

How to book your place
Phone +44 (0) 161 234 2730
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Online www.routesonline.com

Getting there

Please see www.routesonline.com and follow the links for further information on our official airline network, Star Alliance.

Where to stay

Visit www.routesonline.com for a full World Routes 2010 hotel brochure and booking details.

Staying on

For further details please visit www.routesonline.com

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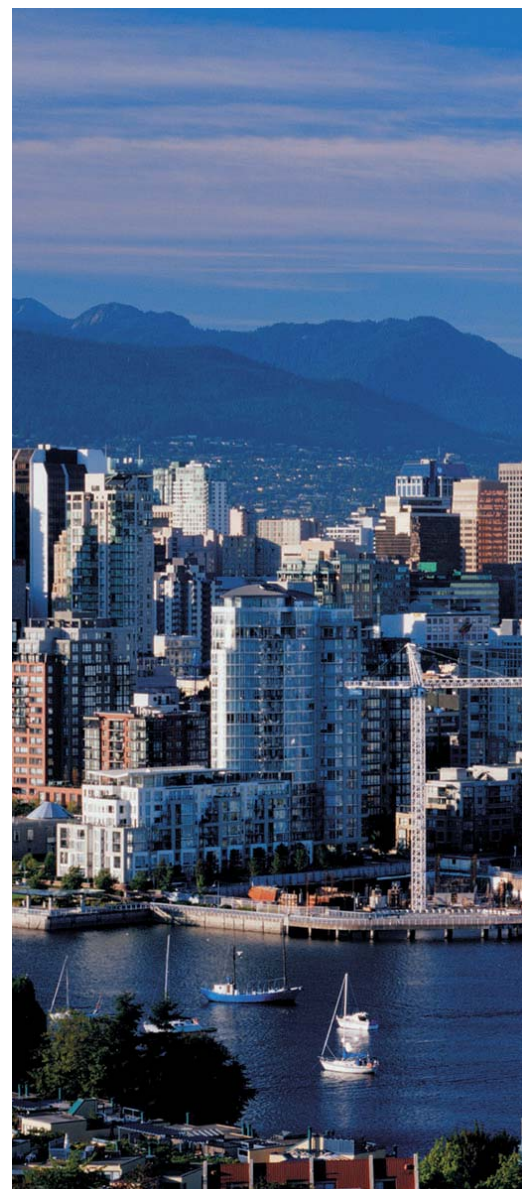
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5 reasons to attend World Routes 2010

- 1 Attending World Routes 2010 in Vancouver offers you a unique way to do business face-to-face with the route development people who really matter. It is the largest gathering of airlines, airports and tourism authorities in the world.
- 2 World Routes 2010 brings together virtually everybody who you need to meet with under one roof. It's an unrivalled opportunity to network with potential customers, associates and partners. It is both cost and time effective.
- 3 The world's air networks are experiencing a massive period of change; the airlines, airports and tourism authorities that attend World Routes 2010 have the chance to influence those decisions and can experience the 'pulse' of the industry.
- 4 World Routes 2010 offers a great platform to pool vital knowledge and share market information which is unrivalled at any other event.
- 5 World Routes 2010 is being held in Vancouver, one of the world's most dynamic, diverse and liveable cities and is the first time the event has been held in the Americas.

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Photo credit: Front cover: Tourism BC/J. Sinal.



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OFFICIAL AIRLINE NETWORK



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Vancouver 2010
WORLD ROUTES

Vancouver 2010

The Global Meeting Place for every airline and airport

19-21 September, Vancouver Convention Centre, British Columbia, Canada



The 16th World Route Development Forum



Book now for World Routes 2010 in Vancouver

As the green shoots of recovery start to appear in the global route development industry, airlines, airports and tourism authorities are once again looking to the future and becoming more actively engaged in discussions and negotiations.



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Photo credit: YVR/L. Goldstein.



The massive restructuring of the world's air networks will continue apace through 2010, which means your attendance at World Routes in Vancouver, British Columbia, Canada is even more critical to the success of your airline, airport or tourism authority.

In these difficult economic times it is critical that airports fight to retain existing traffic and win new air services. The competition for air services and the strategic benefits they bring has never been greater and airports are having to present their market to airlines in ever more innovative ways.

World Routes 2010 holds the key.

The 16th World Route Development Forum is the 2010 meeting place for the world's route development industry. A place where every type of airline, airport or tourism authority from every continent can meet face-to-face in a single location, whether they are a flag or a low cost carrier, hub or regional airport. All at a fraction of the time and cost of the airports visiting carriers individually.

