

Birthday celebrations at the double

It was High Fives from the Athens Airport team last night. Not only is the airport celebrating its fifth birthday this year, but it was also announced as the winner of the OAG Airline Marketing Award in the 10-25 million passenger category.

Dr Yanis Paraschis, deputy chief executive (left) and Georgios Karamanos, director of communications and marketing were thrilled with the accolade as the awards were presented at the magnificent gala dinner with Dubai Heritage Vision. It is the second successive year that the Greek airport has won the coveted title. Kuala Lumpur and Moscow

Domodedovo were highly commended. The contest for the bigger airports (more than 25 million passengers) was tight and the judges could find nothing to separate the joint winners Amsterdam and Munich. Dallas/Fort Worth and Singapore's Changi were both highly commended. In the class for airports between five and 10 million passengers, Nice was the award winner with Stuttgart and Bahrain highly commended.

The award for airports with fewer than five million passengers was won by London City airport with Frankfurt Hahn and Orlando Sanford the highly commended runners up.



Skål! Tax cheers for Sweden



Charges carded

Amid all the clamour from airlines here at Routes for lower airport charges, Niels Boserup, Copenhagen Airports chief executive and chairman of Airports Council International (ACI), (above) says it may be time to rethink the way charges are packaged and unbundle them.

"I'd like to create a charging system where negotiations with airlines are in reality much more detailed than today," he said. "Their frustration stems from the fact they pay for a package. That was maybe OK 20 years ago when all airlines had the same needs, but today we have to realise that airlines have different operating models. It is especially understandable that low-cost carriers are raising this campaign, why shouldn't they?" he said. "If I was a low-cost carrier I would consider arguing against 'greedy' airports," he said.

SWEDISH DELEGATES AT ROUTES WERE last night celebrating a change of government which allows them to renew the battle with Denmark to attract low-cost carriers to Scandinavian airports.

Sweden's ousted controlling party led by Goran Persson had planned the introduction of a hefty aviation environmental tax of up to €45 (\$57) per passenger which the Association of European Airlines had warned was ostensibly created to reduce airline growth by pricing passengers out of the air travel market.

Low-cost carrier Ryanair cut routes and earlier this year accused the Swedish government of seeking to stifle competition in the aviation market. It cited the proposals as evidence of the government's efforts to "deny Swedish citizens access to low-cost travel".

Neighbouring Denmark responded by repealing its passenger taxes with effect from January 2007 in a bid to encourage carriers to use its airports for entry to the Nordic and Baltic regions.

Copenhagen came to Routes keen to push its advantage to low-cost players. "It will be

less expensive to fly out of Copenhagen next year, once the Danish government abolishes its tax on air passengers," it said.

According to the airport, partial tax reduction was already working in its favour with Copenhagen attracting many passengers from across the Oresund bridge to Sweden after it reduced a €10 charge per departing passenger – to €5 at the beginning of 2006.

But at Routes yesterday representatives of Sweden's Stockholm airport – hosts of next year's Routes event – were celebrating new prime minister Fredrik Reinfeldt's promise that his conservative Moderate Party would repeal the tax plans.

"We are delighted. It is nothing to do with party politics. The tax would not improve conditions for commercial aviation in Sweden," says Mats Sigurdson, director of aviation marketing at Stockholm Arlanda airport operator Luftfartsverket.

The airlines were also delighted at the news. SAS Sweden director European routes Niklas Hardange said: "The election result is good news for the airline industry and the airports."

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FaroeJet plans

If delegates to Routes were asked to stick a pin in the Faroe Islands on a world map, most would probably struggle. This is the challenge faced by recent start-up FaroeJet.

Established in December 2005, the carrier started service on 15 May, operating daily service to Copenhagen with a leased Avro RJ100, increasing frequency to twice daily for the peak summer season and operating charter flights around its scheduled service. The carrier has been achieving load factors of 40-50% over the summer, says Paeter Rasmussen, manager ground operations and charter sales, and has carried around 5,000 passengers since starting service.

Although there are historic links between the Faroe Islands and Denmark, Rasmussen says: "We are keen to increased scheduled services and add routes, but out of Copenhagen rather than the Faroes because of its easier access to European markets."

Jebel Ali to give Dubai low-cost platform

Low-cost carriers will finally be welcomed with open arms at Dubai when the ambitious Jebel Ali airport complex – branded Dubai World Central – opens in early 2008. At present, a lack of capacity at over crowded Dubai International Airport means that low-cost services are not possible.

"We have turned away low-cost carriers because we don't have the facilities," said Anita Mehra Homayoun, director of marketing and communications for Dubai Civil Aviation. The main low-fare player operating in the emirate is Air Arabia, which is based at nearby Sharjah International Airport.

The emphasis on low-fare services will change at Jebel Ali, she said, where DCA is building a low-cost terminal able to handle at least five million passengers a year in the first phase of the airport's construction. "The first phase of Dubai World Central will be for logistics services and low-cost carriers," said Mehra Homayoun. Although prices at the current Dubai International Airport are competitive, rates at the new airport will be lower and "definitely not the same prices we are asking to pay there".

Dubai urgently needs the extra capacity because its current terminal complex, designed to handle 22 million passengers annually, is now over the 25 million level, with some 29 million passengers expected this year, she said.



