

World Routes Update

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Vancouver 2010
WORLD ROUTES

July 2010

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- 300 AIRLINES
- 800 AIRPORTS

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In this update:

Airline Meeting Chalets

2010 Floorplan

Saturday Reception

Route Exchange

Latest Airline Registrations

Co-located Events

'Routes Talks' Theatre

The Routes Club
(Star Alliance)

Gala Evening & Awards

ROUTES WELCOMES YOU TO THE 16TH WORLD ROUTE DEVELOPMENT FORUM, 19-21 SEPTEMBER 2010, VANCOUVER

Welcome to the second World Routes Update. In this edition, we provide an update on the airlines that have registered, some of the developments at the event this year, and what our host, Vancouver Airport, has planned.

We've got the latest floorplan, showing only a few spaces remaining. Also, this year every exhibitor can hold 50-minute strategic meetings on their stand, so more in-depth discussions can take place.

More airlines will be holding meetings in their Airline Chalets, where they can have more private conversations. We also have a number of carriers lined up to deliver Airline Requirement Briefings in the Route Exchange Chalet.

Star Alliance have confirmed that they will be holding their Network Advisory Group Meeting on the Wednesday and Thursday mornings after Routes, and that they will be attending the Routes Club lunch. Also, Air Cargo Week is to hold a dedicated cargo conference on Sunday, 19th September. With the Routes Talks Theatre, the Start-Up Airline Zone and City Pair Meetings there are more reasons than ever to be at World Routes in Vancouver!

WELCOME FROM VANCOUVER

When the World Route Development Forum delegates begin arriving in Vancouver, British Columbia, six months will have passed since the area hosted the 2010 Winter Olympic & Paralympic Games. From Vancouver Airport's perspective, that's the perfect time for the next big thing – World Routes!

The conversion of the expanded Vancouver Convention Centre from Olympic Broadcast Centre back to a meeting facility is complete, and it has never looked better. It's new, it's tested and it's the main venue of World Routes 2010.

The Gala Evening Event will be held in Canada Hockey Place (locally known as General Motors Place). This is the site where Canada's Men's and Women's ice hockey teams won gold. There's no need to bring your skates though, as the surface will be transformed in Vancouver's largest dance floor!

Vancouver is also excited to show off its world-renowned natural surroundings; delegates can access



pristine wilderness within 20 minutes of the cosmopolitan downtown.

Be sure to check out the World Routes 2010 tours and excursions options. Trips range from complimentary city sight-seeing to a day-trip to the Boeing facility located across the Canadian border in Washington, USA. Space is limited so book now.

We look forward to seeing you in September!



THIS UPDATE IS BROUGHT TO YOU BY

THE HUB

THE WEEKLY UPDATE FOR THE ROUTE DEVELOPMENT COMMUNITY



routes
online

WORLD ROUTES 2010 HOST



Beyond, Every Day.

AIRLINE MEETING CHALETS

Airline Meeting Chalets are proving to be very popular at World Routes this year, and for the first time we have moved these chalets into the centre of the Networking Village. This gives carriers the opportunity to have more in-depth and private negotiations with airports and tourism authorities, and to maximise their profile on the world stage.



The chalets can more comfortably accommodate multiple delegations, which may include airports, tourism representatives and other stakeholders. The development of the chalets ensures that real business continues to be done at World Routes. Airlines who have already signed up to Airline Meeting Chalets include; **Westjet, Hainan Airlines, British Airways, Etihad Airways and Emirates.**

50-MINUTE STRATEGIC MEETINGS

The recent introduction of pre-scheduled meetings on Hosted Networking Stands (HNS) at this year's World Routes has been extremely well received by our stand hosts, with more than half of them already taking up the option of four 50-minute meetings with the airlines of their choice.

Through these longer meetings, stand hosts will have the opportunity to offer the airline their local hospitality in a relaxed and private environment.



2010 WORLD ROUTES FLOORPLAN

The Vancouver Convention Centre is the perfect venue to host World Routes. The Networking Village and Airline Meeting Halls are located on the lower ground level and all co-located events on the ground level. With just under three months until the event, there are just a few exhibition spaces still remaining. If you are interested in raising your profile to the largest gathering of decision-makers in the aviation industry, please contact katie.bland@routesonline.com

Key

- Space Available
- Hosted Networking Stands
- Meeting Chalets
- Shell Schemes
- Premier Shell Schemes
- Tourism Feature
- Airline Chalets
- Buffet Points
- Seating Areas

BE ROUTES READY

Our Official Consultant, ASM (Airport Strategy and Marketing), can help you prepare for your attendance at World Routes by providing advice on who you should meet and how to make the most of your meeting time, as well as supplying the data that airlines want to know about your airport, market or destination. Please see the enclosed postcard for further details.



www.asm-global.com

SPONSORS

India will be this year's Feature Destination Sponsor, hosting the largest ever exhibition pavilion in the Networking Village, sponsoring the third annual **Tourism and Air Services (TAS) Summit** on Sunday, September 19th, as well as sponsoring the networking lunch on the Monday.