Moreover, at a time when the whole industry is planning for the future, it's only fitting that the World Routes 2010 event should be held in Vancouver – host of the 2010 Olympic and Paralympic Winter Games, and one of the world's youngest and most dynamic, inspiring and stimulating cities.

So if you want to develop new air services, protect existing ones and shape the very future of international aviation route development, don't miss this chance to book your place at World Routes 2010.





World Routes highlights



Vancouver 2010
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The global route development industry will meet at World Routes 2010 in Vancouver – and it is in every airline, airport and tourism authorities' interest to be represented.

Independent research has shown that delegates consistently regard World Routes as excellent value for money, and Vancouver 2010 promises to be no exception. We've carefully structured our venue facilities and events schedule, to make sure you get the maximum benefits from attending.

For World Routes 2010, we'll be providing even more Airline Chalets, so carriers can hold extended meetings of up to 50 minutes to discuss new route proposals in-depth. There will also be Route Exchange chalets to support those airlines that will be receiving proposals from airports through Routesonline.

Vancouver itself has a campus style feel about it, with all the major hotels situated within walking distance from the Vancouver Convention Centre where World Routes will be held. This ensures you won't have to travel far to attend your meetings and engage with key international partners and network planning decision makers.

In between your meetings, the central Networking Village makes networking easy for all delegates. World Routes is not a conference, so it's a huge advantage to have a networking hub where extra discussions can continue informally all day long.

The changing nature of the industry worldwide means that Vancouver will be attended by even bigger delegations, as an increasing number of airports are joined by their regional tourism authorities, tour operators and economic development agencies to maximise their marketing effort. It also means that more route development deals and more business than ever before will be signed off at World Routes 2010.

- Airport marketing and business development teams
- Larger airline delegations • More tourism authorities
- Longer meetings • More decision-makers • More deals made



Who's attending World Routes 2010?



Photo credit: Tourism Vancouver/J. Sinal.

Airlines

World Routes 2010 will see the biggest ever gathering of airlines and their network planning decision makers, all looking to meet up and do business with the widest range of airport and tourism business partners.

As the route development industry becomes even more competitive however, the airports that attend World Routes 2010 are increasingly being supported by regional tourism and economic development agencies. In response, airlines are fielding stronger and more tailored teams, drawn from their scheduling, procurement, revenue, airport relations, international relations and sales and marketing departments. Whatever your needs, you can rely on World Routes' own dedicated airline and scheduling teams, to help you plan your meeting diary and do your business in a targeted, more effective way.

Carriers at World Routes 2010 will include network/flag, low cost, regional and charter, tour operators, cargo and freight forwarders and business jet operators.

Airline delegates include

- CEOs • Commercial Directors • Network Planners
- Procurement Managers • Analysts • International Relations

A view from Etihad Airways

"Etihad Airways had a chalet for the first year in Kuala Lumpur and it proved to be incredibly valuable. We could undertake the meetings in a more private environment discussing high value route support deals with both airports and tourism authorities. For Beijing we also brought a multi-disciplined delegation, with four members of our team, the focus of the discussions were on the feasibility of target route opportunities and on negotiating route support deals."

John Shepley

Vice President Network Planning
Etihad Airways



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Photo credit: YVR/L. Goldstein.



Airports

Competition for air services is fierce in today's economic climate.

With airlines having more and more choices of where to operate, airports are having to fight even harder to retain existing traffic and win new customers. It's critical that they keep the world's airlines up to date with their market information and route opportunities. And over the past 16 years, there's only been one place for an airport to meet and present its market to the world's airlines. That's World Routes.

For all our airport delegates, we can build a diary of pre-scheduled one to one meetings with the airlines you request, no matter what the size of your airport or its location.

Airport delegates include

- CEOs
- Marketing Directors/Managers
- Business Development Directors/Managers
- Commercial Directors/Managers
- Communications Directors/Managers

A view from **Malaysia Airports**

"We approach our airline meetings at the World Route Development Forum by involving our stakeholders, allowing us to provide a packaged approach of route support to our target airlines. We are supported in meetings by Tourism Malaysia and our ground handling and fuel suppliers. Our delegation to World Routes will include our CEO and often senior Minister Officials so that decisions can be made instantly at the event. We always ensure that we create an environment on our high impact stand which can accommodate these senior level meetings, with a Board Room facility on our colourful stand that reflects what Malaysia has to offer. Our Route Development team will undertake some 50 minute meetings on our stand, whilst other members of the team will be undertaking 20 minute meetings in the Airline halls. Our objective at World Routes is to create impact with the airlines and undertake meetings which deliver air services to Kuala Lumpur."

Mohamed Sallauddin Mat Hj Mat Sah
General Manager
Malaysia Airports



Who's attending World Routes 2010?