TALKING SHOP - EVENTS AROUND ROUTES TODAY:

07.30	Registration and Diary Advice & Extra Meetings Desk Open
08.55	One to One Meetings Commence.
10.00	ORBIS Flying Eye Hospital Tour (All delegates)
12.00	Pre Lunch Drinks served (Hall 8)
12.25	Lunch hosted by Routes' Host 2007, Stockholm Arlanda Airport (Hall 8)
14.00	One to One Meetings
17.15	Final Meetings End
17.30	Farewell Reception (hosted by Stockholm Arlanda Airport. - Location: Lotus One suite)

Partnership for growth

Airport consulting firms Airport Strategy and Marketing (ASM) and Sabre Airline Solutions have formed a partnership aimed at growing their businesses, it was announced at Routes yesterday.

The two firms have formed "an extensive marketing relationship" and will work together to expand their businesses in the fields of route development for airports, as well as more general commercial and operations related to airport consulting.

"ASM and Sabre have been associates for many years and the growth

partnership is a very natural and logical step forward for the relationship," said David Stroud, ASM managing director.

"By working closer together we greatly enhance our offer to the market. I firmly believe that ASM and Sabre will provide airports with an unrivalled suite of services and solutions on a global scale."

He added that the partnership will offer a range of improved services, including market analysis, route forecasting, concessions analysis and community relations.

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Attracting the best airlines.

The Dubai International Airport is Middle East's most impressive hub, catering to 113 airlines to 194 destinations from around the globe. With its strategic location, high quality infrastructure and favourable policies, it's one of the fastest growing airports in the world. The airport is a multi-service enterprise with a strategic inter-organizational team working exclusive for the different airlines.

The airport is geared to provide centralized and comprehensive service to airlines to facilitate procedures plus simplify the processes for new airlines who wish to operate in and out of Dubai. The products and services have been specially designed to meet the needs of various airlines.

With its increasing capacity, infrastructure development and technological advancement, it's not surprising why Dubai International Airport is voted "the world's most favourite airport", by the readers of Conde Nast Traveller for the year 2006.



A vintage year for ASM

Airport Strategy and Marketing (ASM) is at Routes on the back of "an excellent year", with new projects and commissions in Malaysia, India, China, Europe and Latin America, according to managing director David Stroud.

He attributed the successful year to a new company structure and improved delivery.

"We launched a new management structure, adopted a more market-focused positioning and put the emphasis of all the company's efforts firmly on new route delivery," said Stroud who is leading ASM's largest-ever presence at Routes.

He added: "We now have a larger team and have expanded operations with the opening of an office in Kuala Lumpur last month."



Signing of the times

Collectors of sporting memorabilia should get to the Macao airport stand. Macao's "local hero" grand prix driver Andre Couto is on stand S27 promoting the island airport's attractions... and signing models of his latest GP car.

Gunilla Gelin Thorstenson driving visitors to the stand.



Gothenburg wants two-way traffic

Traditionally Swedes love their holidays in the sun and there is a booming low-cost market for routes to southern Europe. The trick, says Ole Sundin, managing director, Luftfartsverket's group airports division, is to attract incoming traffic at the same rate.

"We have a target of increasing traffic from 4.4 million to 6 million in five years and we aim to do this by boosting inward traffic.

To this end Gothenburg airport works closely with Business Region Goteborg, an organisation that works to boost growth and employment in the region. It also targets major world sporting events

and is bidding for the 2011 world athletics championships, as well as football's Euro 2016 tournament.

Some 17 airports in Sweden are operated by state-owned Luftfartsverket, the civil aviation administration, including Stockholm, next year's hosts, and Gothenburg.

Malmö, another airport in the group, is being heavily marketed as a low-cost alternative to neighbouring Copenhagen, with charges being cut year on year to attract the booming low-cost sector. It is being promoted as a low-cost airport, offering simple services and fast turnarounds compared to the major hub airport next door.

Stockholm aims to be the best

The hosts of next year's Routes, Stockholm Arlanda airport, has big ambitions. It aims to become the region's biggest international hub, challenging neighbouring Copenhagen, which has traditionally held that position.

The US market always attracts attention and US Airways is the newest arrival. It started services this summer between Stockholm and Philadelphia. Although this was just for the summer season, Mats Sigurdson, director of aviation marketing at Stockholm Arlanda airport operator Luftfartsverket, says the US carrier is considering extending it to year-round. Continental Airlines introduced Newark-Stockholm last year.

"We are talking to other US carriers at the moment and expect a decision on a new US destination within the next couple of weeks. We are on the shortlist," says Sigurdson.

In common with most business markets in Europe, Stockholm sees Asia as a huge growth market.

Guri Hojgaard looks forward to Stockholm.



China is first in its sights, with SAS starting a new route between Stockholm and Beijing from April 2007. It will operate four-times-weekly with Airbus A340s. Air China already flies that route, also four times weekly with Boeing 747s.

The airport is also keen to attract services to Japan and India, with which it currently has no links. "India is a problem because of the government's insistence on five years of operations before a carrier can operate internationally," says Sigurdson.

Asia is also a big target for cargo

operations at the airport. Korean Air Cargo and Cathay Pacific Cargo have started cargo flights to Stockholm within the last month with 747 freighters.

"There is a huge potential export market in the region," says Sigurdson, "We produce automotive, electronic and telecommunications products and pharmaceuticals."

Africa is another area attracting Stockholm's attention. Ethiopian Airlines has just increased frequency on its Stockholm-Rome-Addis Ababa route from three to four flights a week.

