



April 16<sup>th</sup>, 2015

## Press Release

### Routes Europe 2015

#### **Airlines honour the Athens International Airport with one more international distinction!**

A new significant distinction for the Athens airport:

In this year's "Routes Europe", the biggest airline and airport networking route development forum in Europe, AIA was voted by the airlines as the winner in the 4-20 m. passengers category in the 2015 Routes Marketing Awards, in recognition of the dynamic, tailor-made support it offers to its airline partners in their developmental efforts.

At the highly significant Routes forum, airlines evaluate the airports' marketing plans and programmes, rewarding the ones that address most efficiently the airlines' efforts to develop new routes or sustain existing ones.

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AIA's Communications and Marketing Director, Ioanna Papadopoulou, stressed:

"I would like to warmly thank airlines for their vote and trust, bringing us once again to the top of the Europe heat of the 2015 Routes Marketing Awards, in our category. As we did throughout the extremely tough times prevailing until recently in our market, we continue offering innovative and integrated airport marketing programmes during this phase of quick recovery that we are experiencing at the moment. Athens International Airport is consistently collaborating closely with its airline partners, while we are systematically promoting our destination, the city of Athens.

Our campaign this year, under the slogan "Tailor made aviation marketing", reflects our willingness and efforts to look proactively into the actual needs of each and everyone of our airline partners and consequently to design and implement our marketing strategy accordingly. Our aim is to support airlines in the best possible way with their developmental plans and operations in our market."

The "Routes Europe 2015" forum was held in Aberdeen, Scotland, from April 14<sup>th</sup> through 16<sup>th</sup>. Honoured with 14 distinctions in 11 years, the Athens International Airport (AIA) is the most awarded airport at Routes.

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