Tourism authorities and economic development agencies

Today, it's widely recognised that good air transportation links are not only a vital component in the supply of viable tourism infrastructure and support, but a key factor in the general economic development of our cities, regions and communities.

Nowhere is this more evident than at World Routes, where year on year an increasing number of airports are being accompanied by their tourism authorities and economic development agencies as they seek to maximise their marketing effort to the world's airlines. These joint delegations send out a powerful message that proposed new air services will be supported locally, that there is a coherent strategy for growth in the region and that effective communication is already taking place between the various stakeholders who stand to gain from new air services.

In addition, tourism authorities and economic development agencies can support the work that their airport is undertaking at World Routes by increasing the profile of their city or region through an exhibition or sponsorship. They can add information on new markets and infrastructure developments, as well as providing details on how airlines can penetrate markets.

In short, there's never been a better time for those involved with tourism and economic development to take a more active role in discussions about air service development.

A view from **Fort Lauderdale**

"Attending World Routes has proven to be a vital tool in our attempts to boost tourism in our region. The Greater Fort Lauderdale Convention and Visitors Bureau and Fort Lauderdale/Hollywood International Airport joined forces to attract visitors to our destination and we have proved that by working together new air services can be secured and run profitably."

Alfredo H Gonzalez

VP of Tourism Sales and International Business Development, Greater Fort Lauderdale Convention and Visitors Bureau





Calling all industry suppliers

If you're a data provider, consultant or industry supplier, then you should be exhibiting at World Routes 2010 if you want to showcase your products and services to influential CEOs and senior management executives from key airports, airlines and tourism authorities.

The very people you need to attract are right here. Airline teams will be represented by their network planning, revenue management, procurement, sales and marketing and scheduling departments. While airport teams will include the marketing, commercial and business development sections.

Exhibitors will have complete and unrestricted access to the Networking Village where there is non-stop footfall, as delegates meet up and do business for the full 3 days of World Routes. You can also engage in our full Hospitality programme, which includes a Saturday Night Reception, Gala Networking Evening, Networking Lunches and Farewell Reception on the last evening.

These offer our industry suppliers even more opportunities to network with key management from the world's airports, airlines and tourism authorities, as you look to maintain your presence in today's unpredictable market place. Don't miss the chance to exhibit at World Routes 2010.

A view from OAG

"The structure, the format, the audience – World Routes has it all! We consider our attendance at World Routes an opportunity not to be missed. It provides the perfect platform to promote our products and brand to our core market, be it in formal meetings or in social networking. A global event that delivers results."

Lesley Morris

Head of Global Events & Industry Relations
OAG



Vancouver

Nestled between the Coast Mountains and the Pacific Ocean Vancouver is known for its spectacular scenery, natural attractions and diverse people. Inspiring landscapes, wildlife and wilderness are just minutes away from its thriving urban centre rich in culture.



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Photo credit: Tourism BC/G. Marx.

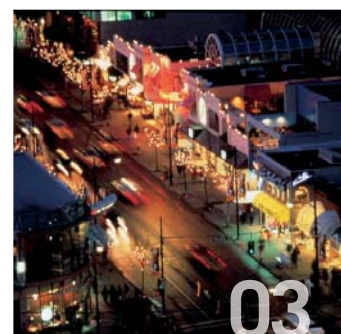


01



Photo credit:
Tourism BC/A. Normandin.

02



03



04



05

Barely even a town 100 years ago, Canada's west coast gem is today home to two million souls and one of North America's main gateways to the Asia Pacific region. Visitors will find futuristic architecture and a contemporary downtown core contrasting dramatically with a snow-capped mountain backdrop.

Between December and March winter sports are the order of the day, and in February 2010 the Olympic and Paralympic Winter Games will be held in Vancouver and nearby Whistler, a mountain resort 125km north of the city.

It all adds up to an endless supply of things to see and do. Here are just some of the attractions we recommend to you during your visit to World Routes 2010.

01 Gastown

This historic district is Vancouver's oldest neighbourhood and still as colourful as ever. A daytime stroll down its cobblestone streets reveals artists' studios, designer shops, First Nations galleries and antique stores.

02 Stanley Park

A glorious natural oasis amidst the bustle of Vancouver, this 1,000-acre park is criss-crossed with trails, filled with attractions and ringed by the famous Seawall, a paved 10km loop offering magnificent mountain, ocean, forest and city views.