Special offer from NAS

Ground handling company National Aviation Services (NAS) announced a special offer to airlines for its operations in both Kuwait and Jordan.

Airlines signing up with NAS at Routes will get a series of special discounts including a 50% discount on ground handling charges for freighter operations. This includes handling at the cargo terminal at the Aqaba Airport in Jordan, and all NAS customs charges in Kuwait.

The 50% offer also applies to loading and unloading of trucks as well as to other adhoc services. All of these discounts are being offered to airlines signing up with NAS at Routes Dubai for a period of six months.

NAS can be found at stand B5.

Don Quijote – Buidling a business

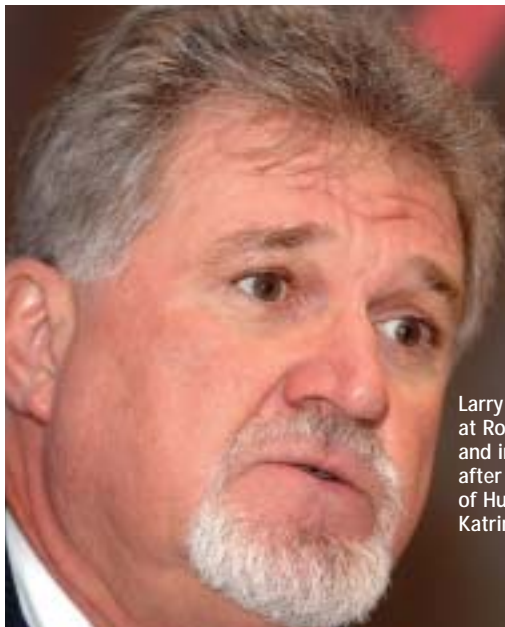
Spain's Don Quijote airport has two unique characteristics – it is Spain's first privately owned airport and the only airport in Europe currently being built from scratch.

Located an hour away from Madrid by high-speed train, the airport has a job on its hands to persuade airlines to fly there rather than competitor Madrid Barajas which is considerably closer to the city centre and where easyjet is establishing a base.

Airport marketing and business development director Rafael Echevarne is sanguine about what he needs to do to attract traffic.

"Call it marketing incentives or whatever, we will not receive a penny for the first few years."

One ace the airport does have up its sleeve is a co-located logistics centre that will benefit from strong land transport links such as the high-speed rail line between Madrid and Seville and good motorways.



Larry Johnson at Routes, and inset, the after effect of Hurricane Katrina

New Orleans seeking return of Jazz



With Louis Armstrong New Orleans International Airport getting back to more than 60% of the traffic it enjoyed before the hurricane Katrina disaster, the airport's team is at Routes to talk with Air Canada Jazz, one of the airlines yet to resume services.

Prior to Katrina, Air Canada Jazz operated Toronto – New Orleans services but suspended them after the disaster of a year ago, said Larry Johnson, manager commercial development at Routes yesterday.

Johnson said that the airport was back at 108 scheduled flights a day compared to 160 before Katrina.

He added that the profile of traffic has changed since the events of a year ago. "We were traditionally a tourism destination and we will be again, but we have become a business destination," he said.

"It has been the business traffic that has brought us back. The airlines are experiencing extremely

high load factors in the region of 90-95%. Airlines are getting higher yields because business people tend to book their tickets later."

Services at the airport are broadly back to pre-Katrina levels, he added. "Some of the concessions are not back to the same level but they are getting there. All concourses are open and all the facilities."

Johnson talked about the extraordinary week following the disaster in which the airport was transformed and became everything from a hospital and a maternity unit to a trailer park and animal rescue centre. There were more than 20 births on site, and as many deaths. As the military relief operation ramped up, for three days it became the busiest airport in the world. From an average of 700 operations a day, it leapt to 3,500 a day. "The sky was literally full of helicopters," said Johnson. "Military transports were just lining up to take off."

It's all black and white at Newcastle

The outfits being worn by the team on the Newcastle International stand at Routes are causing almost as much interest at the forum as the booming airport, city and region themselves.

It's the first time that Newcastle International has taken a stand at Routes, a joint venture between the airport, the city and the northeast England region.

And the joint team is using it as a platform to promote a bid to take the 2009 New Routes Europe event to Newcastle.

The smart outfits worn by the team on the stand are in fact modestly-priced high street dresses, but they have had a big



impact. "We keep being asked by people if they are Prada outfits," said Nicola Short, head of marketing for Newcastle-Gateshead. "They think we were inspired by the film *The Devil Wears Prada*."

The stand has been swamped by enquiries, according to Newcastle International marketing manager Sue McClellan. "By the end of 2006 we expect nearly six million people through the airport. The northeast of England has enjoyed a huge amount of investment, particularly in areas like culture.

"The infrastructure is excellent and the whole area is attracting a lot of interest from airlines and their customers. They know they will get a real Geordie welcome when they arrive at Newcastle. That's reflected here at Routes where we have had a constant stream of visitors to the stand."

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Route development manager Sarah Procter has a clear target to help CPH fill available capacity at Scandinavia's largest airport.

The record breakers

A total of more than six million travellers passed through Copenhagen Airport this June, July and August, setting a new passenger record for the airport.

For the first time ever, the airport – hosts of last year's Routes – served more than two million passengers a month for both June and July; the number for August was just over 1.9 million. All in all, the airport saw 6,012,697 passengers during those three summer months, a monthly average of just over two million. The growth is due to rising numbers of locally departing passengers. The number of which in those three summer months was 8.6 per cent higher than in the summer of 2005. By comparison, growth in the total number of passengers for the same period of time was 3.8% (for locally departing, transfer, transit and arriving passengers).

