



Frequently Asked Questions

The annual Routes Europe Airport Marketing Awards are highly regarded as the most prestigious awards in the industry as they are voted for and judged by the airline network planning community.

Voting will close Routes Americas Awards on 7th February 2014

What is the history of the Awards?

The Routes Awards were created in 1997 to recognise excellence in airport marketing as rewarded by airlines. Back in those days airports would nominate themselves but over the years the awards have evolved and they are now voted for by airlines and judged by airlines. The annual Routes awards are highly regarded as the most valuable awards in the industry as they are voted for and judged by the airline network planning community.

They provide the airline community with the chance to have their say as to which airport they think provides the best overall marketing services to them whether it be about their particular relationship, effective results, provision of data and information or innovative techniques to establish new or maintain and develop existing routes.

The overall award winner from Americas, Asia, Europe, Africa and CIS regions are automatically shortlisted for the World Routes Awards in Chicago this year.

1. 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 region can vote in the Routes Americas Awards.
- The time period involved on each individual event e.g. World Routes Oct 13 – World Routes Sept 14.
- The airlines and the panel of industry experts will be looking at the airports via a global or regional perspective.
- The overall winners from each region (Americas, Asia, Europe, CIS, Africa) are automatically shortlisted for the World Routes Awards.



3. Who is eligible to vote?

The airline networking communities 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.

4. What period of time does the vote cover?

Airlines should consider the year since the last Routes Americas in Cartagena, Colombia 2013. So the specific period of time will be February 2013 – February 2014.

5. 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.

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 20th January and close on 7th February.

8. Shortlisted Airports

In addition to the airline votes these will be supplemented with a number of airports who will be shortlisted by a panel of industry experts drawn from the airline network planning community. These experts have looked at the following criteria;

- Overall Growth in capacity for the year (last 12 months)
- Number of Route Successes



9. What should an airport submit if they are nominated?

Shortlisted airports should provide the judges with as much information as they can about their marketing activities and support packages to airlines in a clear and concise way. Creative submissions are welcomed. Do bear in mind that the judges are time precious so please do not submit too much material.

Shortlisted airports should also 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.

10. Who are the judges?

The judging panel is drawn from the senior management Routes and senior figures from the airline network planning community 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

11. When will the winners be announced?

The overall winner, the winners and highly commended from each category will be announced on Routes Americas Networking Evening, February 24th, San Salvador..

The overall winner will be automatically short-listed for the World Routes Awards which will take place at World Routes, Chicago on September 20-23 September 2014.

12. There an overall winner and winner of each category and what does that mean??

There will only be one airport who will win the Overall Routes Airport Marketing Award – Europe, 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 this 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 - Europe** please contact: susan.willis@routesonline.com