

## Frequently Asked Questions

The annual Routes Americas 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 7<sup>th</sup> February 2014**

### 1. 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.

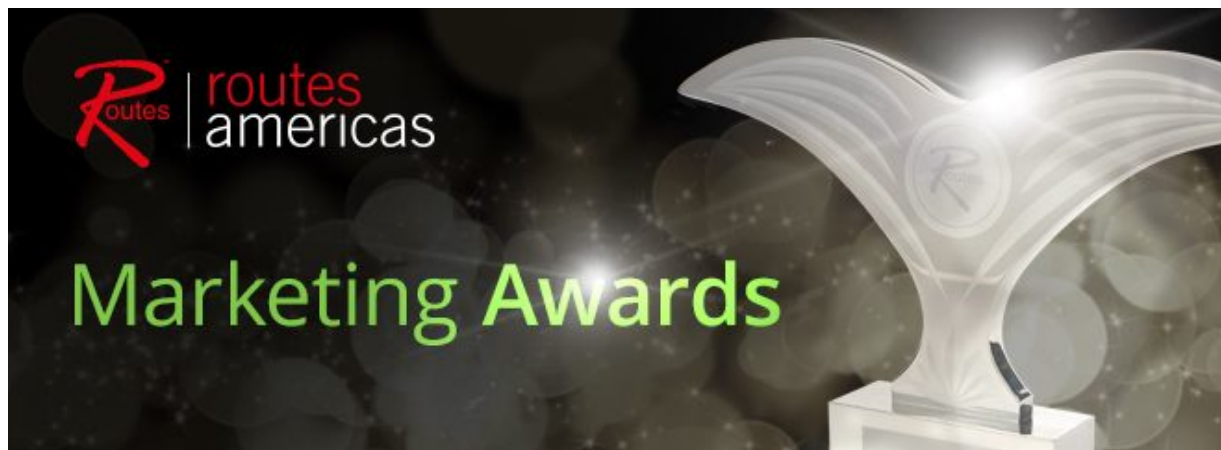
They provide the airline community with the chance to have their say as to which airport they think provides the best overall marketing services to them whether it is about their particular relationship, effective results, provision of data and information or innovative techniques to establish new or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

These much sought after awards are a great way for the winning airports and destinations to have a credible recognition which they can proudly talk about to their customers and other stakeholders. We continue with the best destination campaign award that was introduced last year, this award is designed to help reward tourism organisation for their efforts in positive airline relationships.

The overall award winner from Americas, Asia, Europe, Africa and CIS regions are automatically shortlisted for the World Routes 2014 Awards.

### 2. What is the timeline the nominated tourism organisation should consider when preparing their submission?

Tourism organisations 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.



### 3. What should a tourism organisation submit if they are nominated?

Shortlisted tourism organisations should provide a word document, PDF, PowerPoint or short video to provide the judges with as much information as they can about their marketing activities and support packages to airlines and how they have supported airports through their destination marketing campaigns.

Creative submissions are welcomed but the Judges are busy people though so the most clean, concise and content rich submissions are recommended. The submissions should include:

- marketing communications activities and joint campaigns to airlines with their airports
- business case presentations with airports
- market research for new marketing opportunities
- strategy, results and relationship with its airports and their airline partners
- innovative use of technologies or techniques to support the airline targets and their airports.

### 4. Who are the judges?

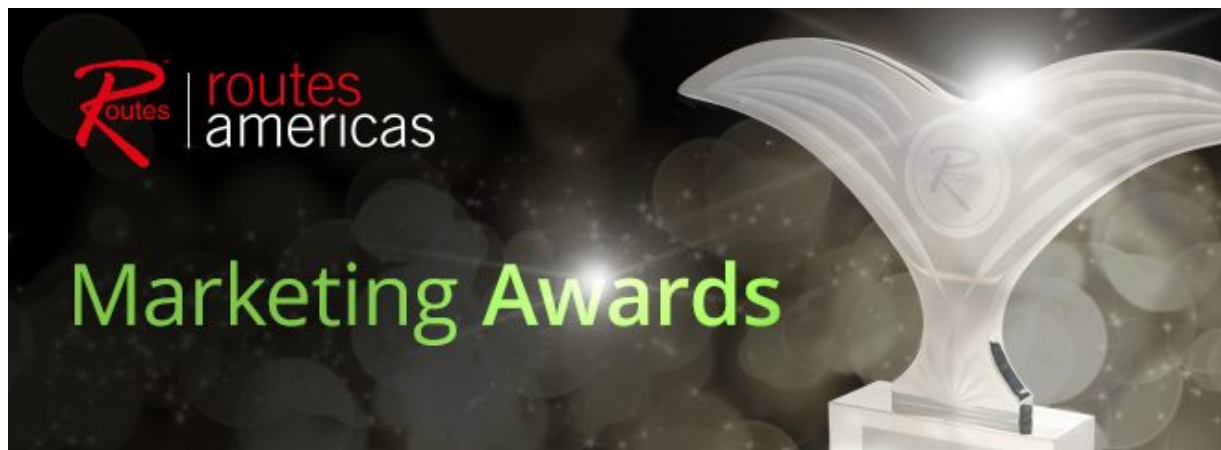
The judging panel is drawn from the Routes senior management and senior figures from the airline and airport network planning community, who will consider:

- answer the brief
- innovative ways of marketing their region
- results and effectiveness
- creative application
- evidence of relationship with airlines

### 5. When will the winners be announced?

The winner and highly commended will be announced at Routes Americas Networking Evening, **February 24th, San Salvador.**

If you require any further information on the **Routes Americas Awards** please contact: [susan.willis@routesonline.com](mailto:susan.willis@routesonline.com)



## **Routes Americas 2013 Winners**

### **Over 20 Million Passengers**

#### **George Bush Intercontinental Airport, Houston - Winner**

Dallas Fort/Worth International Airport – Highly Commended

El Dorado International Airport, Bogota

San Francisco International Airport

Toronto Pearson International Airport

### **4 – 20 Million Passengers**

#### **San Diego International Airport – Winner & Overall Winner**

South West Florida International Airport – Highly Commended

Tampa International Airport – Highly Commended

Arturo Merino Benitez International, Santiago

Tocumen International Airport, Panama

### **Under 4 Million Passengers**

#### **Queen Beatrix International Airport, Aruba - Winner**

Lynden Pindling International Airport, Nassau – Highly Commended

Alejandro Velasco Astete International Airport, Cuzco

Hewanorra International Airport, St Lucia

Owen Roberts International Airport, Grand Cayman

### **Shortlisted Destinations**

#### **Greater Fort Lauderdale Convention and Visitors Bureau - Winner**

Mexico Tourism Board – Highly Commended

Aruba Tourism Authority

Guatemala Tourism Board - INGUAT

Peru Tourism Bureau

Ministry of Tourism Trinidad & Tobago