Over the course of the next decade, Copenhagen Airport will invest close to €670 million (\$848 million) in service improvements and infrastructure against a backdrop of a projected increase in the annual number of passengers at the airport from the current level of 20 million to as many as 30 million.

Orlando seeks new nonstop service

Orlando International Airport (MCO), which has experienced tremendous growth in recent years, has immediate goals to secure new nonstop service from Frankfurt, Paris and Dubai.

The airport, which posted record 2005 passenger totals of 34.1 million, has "the business case to support new nonstops to Frankfurt and Paris immediately," and Dubai over time, said MCO director of marketing Vicki Jaramillo.

MCO traffic has grown four times faster than the US average, and the local population is expected to rise 23.2% through

2014, second only to Phoenix in major US city growth. This growth has meant that Orlando has leapfrogged airports such as San Francisco, London Gatwick and Tokyo Narita in passenger totals, and now ranks 21st in the world.

While Orlando has limited service from Condor to Frankfurt, both Frankfurt and Paris traffic is being spilled to other connecting markets. "Nonstop service would be supported by O&D traffic that we have now, and incremental traffic that would be stimulated by more efficient routings," said Jaramillo.

Paris is one of the top markets not currently served nonstop from Orlando. "Air France would make money on this route today," said Jaramillo. "The SkyTeam alliance connections at both Charles de Gaulle and MCO are much more efficient than the current European connections Orlando has via London Gatwick." In addition, the Euro Disney to Disney World flights would carry regular corporate Disney traffic.

After the airport's forecast numbers above were completed, the Orlando region experienced a number of major business wins

that make the rosy forecast possibly conservative.

Recently, the Burnham Institute decided to place a major biomedical research facility in Orlando. In addition, the city has under construction a new medical university, 6,500 luxury hotel rooms, a new Veterans hospital and a third Sea World theme park. Burnham alone should stimulate one billion additional dollars to be spent in Orlando annually. "All I can say is that we're glad that our fourth runway has been completed," Jaramillo said.

Zagreb in for the long haul

Zagreb airport, home to flag carrier Croatia Airlines, is looking to the long-haul market for expansion, rather than overcrowded eastern Europe.

Croatia Airlines is a regional member of Star Alliance, and chief executive Bosko Matkovic says there is a logical connection with the grouping through the carrier's Lufthansa patronage, which could mean hub connections for Zagreb services via Frankfurt and Munich.

The airport is in talks with several carriers and will no doubt meet up with more at Routes.

However, the airport is fast reaching saturation point, and a lack of capacity at peak hours means the airport only has slots for low-cost carriers at off-peak times.

The airport will have a new terminal in five years time, according to Matkovic, which will double passenger capacity to 3.3 million a year.

"The new terminal will be built at a distance of 2.5km from the existing building, which will then be converted into a stand-alone low-cost facility," says Matkovic.



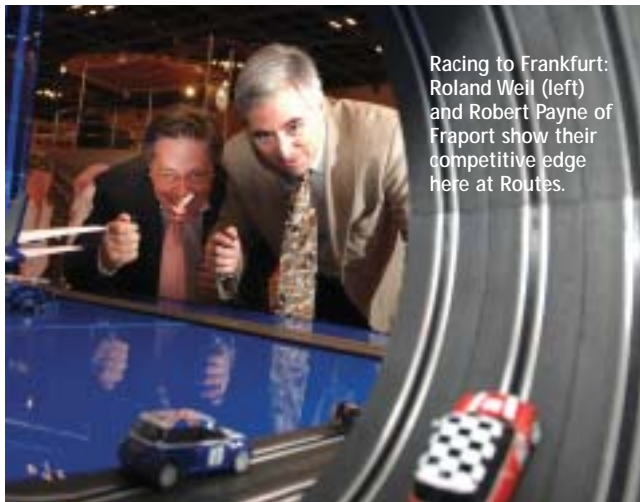
Hats off: Damir Vince, advisor to the general manager, left, and Mario Gruja, Marketing Division manager, look forward to expansion

Fraport signs Lufthansa Cargo pact

Fraport and Lufthansa Cargo yesterday announced a strategic partnership that will strengthen and develop Frankfurt as an air cargo hub. "With Lufthansa Cargo being the largest cargo operator at Frankfurt this is a key move for us to build on our relationship and to promote further growth," said Roland Weil, assistant vice-president airline sales speaking here at Routes.

The partnership will include the joint modernisation of CargoCity North and a variety of joint efforts on marketing, investment and security. "This really demonstrates the commitment of Lufthansa Cargo to the Frankfurt hub," said Weil.

Fraport, which is currently running at 96% utilisation, is working to add services in the few gaps it has in the morning



Racing to Frankfurt: Roland Weil (left) and Robert Payne of Fraport show their competitive edge here at Routes.

and evening. "Until our second runway opens in 2010 we are tailoring our growth into areas where we have slots," said Weil. For example, these timings fit the potential schedules for Chinese and Indian carriers.

The new runway will ultimately add 50% more capacity at the airport. "For a couple of years it will be slot heaven in Frankfurt," said Weil. The number of hourly

movements will rise from 82 to 120 with the new runway.

Other growth at Fraport is coming from increasing frequencies from existing carriers and those seeking to upgrade to larger aircraft.

