

routesnews

The world air service development magazine



Media Pack

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The easy life

Richard Maslin discovers more about the ambitions and business development plans of easyJet chief executive, Carolyn McCall

As the changes to the 12 years since the airline's first flight, it has become the epitome of a low-cost carrier with a focus on the passenger experience. The low cost, easyJet, has been the most successful of the low-cost carriers and would have been the first to be named as such. Richard Maslin, chief executive of easyJet, has been the most successful of the low-cost carriers and would have been the first to be named as such.

Rank	Airport	Weekly Flights	Weekly Seats
1	London Gatwick	1802	149,500
2	Manchester	402	75,512
3	London Luton	246	26,438
4	London Stansted	228	51,264
5	Paris CDG	212	48,072
6	Birmingham	208	38,400
7	London Heathrow	204	38,400
8	London City	204	38,400
9	London Luton	204	38,400
10	London Luton	204	38,400
TOTAL		5,966	1,177,414



easyJet

With the pressure, fueling and concerns throughout the summer about meeting its 2012 targets, easyJet chief executive Carolyn McCall has been busy. In the months that have passed since the airline's first flight, it has become the epitome of a low-cost carrier with a focus on the passenger experience. The low cost, easyJet, has been the most successful of the low-cost carriers and would have been the first to be named as such.

Double impact

Bob Moser and Joe Bates report on Brazil's ambitious development plans for its airport system in preparation for hosting the world's two biggest sporting events.

As the 2014 World Cup and the 2016 Olympic Games approach, Brazil is preparing to host the world's two biggest sporting events. Bob Moser and Joe Bates report on Brazil's ambitious development plans for its airport system in preparation for hosting the world's two biggest sporting events.



Brazil's airport system

Bob Moser and Joe Bates report on Brazil's ambitious development plans for its airport system in preparation for hosting the world's two biggest sporting events. As the 2014 World Cup and the 2016 Olympic Games approach, Brazil is preparing to host the world's two biggest sporting events.

Game changer

What impact will Boeing's newly certified B787 Dreamliner have on route development? Fitzsimmons investigates.

Boeing's newly certified B787 Dreamliner is set to revolutionize the way airlines operate. Fitzsimmons investigates the impact it will have on route development.



Fleet management

Boeing's newly certified B787 Dreamliner is set to revolutionize the way airlines operate. Fitzsimmons investigates the impact it will have on route development.

Shining light

GMR's chairman - airports, Kiran Kumar Gandhi, tells Routes News about his plans for India's capital city gateway.

Kiran Kumar Gandhi, chairman of GMR Airports, discusses his plans for India's capital city gateway. He talks about the challenges and opportunities ahead.



GMR

Kiran Kumar Gandhi, chairman of GMR Airports, discusses his plans for India's capital city gateway. He talks about the challenges and opportunities ahead.

Routes News

Now in its eighth year, Routes News is the official publication of the World Route Development Forum and the Routes' Regional events.

In addition to keeping you up-to-date with the World Route Development Forum, Routes News provides topical news and features for airline and airport executives involved in route development decision making.

Who should advertise?

- Any airport seeking to attract additional air services.
- Tourism authorities seeking to attract new air services to their destination.
- Suppliers wishing to reach airline route planners and business development executives.
- Suppliers wishing to reach airport business development managers and the airport market.



The E-magazine is now available on iPad and smartphone



Readership

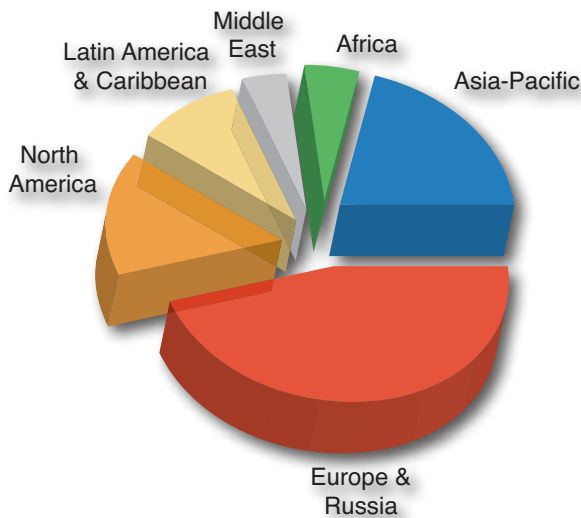
The range and mix of airlines at the World Route Development Forum is truly impressive, with at least 100 major global carriers, as well as over 200 regional, low-cost, charter, scheduled and cargo carriers attending the event.

Now published seven times a year, Routes News reflects this mix, and therefore provides airports and tourism authorities with the perfect opportunity to target potential new customers, while also keeping them up-to-date with the latest route development news from around the globe.

Distribution

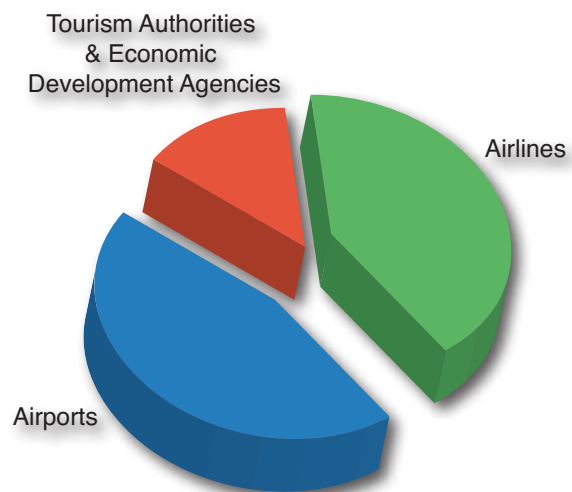
7,000 copies of Routes News are mailed to the prime target audience of the World Route Development Forum and Routes' Regional events, namely 400 airlines and 550 airport operators around the world.

Routes News is now also available as a digital magazine, allowing readers and advertisers to access the publication wherever they are, at any time. The digital edition is on www.routes-news.com as well as www.routesonline.com.



Readership Breakdown by Region

Africa	5%
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Readership Breakdown by Organisation

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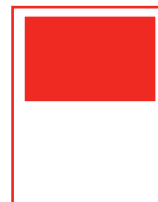


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