



PRESS RELEASE

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Routes Europe 2016

Airlines honour the Athens International Airport with one more top distinction!

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. 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, enhancing, at the same time, their presence in the local market.

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

«I would like to warmly thank the airlines for their vote and trust in our airport, bringing us once again to the top of the Europe heat of the 2016 Routes Marketing Awards, in our category.

As the airport traffic maintains a positive track in the first quarter of the year, we continue offering innovative and integrated airport marketing programmes, consistently in close collaboration with our airline partners, while systematically promoting our destination, the city of Athens.

Our campaign this year, under the slogan "Aviation Marketing delivered in a novel way", reflects our willingness and efforts to look proactively into the actual needs of each of our airline partners, design and implement our marketing strategy accordingly, and, consequently, provide them with innovative support tools and programmes.

Through this approach, we believe we strongly support our airline partners efficiently in their developmental plans and operations in our market."

The "Routes Europe 2016" forum was held in Krakow, Poland, from April 23rd through 26th.

Honoured with 15 distinctions in 12 years, the Athens International Airport is the most awarded airport at Routes.

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