One of the latest carriers to serve Frankfurt is Austria's Niki, which is starting double-daily operations to Vienna from the end of October.

Prishtina targets low-cost growth

The traffic recovery at Kosovo's Prishtina International Airport should receive a major boost here at Routes as the airport's management team aims to secure new service, particularly from low-cost carriers.

According to the airport's managing director James Johnson, a high rate of unemployment in the European state, which suffered heavily during the Balkan conflict in the 1990s, means that low-fare carriers "are much of the answer for continued growth in Kosovo". It is targeting the addition of more low-fare players, in addition to mainline and cargo carriers, to increase traffic from the 930,000 passengers handled in 2005.

"We need lower prices to get the next level of ridership," said Ilir Rama, commercial director. At present the airport is served by 19 carriers, including germanwings, with a four times weekly service, as well as Austrian Airlines, British Airways and Swiss.

Talks with at least another two low-fare players here at the show are expected to result in new routes for summer 2007, said Johnson, who runs



Helping to bring traffic back to Kosovo, Prishtina airport's management team James Johnson (left) and Ilir Rama.

the airport on behalf of the United Nations Mission in Kosovo. The airport is owned by the Kosovo Trust Agency and plans call for it to become an independent company later this year. Since 2000, after the end of the Kosovan war in 1999, traffic has recovered dramatically rising by 300% since the turn of the century.

One carrier that has already confirmed it will begin flying to Prishtina is start-up FaroeJet (see page 3). The Avro RJ100 operator is aiming to launch services from Copenhagen to Kosovo in November, said Johnson.

BBI NEWS

Berlin Airports Group is at Routes with news that the construction of its new BBI (Berlin, Brandenburg International) Airport is now underway. Germany's transport minister, Wolfgang Tiefensee, stressed the significance of a new Berlin airport at a ground cutting ceremony last week. "BBI will be a modern, highly competitive airport and traffic hub, and will be fully equipped with the very best rail and road connections. The airport is a crucial new addition to Germany's airports," the minister said.

"Germany remains one of the world's leading business locations: we are implementing all the necessary projects to ensure that we remain internationally competitive, and we are further boosting the attractiveness of the German capital and the entire region."

BBI will provide the region around the German capital with an urgently needed airport capable of coping with the increase in air traffic volumes over the next few decades. When the airport opens in winter 2011 it will have the capacity to handle 22-25 million passengers a year. BBI is based on a modular plan and can be extended to handle as many as 40 million passengers in line with market growth.

"The dynamic growth of Berlin Airports will continue to accelerate in the second half of 2006," said airport director Dr Rainer Schwarz. "Increasing traffic volumes are an important prerequisite for BBI. I am fully confident that we can position BBI on the market as an airport with a strong focus on European and selected intercontinental point-to-point traffic. The airport's unique location at the heart of Europe means that it is destined to become the premier stepping stone to eastern Europe and Asia. We are also convinced that the low-cost segment, which already plays a key role in air traffic, will continue to occupy a strong position."



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The World Connected

Allegiant Air focuses on Tampa Bay

Florida's St Petersburg-Clearwater Airport is on top of the world here at Routes with the news that three new carriers are to launch services. The biggest move comes from US low-fare carrier Allegiant Air which is making the airport its third focus city after Las Vegas and Orlando Sanford.

"These are the first real positive signs of recovery at St Petersburg," said Jeff Clauss, air service development manager at the airport. After a record 1.3 million passengers in 2004, the loss of ATA Airlines, Jetsetgo and Southeast Airlines caused a 74% decline in traffic last year.

Las Vegas-based Allegiant Air will launch its new flight programme on 16 November to 12 small cities with two Boeing MD-80s based at St Petersburg. The airport has been courting Allegiant Air for over three years. "We offered an attractive package of incentives that helped them make a decision of where they should fly based on the fact that St Petersburg has the destination to back up the service," said Clauss.

The carriers beginning new service at St Petersburg before year-end are Canadian tour operator Sunwing Airlines, with a twice-weekly service to Toronto,



Jeff Clauss of St Petersburg-Clearwater International Airport is welcoming three new carriers to the Florida airport

and Sun Country Airlines, which is flying daily to Minneapolis St Paul.

The airport has conducted several initiatives to help in its promotion, said Clauss. These include a rebranding exercise, with the region now being billed as the gateway to Tampa Bay and a change in the airport's IATA designation to ensure it is positioned on global distribution systems as in the Tampa Bay region. A destination survey in the region

revealed that the top three routes favoured by the local community were Las Vegas, New York and London.

In May the airport finished a runway extension that means it can now handle any size of aircraft for transatlantic services, said Clauss. He is meeting with several carriers here at the event interested in serving the airport. "We hope to have a transatlantic carrier by 2008, and there is an outside chance for next summer."

NAS-Routes '06 Special Offer!!



Airlines signing up with Kuwait's leading airline ground handling company - **National Aviation Services** at Routes 2006 in Dubai can benefit greatly from the following:

- 6 months of free ground handling charges in Kuwait for freighter operations
- 6 months of free cargo handling charges at Aqaba, Jordan
- 6 months of waived NAS customs clearance charges in Kuwait
- 6 months at 50% discount on loading & off loading charges for trucking in Kuwait
- 6 months of 50% discount on ad-hoc services
- 6 GCC countries trucking service offered at special rates through the NAS RFS (Road Feeder Service) via parent company PWC regional network

Through to parent company PWC Logistics Middle East Distribution (MED) Services, freighters can enjoy doing business with NAS and benefit from its ability to offer clients multi-modal transportation solutions.