03 Robson Street

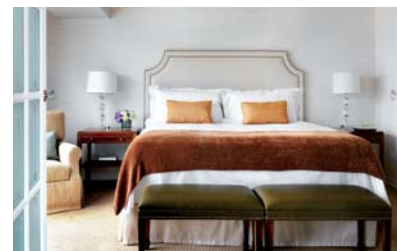
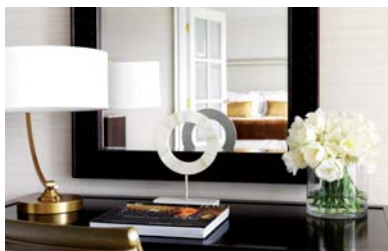
For a day chock-full of shopping, strolling, dining and people watching, head to Robson Street. This city centre location is a hotbed of high fashion, trendy restaurants and lively bars, and has its own unique coffee-shop culture.

04 Grouse Mountain

If you're feeling adventurous, go on a tram ride or try hiking up Grouse Mountain – "The Peak of Vancouver" – and you'll be rewarded with some breathtaking panoramic views of the Lower Mainland en route.

05 Granville Island

If you're downtown, hop on one of the small passenger ferries that cruise through False Creek to Granville Island, famous for its year-round indoor farmer's market, boutique micro-brewery, street buskers, artisan studios and live theatre.



Recommended Hotels

World Routes organisers always recommend staying in one of their preferred hotels, this is not only due to the benefits of discounted rates at these hotels but also as these hotels will have dedicated World Routes information desks in them with trained staff to advise you on all the event details.

Three star and budget options are available together with further details on all the hotels listed here. Hotel bookings are managed by Events in Focus, the Official World Routes booking agent. Please see www.routesonline.com for a full hotel brochure and to book or contact Randy Wright – rwright@eventsinfocus.net

events in focus
international event solutions

01 Vancouver Convention Centre (VCC)
World Routes 2010 Event Venue

02 Four Seasons Hotel Vancouver ★★★★★
10 Minute Walk to the VCC

Located in the heart of the financial and business district. Good choice for delegates looking for a prestigious hotel at the top end of the market.

03 Holiday Inn Downtown Vancouver ★★★
20 Minute Walk to the VCC

Located between Yaletown and Robson Street, this hotel is a good budget option.

04 Fairmont Vancouver Hotel ★★★★★
10 Minute Walk to the VCC

In the heart of the city, this is the oldest hotel in Vancouver and is definitely a real highlight. Completely restored in the 1990s you feel like you are stepping back in time.

05 Renaissance Vancouver Hotel Harbourside ★★★★★
5 Minute Walk to the VCC

Great location, close to the VCC and a few minutes' walk to Coal Harbour with a choice of good restaurants and bars.



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The World Routes Campus 2010

06 Vancouver Marriott Pinnacle ★★★★★

5 Minute Walk to the VCC

Opposite the Renaissance, again a great location close to the VCC and a few minutes walk to Coal Harbour.

07 Pan Pacific Hotel ★★★★★

linked to the VCC by escalators (East Wing)

Fantastic hotel and will be a popular choice with delegates due to the accessibility to the VCC.

08 Fairmont Waterfront ★★★★★

linked by covered walkway to the VCC

Excellent location for the venue with many guest rooms overlooking the harbour with floor-to-ceiling windows, views are stunning.

09 Fairmont Pacific Rim ★★★★★

Opening February 2010 directly opposite VCC

The newest luxury hotel in Vancouver, all rooms have been designed with the highest attention to detail and latest technology.

10 Delta Vancouver Suites ★★★★★

10 Minute Walk to the VCC

A good option for those wanting to stay in serviced apartments. Close to the VCC.

11 Westin Bayshore ★★★★★

20 Minute Walk to the VCC

This hotel has a resort feel to it. Lovely setting on the waterfront. A pleasant 20 minute walk along the sea walk will take you to the VCC, yet it is still not far to downtown Vancouver either by short taxi ride or walking.

12 Metropolitan Hotel ★★★★★

10 Minute Walk to the VCC

Located in central downtown, close to the Four Seasons. Rooms are spacious and modern in design.

13 Le Soleil ★★★★★

10 Minute Walk to the VCC

Hotel Le Soleil, is a luxury downtown boutique hotel, situated in the heart of Vancouver's financial, shopping and business districts.

14 Terminal City Tower Hotel ★★★★★

5 Minute Walk to the VCC

This is an exclusive luxury boutique hotel. You are a member of the club as well as a guest of the hotel.

15 Blue Horizon ★★★

15 Minute Walk to the VCC

Located on Robson Street, Vancouver's main shopping street and just 15 minutes walk to the event venue, this small and friendly contemporary hotel is an excellent choice for those looking for a budget option.