Incredible India

An important aspect of this venture is that it is a team approach which sees many of the Indian Airports, as well as the Civil Aviation and Tourism Authorities, working together as partners to promote India to the world's aviation community. The collaborating partners involved are the Indian Ministry of Civil Aviation, The Indian Ministry of Tourism - Incredible India, the Airports Authority of India, The GVK Group - Mumbai and Bangalore International Airports and The GMR Group - Delhi and Hyderabad International Airports.

Other pavilions this year include the Russian Pavilion and the Caribbean Pavilion.

Sponsors for World Routes 2010 include Istanbul Sabiha Gökçen International Airport, Dallas Fort/Worth International Airport, Greater Toronto Airports, Prague Airport, IATA, Athens International Airport, Department of Foreign Affairs and International Trade (DFAIT), ANA Aeroportos de Portugal S.A, Dublin Airport and Copenhagen Airport.



SATURDAY RECEPTION

This year's Saturday Reception is being sponsored by Istanbul Sabiha Gökçen International Airport, the Platinum Sponsor of World Routes 2010. The Turkish themed reception, which will take place from **18:30 to 20:30** on **Saturday, 18th**

September, at The Hyatt Regency in Vancouver, plans to bring an authentic taste of Turkey to Vancouver. There will be themed corners where you will be given a taste of traditional Turkish desserts, Turkish coffee, Raki (a famous local drink), and Turkish Meze (small dishes). There will also be a chance for one delegate to win a trip to Istanbul! Please find your invitation to this event enclosed.



AIRLINE REQUIREMENT BRIEFINGS BY ROUTE EXCHANGE

Following the success of the Airline Requirement Briefings at this year's regional events, World Routes 2010 will see a record number of airline briefings. Carriers already confirmed are:

- **Aer Lingus** - Analysing opportunities for its regional aircraft
- **Astraeus** - Outlining how to establish your own capacity in a market place
- **Ryanair** - New market development

Airline Requirement Briefings allow carriers to brief airports and tourism authorities on the aircraft type available for a potential new route, their network aspirations, their planning cycle and what they expect to see from airports and tourism authorities. The bids also go on Route Exchange on Routesonline. Airports will be invited to attend these meetings which will be scheduled in their diaries.

Registered Airlines 2010*

Adria Airways	Ethiopian Airlines	North American Airlines
Aegean Airlines	Etihad Airways	Norwegian.com
Aer Lingus	Etihad Crystal Cargo	Oman Air
Aerolineas	Eurojet Ltd	Omni Air International
Air Bridge Cargo	Expo Aviation	One Time Airlines
Argentinas	Fars Air Qeshm	Pacific Blue
Aeromexico	Feel Air	Pakistan International Airlines
Aeromexico Connect	Finnair (Mainline)	PrivatAir
Aerorepublica	FireFly	PTL Airlines
Aerosur	First Air	Qantas Airways
Afriqiyah Airways	FlyDubai	Qatar Airways
Afriqiyah Cargo	Fly Montserrat	Royal Air Maroc
AirTran Airways	Frontier Airlines	Royal Brunei Airlines
Air Asia	Girag Air Cargo	Ruslan International
Air Asia X	Global Aviation Holdings	Ryanair
Air Astana	GOL	Sahil Airlines
Air Baltic	Grand China Airlines	SAS Denmark
Air Berlin Group	Gulf Air	SAS International
Air Canada	Hainan Airlines	Shaheen Air International
Air China	Hongkong Airways	Shantou Airlines
Air France	Hongkong Express Airways	Shenzhen Airlines
Air Ivoire	Horizon Air	Sichuan Airlines
Air Malta	Hungarocontrol	Slot Coordination
Air New Zealand	Iberia	Czech Republic
Air Nostrum	Iberia Regional Air	Southwest Airlines
Air Philippines	Nostrum LAM	South African Airways
Air Tahiti Nui	Icelandair	Spanair
AirTran Airways	IndiGo	Spirit Airlines
Air Transat	Indonesia AirAsia	Strategic Airlines
Air Turks & Caicos	Jade Cargo Airlines	Swiss International Airlines
Airport Coordination	Jet Air	TAM Linhas Aereas
Den & Ice	Jet2.com	TAM Paraguay
Alaska Airlines	JetBlue Airways	TAME Equador
Alitalia	Jetstar Airways	TAP Portugal
All Nippon Airways	Jetstar Asia	Tarom
American Airlines	Jet Airways	Thai AirAsia
American Eagle	JSC Aircompany	Tianjin Airlines
Amerijet International	Yakutia	Tui Group
Antonov Airlines	Kenya Airways	Turkish Airlines
Arik Air	Kingfisher Airlines	Turkmenistan Airlines
Astraeus	KLM Royal Dutch Airlines	Ukraine International Airlines
Astral Aviation	LAN Airlines	United Airlines
Austral Lineas Aereas	LAN Argentina	UPS
AVE.Com	LAN Cargo	US Airways
AZAL	LAN Chile	V Australia
Beijing Capital Airlines Co., Ltd	LAN Ecuador	Varig Airlines
Blue 1	LAN Express	VietJet AirAsia
British Airways	LAN Peru	Virgin Atlantic Airways
Cathay Pacific	Livingston S.P.A	Virgin Blue
Cebu Pacific Air	LOT Polish Airlines	Volga-Dnepr Airlines
Chang'an Airlines	Lucky Air	Vueling
China Airlines	Lufthansa	Wataniya Airways
China Southern Airlines	Mahan Air	WestJet Airlines
China West Air	Malaysia Airlines	Winnjet Airlines Limited
Click Mexicana	Malaysia Airlines Cargo	Wizz Airlines
Continental Airlines	Malev Hungarian Airlines	World Airways
Copa Airlines	Mandala Airlines	Xiamen Airlines
CSA Czech Airlines	Martinair Holland	Yemenia - Yemen Airways
Dalmatian.hr	Passenger Bus	Zenith Airways
Delta Air Lines	Mexicana de Aviacion	
Dragon Air	Mexicana Link	
Eaglewings Airlines	MIAT Mongolian Airlines	
Easyjet	Nepal Airlines	
El Al Airlines		
Emirates		
Estonian Air		