PWC's transportation services range from local delivery to regional overland. In the Middle East, its regional trucking service enables companies to efficiently distribute inventory across PWC's network of warehouse facilities across the GCC and the Middle East.

PWC's vehicle fleet includes panel trucks, flatbed and low-bed trailers, curtain-sided and refrigerated trailers and tankers.

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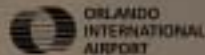
Networking lunch serves up food for thought

Networking was again the order of the day at Monday's Routes, with drinks and a lunch sponsored by Austria's Vienna Airport. Organisers say the feedback from delegates has been excellent with many new contacts made.



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► EGYPTAIR CELEBRATES ANNIVERSARY WITH LAUNCH OF NEW DIVISION

EgyptAir has revealed plans to launch a regional jet division in April with an order for up to 12 Embraer 170 aircraft.

The new unit will be called EgyptAir Express, and will initially operate six E-170s, which Embraer says are on firm order. A further six 76-seat one-class configured aircraft are also held on option.

The EgyptAir Express launch will coincide with the mainline carrier's 75th anniversary.

"We particularly take pride in selecting the product that would best serve our needs. Indeed, following a very technical assessment, the E-170 came out as the right aircraft to help launch our new subsidiary, EgyptAir Express," says EgyptAir Holding chairman Atef Abdul Hamid in a statement.

"We consider Embraer a true winner, as the E-170 perfectly responds to the new concept we are implementing within our continuing growing market."

Mohamed Hassan, who has



been appointed EgyptAir Express chairman, adds: "The E-170 will offer the highest level of comfort to our passengers when we start our operations in April 2007. And this is exactly what we want to achieve with EgyptAir Express: a high profile domestic and regional airline, which will not only serve, but will exceed our customers' expectations."

EgyptAir's new division will provide feed from primary and secondary points, notes the mainline carrier.

"The versatility of the E-Jets evidently proved crucial in EgyptAir's selection of the E-170," says Embraer executive VP, airline market (and president and chief executive-apparent) Frederico Fleury Curado in the same statement.

"That is an important validation of our strategy of providing airlines with flexibility to match demand and allow rapid adaptation to a market that constantly evolves. The E-Jets are new concept aircraft models designed for new concept operations," he adds.

► PHASED OPENING OF NEW BANGKOK AIRPORT BEGINS

A phased shift of flights to Bangkok's new Suvarnabhumi airport from the Thai capital's existing Don Muang facility has begun with the inauguration of services there by two airlines.

Thai Airways International and Singapore-based low-cost carrier Jetstar Asia both started using the new airport on 15

September with the first scheduled flights. Airport authorities reported only minor disruptions which caused check-in delays.

Star Alliance carrier Thai is now serving Suvarnabhumi with regular passenger flights from three domestic destinations, namely Chiang Mai, Phitsanulok and Ubon

Ratchathani. Jetstar Asia is serving the new airport from Singapore.

Suvarnabhumi is due to formally open on 28 September, when all remaining flights are transferred from Don Muang, despite concerns by IATA and other industry groups that it will not be ready.

► INDIA'S AIR DECCAN ADDS NEW DESTINATION

Indian low-fare carrier Air Deccan is to launch services to the northern city of Kulu, which will be its 56th domestic destination.

The fast-growing carrier says in a statement that Kulu services will be launched on 17 October. ATR 42-500s will be used for daily flights from the Indian capital Delhi.

Kulu is in a mountainous area in the north of India and it is growing in popularity as a tourist

destination. The airline says that "poor air connectivity has been a major hurdle to the promotion of tourism in the area".

Separately, Air Deccan says that on 30 October it will launch new domestic services between Hubli, in the state of Karnataka, and the Indian business centre of Mumbai. Air Deccan, which has extensive services into and out of Mumbai, is already serving Hubli from Bangalore and Belgaum.

► KAL LAUNCHES VIENNA SERVICE

Korean Air (KAL) has launched regular passenger services between its Seoul base and Vienna in Austria.

The SkyTeam alliance carrier says in a statement that the services will initially be operated three times per week with a Boeing 777-200. The first flight departed Seoul for the Austrian capital on 15 September, says the airline.

KAL says the services will initially be operated until 27 October although they may continue beyond that date.

The airline says the new Seoul-Vienna route is part of a move to increase services in the central and eastern parts of Europe, noting that it also recently expanded codeshare services with CSA Czech Airlines.

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✦ DEALS SIGNED FOR DUBAI WORLD CENTRAL

Four global logistics industry heavyweights signed land lease agreements for warehousing and logistics facilities at Dubai World Central mega-airport at Routes.

Representatives of Aramex, Danzas, Kuehne+Nagel and Panalpina signed agreements with HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman, Dubai Aviation Corporation.

"These signings demonstrate the power of the Dubai Logistics City (DLC) business proposition and that of Dubai as a world-class hub," said Sheikh Ahmed. "These are the first of a partner portfolio that will evolve into a virtual 'who's who' of the industry."

More than 85 regional and international companies have reserved in excess of 2.5 million square metres of land within DLC. "By 2008 we expect over six million square metres of land to be leased," added Sheikh Ahmed.

Phase one grading of DLC is complete enabled contracted partners to move on-site and begin construction of their facilities.



