

An aerial photograph of Łódź, Poland, featuring a prominent church with a tall, light-colored spire on the left, a wide river in the foreground, and a dense urban landscape with modern and historical buildings in the background.

# Routes Europe 2023

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Łódź, Poland



# Where Europe's air route networks are defined

Routes Europe 2023 will unite decision-makers from airlines, airports, destinations and aviation stakeholders that are invested in the future of European air connectivity. As the leading route development event for the region, Routes Europe will be critical in stimulating the continued recovery of the market.



## Events that stimulate global air connectivity

Routes events are powerful. They occupy a unique position, both in the field of aviation and as an economic catalyst. Routes recognises that route development is a partnership between airlines, airports and tourism authorities.

Our events provide an opportunity for these partners to meet, negotiate and build relationships that will go on to develop the world's future air route networks.

**94%**

of delegates say that Routes Europe is important for their business

## Who attends?

Routes deliver to Routes Europe the very people that decide where, when and why the region's aircraft fly. As a result, senior network planners from over 110 of the region's airlines are expected to attend the event.

With over 90% of the region's leading airlines by ASK in attendance, Routes Europe provides the ideal business setting for your organisation to build high-value relationships with the air service development community. Over 1,200 delegates are expected to attend the event.



## Previous airline attendees



**“** We greatly value attending Routes Europe as the premier means for meeting with current and future airport partners in one location. Over the years, ideas initiated at Routes events have led to successful route and market launches for Jet2.com. Successful business relationships in our view are best achieved via face-to-face contact and Routes Europe delivers on this objective.



## Meetings that will reshape connectivity across the region

By consistently uniting decision-makers Routes Europe has made a real impact on the region's air services - over 1,900 new air services across Europe are connected to meetings at Routes events in the last three years alone.

The event creates the most effective platform for airports to develop their route networks and destinations to improve their destination's connectivity. More than 4,000 meetings will take place between senior decision-makers from airlines, airports, tourism authorities and aviation stakeholders at the event.

## Join the debate

Airline CEOs, association leaders, airport and destination heavyweights will look at the issues that will forever change the industry landscape..

### Previous speakers include:

- Oliver Lackmann, Managing Director, TUI fly
- Robert Carey, President, Wizz Air
- Ray Webster, Former CEO, easyJet
- Alex Cruz, Former CEO, British Airways
- Wolfgang Reuss, SVP Network Management, airBaltic



## Previous airport attendees



**“Exhibiting at Routes Europe allows you to meet decision makers in one place and have meaningful conversations.**

Neringa Ciuksiene, Marketing Project Manager, Lithuanian Airports



## Raise your profile

Routes Europe will also offer extensive and cost-effective promotional opportunities for participating organisations. By taking an exhibition stand or securing a sponsorship package at the event, your organisation will strengthen relationships with airline decision makers that can accelerate your recovery.

Routes Europe offers the highest concentration of air service development decision-makers focused on the region.

**“ Routes Europe is the event of the same rank as the UEFA European Championship or the EXPO Exhibition. I am proud of the fact that Łódź, and our airport will host such a prestigious event. We are inviting the whole aviation world to Łódź, to show everyone that Łódź, is the great city in the heart of economically strong region – a destination worth visiting for work and business as well as for city breaks.**

Anna Midera Ph.D., President of the Board and CEO of Łódź Airport



## Previous tourism attendees



97%

of delegates would recommend Routes Europe to an industry colleague



## **An incredible opportunity for Europe's last undiscovered city**

As the main stage for Europe's leading airline decision-makers, Routes Europe will provide a platform for Łódź to raise awareness and demonstrate the significant market opportunity that Central Poland offers.

With the infrastructure and capacity for two million passengers annually, the airport offers substantial opportunities for the European route development community.

**“** Poland is the first country to have hosted this prestigious route development forum three times. Both Warsaw Chopin Airport and Krakow Airport have experienced extremely positive legacy impacts, as a result of hosting the event, and we are confident that Łódź will see similar levels of success. Hosting Routes Europe will put Łódź at the epicentre of the route development community and deliver new air services to both the city and Poland.

Piotr Samson, Director General of Civil Aviation for Poland



## About the Venue

The official event venue for Routes Europe, EXPO Łódź, is a modern multifunctional facility located in the heart of the city.

Built in 2012 using the most modern solutions in the field of ecology, the exhibition venue is the perfect location for Europe's aviation leaders to define the region's future air connectivity.

**“ The selection of Łódź as the host for the next edition of Routes Europe heralds further intensive economic growth for the whole region.**

Marcin Horała, Deputy Minister of Infrastructure





## **Join the route development community in Łódź**

Build high-value relationships with a qualified audience of route development decision-makers from across the region and beyond at Routes Europe.