*Correct at time of printing June 2010

EVENT SUPPORTERS
AND SPONSORS



STAR ALLIANCE
THE WAY THE EARTH CONNECTS



Incredible India



LEARN, NETWORK & DO BUSINESS

Delegates attending World Routes have access to a number of co-located events that are taking place in Vancouver. These include the **Tourism & Air Services Summit** (Sunday), the **Air Cargo Week Cargo Conference** (Sunday), the **'Routes Talks' Seminar Theatre** and **ACED** (Airports as a Catalyst for Economic Development). All these events are "drop-in" events and open to all delegates.

The 3rd Annual **Global Aviation Strategy Summit**, which is by invitation only, takes place on the Monday and Tuesday. The programme of the event has now been agreed with Routes' partners ICAO and World Bank. High profile speakers from British Airways, Emirates and Etihad Airways have confirmed their attendance together with senior figures from airline and airport associations, including ALTA, AAPA and ACI World. A two-hour "Hard Talk" session addressing the future of air transport will be the highlight of the programme. The audience at GASS currently includes senior representatives of over 50 countries at Chairman, CEO or President level. Details of all the sessions and a full programme can be accessed on www.routesonline.com.

THE 'ROUTES TALKS' SEMINAR THEATRE SPONSORED BY DFAIT



Making a debut this year at World Routes is the Routes Talks Seminar Theatre, which will be a unique space for presentations

and discussions. It is sponsored by Canada's Department of Foreign Affairs and International Trade and will host presentations by airlines, airports and tourism authorities as well as route development workshops. These "drop-in" sessions are open to all delegates and currently include briefings from Abu Dhabi Tourism and Airport Strategy & Marketing (ASM). The full programme will be available in the next mailer.

Please contact Katie Bland: katie.bland@routesonline.com for more information.

Secure your place now!

Register to attend World Routes or increase your presence, call **+44 (0) 161 234 2730**, email katie.bland@routesonline.com or book online at www.routesonline.com

Visit www.routesonline.com to find out about complimentary tours, the golf tournament and how to book your hotel in Vancouver.

THE STAR ALLIANCE ADVISORY GROUP TO ATTEND 'ROUTES CLUB'

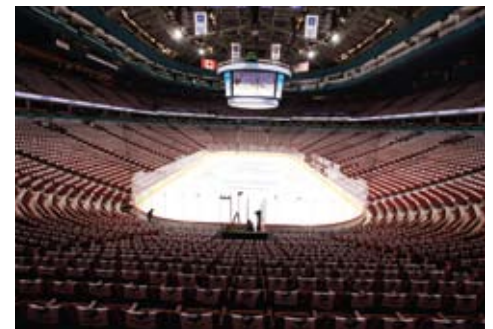
STAR ALLIANCE
THE WAY THE EARTH CONNECTS

Routes is pleased to announce a brand-new networking opportunity for delegates staying on after the event.

The first Routes Club will take place on Wednesday, 22nd September, in Vancouver. The format of the event will include a lunch featuring a keynote speaker from Emirates.

Star Alliance is holding their Network Advisory Group Meeting on Wednesday, 22nd September, and will be joining the Routes Club for lunch.

If you are interested in attending or sponsoring the Routes Club lunch there are a limited number of places available. Please contact Katie Bland at katie.bland@routesonline.com



GALA NETWORKING EVENING & ROUTES AWARDS

This year's World Routes Gala Networking Evening will be a true Canadian affair and will take place in the General Motors Place in downtown Vancouver. General Motors Place is best known as the home of the Canucks Hockey Team and is a state of the art sports arena which was the venue for the 2010 Winter Olympics Hockey Finals. It is the first time any Routes event has been held in a sports stadium and is certainly not to be missed! The Routes Airport Marketing Awards will once again form part of the Gala Evening programme and our award nominees will be able to see their names in lights!

Vote now for the World Routes Airport Marketing Awards, go to www.routesonline.com

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