Aramex signed for 140,000 square metres in DLC's contract logistics area with an option for an additional 100,000 square metres.

Said Fadi Ghandour, President and Chief Executive of Aramex, said: "Innovation is in Aramex's DNA, so it was easy for us to take the initiative on a project of such immense significance."

Danzas AEI Emirates signed two agree-

ments. The first is for 30,000 square metres in DLC's forwarding area, with an option on a further 15,000 square metres. It also secured 155,000 square metres in DLC's specialised contract logistics area.

Kuehne+Nagel signed for 52,000 square metres in the contract logistics area, while Panalpina has taken 30,000 square metres in the DLC forwarding area with an option on a further 15,000 metres.

Dubai woos China for world hub logistics

A GIANT MODEL IN THE entrance to Routes gives a visual testimony to the ambitious plans to make Dubai the world's hub for the aviation industry.

Dubai Logistics City (DLC), is the first phase of the giant Dubai World Central urban aviation community being built in Jebel Ali, just 40 kilometres from Dubai's city centre. It is part of the world's first truly integrated multi-modal logistics platform in a single-bonded free zone environment made up of DLC, Dubai World Central International Airport (JXB), Enterprise Park and Jebel Ali Port. It is designed as the region's logistics hub catering to some two billion people throughout the Middle East, Indian sub-continent, Africa and the CIS, all within three-to-four hours flying time from Dubai.

At the heart of the concept is Dubai World Central - a 140 square kilometre urban aviation community centred around the world's largest international airport - the project is almost twice the size of Hong Kong Island.

Michael Proffitt, DLS chief executive - looking for greater links with China and below a model of the World Central development



One key area being talked about at Routes is the relationship between the UAE and China. "With the value of trade between China and the GCC above the \$30 billion mark for 2005, and China's domestic and international air cargo market forecast to develop at a rate of 12-15% a year over the next 15 years, we want to focus on developing strong partnerships

and trading links," says DLS's chief executive Michael Proffitt.

China's \$1.5 trillion economy is projected, by its own government, to grow to \$4 trillion by 2020, maintaining the rapid developments which have occurred in the automotive, electronics, telecommunications, electrical appliance, pharmaceutical, fashion and food industries - creating vast oppor-

tunities for the air cargo players and freight forwarders.

Proffitt adds, "DLC's eventual capacity to handle 12 million tonnes of air cargo in 16 dedicated terminals not only provides Dubai and China the basis to contemplate a continued working relationship in all matters trade, it may yet become the lifeblood from which the ties evolve to an even greater level."



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Transatlantic all-premium market hots up

Competition in the emerging all-premium transatlantic market is heating up with expansion at two fledgling carriers and the emergence of three start-ups.

UK-based Silverjet and Fly First aim to join US-based Eos and Maxjet in offering all-business class flights linking London with New York. Meanwhile newly incorporated French carrier Elysair plans to launch the first all-premium service between Paris and New York in mid-December. This is three months ahead of an Eos proposal to start a Paris-New York service.

Eos launched last October with a daily New York JFK-London Stansted service and will add six more weekly flights on the route from early September. It is now seeking traffic rights to serve Paris and Zurich from JFK.

Maxjet quickly followed Eos last year by launching six flights per week from JFK to Stansted. It added a five-times-weekly Washington Dulles-Stansted service in April and plans to launch on 2 November a twice-weekly Las Vegas-Stansted service. It is now considering adding services to Stansted from Boston, Los Angeles and San Francisco using two newly acquired Boeing 767s.

Maxjet committed in August to expand its fleet to five 102-seat 767s from early 2007. It now operates two 767s and earlier agreed to take a third aircraft in September, to be used mainly for its growing luxury charter operation. Eos operates 757s in a roomier configuration with 48 flatbed seats.

Silverjet in August agreed to lease two 767-200s from British leisure carrier ThomsonFly and plans to outfit them with 100 flatbed seats from Zodiac. The aircraft will not be delivered until March and October 2007 but Silverjet says it is in advanced talks to lease another three 767s, one of which may be delivered by November, allowing an early December launch. Silverjet will differentiate its service from Eos and Maxjet, both of which claim to be enjoying 70% load factors on their JFK-Stansted services, by operating from Luton outside London and Newark outside New York.

But Silverjet could face competition on the Luton-Newark route if another UK-based all-premium start-up, Fly First, follows through on its launch plans. Fly First seeks to operate 48-seat 757s on the route but it has not yet acquired any aircraft and is still in the fundraising mode.

Elysair plans to operate 100-seat 757s and has hired former AOM-Air Liberte chairman Marc Rochet as chief executive. It is seeking rights to connect Paris Orly with Newark and later Boston.

MAXjet aims for connectivity

As transatlantic high-yield super-premium competition increases, one player is wishing even his rivals well: Gary Rogliano, chief executive of MAXjet, the Dulles-based niche contender, says: "We're working against the majors. We want the concept of a specialised, elite transatlantic air service to catch on."

But Rogliano is quite confident that if the ranks of these niche competitors are thinned, MAXjet will prosper. "We're focused on a value proposition that appeals to a broader segment than the others."

MAXjet's target is business travellers who are used to paying a relatively high fare but who would like the relatively

high levels of service and privacy that they are not getting – but used to get. Its aircraft, heavily refurbished Boeing 767-200ERs, each has 102 seats in a two-two-two arrangement. By contrast, Eos flies 757-200ERs with 48 seats, each of which lies flat in a private pod.

