ★★★★★
- 8 Traders Upper East Hotel ★★★★★
- 9 Jing Guang New World Hotel ★★★★★
- 10 Best Western Grand Sky ★★★★★
- 11 Westin ★★★★★



World Routes partners and supporters.



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WORLD ROUTES UPDATE 2009



What Airlines Want



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THE GLOBAL MEETING PLACE FOR EVERY AIRLINE AND AIRPORT

New China International Exhibition Centre
13 – 15 September 2009

www.routesonline.com





World Routes 2009: at the centre of industry restructuring

A massive restructuring of the world's air networks is underway and World Routes, in Beijing, will be where many of the negotiations will happen.

For airports, there is the threat of the loss of routes previously thought safe but also the possibility of "windfall" gains as new airline strategies emerge. The next page provides examples of what airlines are looking for at this year's World Routes.

For airlines, research by Routes indicates that this year's agenda appears to be:

1. **Current route performance/ additional assistance by airports**
2. **Network improvement and restructuring**
3. **Planning for the future / the upturn**

Given the number of meetings that airlines now need with airports, 'head office' meetings are increasingly being switched to Routes to save both time and money. Many carriers are sending increased delegations to cope with the additional meetings.

For suppliers, whether data providers, consultants or other organisations supporting the route development process, this year's World Routes is the business development highlight of the year. In such a deep recession customers do not just "walk through the door"; they must be found and what better place than at air transport's premier networking event.

For tourism authorities, the shock of the cutbacks over the last 12 months has increased their desire to become directly involved in the route development process (after all, what is the point of a great hotel stock, if people can't physically reach your destination?). A record number of tourism authorities will be in Beijing supporting the work of their airports.

Overall, as the recession bites and airlines are caught in the 'Perfect Storm' of a yield squeeze, a fall in demand, and an increase in capacity and competition, this year's Routes looks set to be one of the most eventful ever as route development activity goes into overdrive.

World Routes 2009: what airlines want

Route development activity is at an all time high; airlines and airports have never been so actively engaged in discussions and negotiations.

All the talk is of cuts but, below we highlight just some of the carriers attending World Routes 2009 who are looking for opportunities and planning for the future:

- **Spicejet** will receive its AOC to operate international routes in 2010 and is looking for new markets for its B737-800.
- **Air Asia X** wants to meet airports that can demonstrate market size for A330-300 in the Asia Pacific market and beyond.
- **Etihad**, who have a meeting chalet at the event, are looking for European markets for its A320 aircraft.
- **South African Airlines** is requesting European market information ahead of potential long haul fleet renewal.
- **Air Transat** has new long haul aircraft proposed for 2011; it is looking for European markets that can demonstrate two way directionality.
- **Qatar Airways** is seeking new opportunities worldwide for it's 200 narrowbody and widebody aircraft on order.
- **Bangkok Airways** is focusing on further Asia Pacific opportunities (leisure and business markets).
- **Aerolineas Argentinas**, following its recent announcement of 12-15 new A330/A340, wants to connect Buenos Aires with more European points.
- **XL Airways France**, a leisure based carrier, is attending its first Routes event; its aim is to develop relationships with new destinations in Asia with a view to A330-200 services.
- **Southwest Airlines** is using Routes to extend its international knowledge; it sees it as an efficient way to plan for future development. It is also meeting airlines to discuss codeshare agreements.
- **Etihad**, who have a meeting chalet at the event, are looking for European markets for its A320 aircraft.

Routesonline to sponsor new "City Pair Zone"

As the holder of the world's largest city pair database, Routesonline is sponsoring the "City Pair Zone", a new feature to World Routes. Any airport at the event can arrange meetings with other airports which they are targeting as potential city pairs. Better still, they can do this for FREE.

In addition to their pre-scheduled airline meetings, airports attending World Routes 2009 can now request further meetings with other airports at no additional cost:

City Pair Meetings can allow the two airports to:

- IDENTIFY NEW OPPORTUNITIES
- SHARE IDEAS AND APPROACHES
- EXCHANGE DATA AND CONTACTS
- JOINTLY PLAN "CITY PAIR " STRATEGIES AND PRESENTATIONS

Above all, a City Pair Meeting may be a "win-win" for both airlines and airports. For airlines, it can give them a complete route picture without the need to reconcile data and have multiple meetings. For airports, it can lead to joint support packages, potentially saving valuable time and money.

To request a City Pair Meeting, at no additional cost, simply consult the airport list on Routesonline.com and then e-mail Victoria Jones victoria.jones@routesonline.com, with your requests (all meetings are subject to availability and the agreement of the other airport).

A Gala Dinner Spectacular

In a major coup for Routes' delegates, the Gala Dinner at this year's event will be held in the iconic Great Hall of the People (pictured right). Situated on Tiananmen Square. It is the primary government building in Beijing and is used for legislative and ceremonial duties for China.

This is a once in a lifetime opportunity to visit one of the world's largest and most spectacular buildings. A few weeks later it will form the centrepiece for the 60th anniversary of the founding of the People's Republic of China, an event of enormous significance to the country.



2009 World Routes' Programme

Saturday 12th September 2009

Routes Arrival Centre opens
City Tours
The Saturday Reception sponsored by Scotland

Sunday 13th September 2009

City Tours
Registration/ Collection of Meeting Diaries/
Extra Meeting requests
Opening of Networking Village
Hosted Networking Stands Open House
Welcome Reception hosted by Beijing Capital International Airport

Monday 14th September 2009

Formal Airline/ Airport One to One Meetings
Networking Village activities
ICAO/World Bank/Routes "Global Strategy Summit" & other co-located Events
Buffet Lunch hosted by Barcelona Air Route Development Committee
Gala Dinner hosted by Beijing Capital International Airport
Routes Airport Marketing Awards

Tuesday 15th September 2009

Formal Airline/ Airport One to One Meetings
Networking Village activities
Buffet Lunch and Official Handover to Host of World Routes 2010
Farewell Reception sponsored by World Routes 2010 Host.

New regional heats boost World Awards

The Routes' Airport Marketing Awards are the world's most prestigious Airport Awards because they are voted for by the airlines themselves. For the first time, the 2009 Awards have had regional heats throughout the year at Routes Americas, Asia, Europe and Africa. The overall winners of these regions are automatically shortlisted for the World Airport Marketing Awards. For further information please visit www.routesonline.com

