



## PRESS RELEASE

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### Routes Europe 2013

#### **Athens International Airport Winner of Routes Airport Marketing Award**

"Routes Europe 2013", Europe's biggest airline and airport networking route development forum, was concluded with one more award for the Athens International Airport, its 12<sup>th</sup> in 9 years. During the 8<sup>th</sup> Routes Europe Forum, which was held in Budapest (May 12-14) with the participation of more than 1,000 aviation professionals, **Athens International Airport was the award Winner in the 4–20 m. passengers category** in recognition of its creativity and continuous dynamic support to its airline partners, especially in light of the extremely adverse conditions that the Greek economy is facing.

Having received the airlines' recognition for 9 consecutive years, Athens International Airport (AIA) is the most awarded airport for its airport marketing performance.

Munich Airport was this year's overall winner in the category over 20 million passengers.

On the occasion of this Routes award, AIA Communications and Marketing Director, Ioanna Papadopoulou, stated:

"I would like to warmly thank airlines for the recognition and reward of our efforts. By continuing to offer – on top of the traditional incentives programme – an additional scheme of targeted incentives, which in fact corresponds to discounts reaching up to 30% of AIA's total airport charges, we further enhance our risk-sharing policy towards our airline partners. Our main objective is to contribute effectively in the joint effort to support the market, to contribute to the attractiveness of Athens as a destination and respond actively to airlines' needs, especially amid this extremely adverse period."

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