16 Shangri-La ★★★★★

10 Minute Walk to the VCC

Located in vibrant downtown Vancouver, occupies the first 15 floors of a 61-storey landmark building, the tallest in the city with many rooms featuring private balconies and stunning views of the city.

17 Hyatt Regency Vancouver ★★★

10 Minute Walk to the VCC

Located in the heart of the financial and business district. Recently renovated and it shows!



World Routes 2010 is even more cost effective

- 2009 prices frozen for 2010
- World and regional events combination packages available! (saving up to 50% on some delegate rates!)
- Small Airports meeting rates from £495* (*airports under 1m pax)
- Free and unlimited 'City Pair' meetings
- Free 'Start Up' Airline Meetings.

Exhibiting at World Routes

Booking a Hosted Networking Stand or shell scheme is a great opportunity to profile your airport/destination/organisations in front of the largest available audience of route development professionals and senior decision makers from the world's airlines and airports.

Sponsorship

Sponsorship at World Routes provides a great means of broadening your competitive edge by improving your airport's or destination's image, prestige and credibility in front of the world's airlines. A broad spectrum of benefits can be gained by sponsorship at World Routes aside from enhancing visibility and image, such as differentiating the company from competitors, helping to develop closer and better relationships with customers, both existing and potential ones and showcasing services and developments at your airport or destination.

To find out more about exhibiting or sponsorship please contact Katie Bland at katie.bland@routesonline.com or Gerard Brown at gerard.brown@routesonline.com or call **+44 161 234 2730**

Co-located events at World Routes 2010

World Routes is delighted that there will be a number of co-located events taking place at the 2010 event in Vancouver. These events will include;

- The ICAO/World Bank/Routes Global Aviation Strategy Summit (GASS)
- The 3rd annual World Tourism & Air Services Summit (TAS)

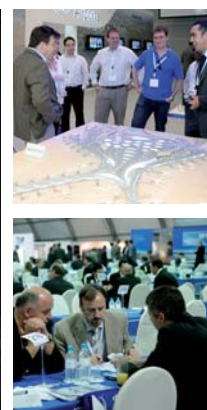
- The World Fleet and Finance Congress

To find out more about these events and the other co-located events, or to co-locate your event with World Routes 2010 please contact;

mike.berman@routedevgroup.com



Vancouver 2010
WORLD ROUTES



Event Programme 2010*

Friday 17th September 2010

Recommended arrival day
World Routes arrival centre opens
Tour of Boeing Factory (am and pm)
Informal networking opportunities

Saturday 18th September 2010

Vancouver city sightseeing tours
Golf Tournament at Furry Creek Golf Club
Informal networking opportunities
The Saturday Reception sponsored by
Istanbul Sabiha Gökçen Airport

Sunday 19th September 2010

Vancouver city sightseeing tours (am and pm)
Registration and collection of meeting diaries
Extra meeting requests
The 3rd annual World Tourism & Air Services Summit (TAS)
The Importance of Airline Alliances
Market Showcases
Opening of Networking Village
How World Routes Works
Hosted Networking Stands Open House
Welcome Reception hosted by Vancouver International Airport

Monday 20th September 2010

Formal Airline/Airport One to One Meetings
Hosted Networking Stands Open House
ICAO/World Bank/Routes Global Aviation Strategy Summit (GASS)
Hosted Networking Buffet Lunch
The World Fleet & Finance Congress
Market Showcases
Gala Networking Evening hosted by Vancouver International Airport
including the World Routes Airport Marketing Awards

Tuesday 21st September 2010

Formal Airline/Airport One to One Meetings
Hosted Networking Stands Open House
ICAO/World Bank/Routes Global Aviation Strategy Summit (GASS)
The World Fleet & Finance Congress
Networking Buffet Lunch and Official Handover to
Berlin Airports (World Routes Host 2011)
Farewell Reception hosted by
Berlin Airports (World Routes Host 2011)
Nightcap drinks hosted
by Berlin Airports (World Routes Host 2011)

Wednesday 22nd September 2010

Vancouver city sightseeing tours
Wednesday Club**
Tour of Boeing Factory (am and pm)

Boeing Tour



Before and after World Routes 2010, delegates will have the unique opportunity to tour Boeing's Everett, Washington facility, home of the 747, 767, 777 and 787 Dreamliner production lines. This factory is the world's largest building by volume (472,000,000 cubic feet/13,385,378 cubic meters) where visitors can witness airplanes being built for Boeing's worldwide base of airline customers. **Please note:** places are strictly limited and can be booked via www.routesonline.com after registering for World Routes on a first come, first served basis.



*This event programme is subject to change at any time at the discretion of the organiser. **Subject to confirmation.