



PRESS RELEASE

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World Routes 2016

Airlines honour Athens International Airport with one more top distinction!

The most awarded airport in the context of the Routes Conferences

During **World Routes 2016**, the biggest global networking route development annual forum, Athens International Airport was voted by the airlines **as the winner in the 4-20 m. passengers' category**.

At the highly significant Routes Conferences, 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 markets.

This year's 22nd World Route Development Forum was held in Chengdu / China (September 24-27) with the participation of 3,500 aviation professionals (300 airlines – 700 airports).

It is noteworthy that the Athens International Airport is the most awarded airport with 16 Routes distinctions in 12 years.

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

"I would like to warmly thank the airlines for their trust in our airport and our market and their votes that brought us once again to the top.

As our passenger traffic maintains a positive track in the first 8 months of the year 2016, we continue offering innovative and integrated airport marketing programmes, consistently in close collaboration with our airline partners, while, at the same time, 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 and every one of our airline partners, design and implement our marketing strategy accordingly, and, consequently, provide them with innovative and highly supportive tools and marketing programmes.

Through this approach, we believe that we strongly and efficiently support our airline partners in their developmental plans and operations in our market, thus contributing, at the same time, to the promotion of Athens as one of the top travel destinations internationally."



AIA Press Office
tel.: +30 (210) 35 37 227
e-mail: press_info@aia.gr
web: www.aia.gr