"Half our customers come from the US and half come from the UK – so we are well balanced," says Rogliano. He adds: "The demographics of where they are coming from are much broader than we expected. It works out that 70% of our customers are coming from the business market and 30% from the leisure side."

With a third aircraft entering service in September, MAXjet is

an expansion mode. But its growth patterns suggest it is looking for connectivity as well as for O&D business. MAXjet may well have begun with a point-to-point service model, albeit one with a very different aircraft interior and a very different selling proposition than the standard point A to point B airline.

Rogliano is looking for a network effect: Las Vegas is a low-fares magnet, and so also is Stansted, he reasons. So he is hoping that people in the western States will see Vegas as the place where they catch their flights to London – after getting there on Southwest or US Airways and then enjoying the gaming for a day or night (or vice versa).

Similarly, Washington Dulles is a similar case: it is served by JetBlue, AirTran, and, starting in October, by Southwest.

At the other end, Stansted has easyjet, Ryanair, and Air Berlin, thus is a connecting point for the budget-conscious for hundreds of points throughout Europe. Rogliano has added a feature to the MAXjet website that lets customers directly book connection on both sides of the ocean. Rogliano says he envisions (or dreams) about an eventual worldwide association or loose confederation of domestic low-fares carriers, joined internationally by airlines such as his MAXjet – and perhaps even its rivals.





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From Old Fort to Wild Wadi



Dubai has something for everybody. And if you are looking for culture or you're looking for a wild rush of adrenalin there is plenty on offer.

Those Routes delegates who want to understand more about the REAL Dubai can pay a visit to one of Dubai's most historic buildings – just a few minutes from the conference centre.

Al Fahidi Fort is one of the most picturesque sights in Dubai. Situated in the heart of the Bastikiya district by the Creek, it was built around 1787 as the fortress home of the ruling Al Maktoum family.

An imposing structure despite being overshadowed by today's nearby apartment blocks, it once guarded Dubai's landward approaches and has served as both palace and prison. It is thought to be the city's oldest building, which suits it perfectly for its modern function as the Dubai Museum.

Built from coral and shell rubble from the sea and cemented together with lime, it has been carefully restored in recent times

as the city grew around and beyond it.

It was converted to a museum in the early 1970s and further developed in the 1990s with dioramas depicting traditional life in the Gulf. Exhibits include archaeological objects, such as pottery, stone and metallic items and stone engravings, some of which date back 4,000 years. Large sections are devoted to musical instruments, household implements and weaponry. Various boats are displayed in the courtyard.

Another interesting feature is a model of a windtower room in the architecture section, with diagrams and photographs showing different types of windtowers from the older areas of Dubai.

Dubai Museum is located on Al-Fahidi Road (Tel: +971 4 353 1862). It is open daily from 8.30am to 7.30pm. Admission is Dh3.

If, however, you are looking to make a bigger splash with your time then Dubai's popular Wild Wadi water-themed park is a must-do for anyone looking for a

day of fun and relaxation.

Situated beside the Jumeirah Beach Hotel, it is only a 20-minute drive from the city centre.

The waterpark is designed like an Arabian wadi and loosely based on folklore about Juha and his seafaring friend Sinbad. It covers 12 acres of pure fun and comprises 24 state-of-the-art rides, slides and lounging areas that suit all ages, making it a firm favourite in Dubai.

Your entrance fee into the Wild Wadi park gives you access to all the water rides, as well as the use of rubber rings, lifejackets

and body boards. To keep you safe at all times, the park also has 90 lifeguards on duty.

For one adrenaline rush after another, try the 80km/h downhill hurtle on the 33m-high Jumeirah Sceirah, the 1.5m-high artificial waves at Breakers Bay, the 170m white-knuckle ride at Rushdown Ravine, or any of the 14 rides interconnected by water channels that push you upstream on your raft.

If you prefer something more laid back, Wild Wadi offers hours of relaxation. A great place to sit back, relax and unwind. Wild Wadi (Tel: +971 4 348 4444)

ALL YOU NEED: here are some useful telephone numbers to help smooth over your visit to Routes in Dubai.

TOURISM:

Department of Tourism and Commerce Marketing (DTCM)
Welcome Bureau
☎ 228 5000
E-mail: info@dubaitourism.co.ae
Website: www.dubaitourism.co.ae

EMERGENCY:

☎ Police: 999
Fire: 997
Ambulance: 998/999
Coastguards: 345 0520

PHARMACIES:

Most pharmacies are open from 9am to 9pm and many can be found at leading supermarkets.

Check local newspapers for 24-hour pharmacies.

LOST OR STOLEN ITEMS:

You must report any lost or stolen items to Dubai Police. The Police operator can be contacted on 269 2222 or fax: 221 5158

POST OFFICES:

Post Offices are open Saturday to Thursday 8am – 8pm. However stamps are generally available from most supermarkets and grocery shops.

HOSPITALS: The following hospitals can treat all manner of emergencies:

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Al Baraha Hospital

☎ 271 0000

Al Maktoum Hospital

☎ 222 1211

Al Wasl Hospital

☎ 324 1111

American Hospital

☎ 336 7777

Belhoul European Hospital

☎ 345 4000

Dubai Hospital

☎ 271 4444

International Private Hospital

☎ 221 2484

Iranian Hospital

☎ 344 0250

Rashid Hospital

☎ 337 4000

Welcare Hospital

☎ 282 7788

TAXIS:

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