

24<sup>th</sup> October 2016

## **WORLD ROUTES FLIES INTO ADELAIDE**

Adelaide has won the right to host World Routes 2019, the largest and most prestigious event conference in the aviation industry. It will be the first time the event has been held in Australia.

World Routes will bring more than 3,000 delegates from major airlines, airports, tourism and aviation businesses from around the world to meet in Adelaide for the three-day conference to discuss new air services. The event moves to a different location annually to showcase different destinations to the airline industry.

The South Australian capital hosted the highly successful Routes Asia conference in 2010 with a number of airlines having instigated direct flight into Adelaide since that event including Qatar, Emirates and China Southern which commences direct flights in December.

Adelaide boasts Australia's fastest growing capital city airport. Redeveloped in 2005 at a cost of AUD\$260million a further AUD\$1 billion is currently being spent on projects to further expand its capacity with an expected 3% annual growth in aircraft movements over the next 20 years.

### **Quotes attributable to Damien Kitto – CEO, Adelaide Convention Bureau**

Adelaide being named host city for World Routes 2019 is an absolute honour and presents a fantastic opportunity to showcase our unique offering for business events and tourism across the City and State.

“Having hosted Routes Asia 2010 conference and seeing the airline partnerships that have come to fruition since then highlights the enormity of hosting this event. The Adelaide Convention Bureau was proud to be part of Team Australia’s successful bid for World Routes 2019 with the win reinforcing the capabilities of Adelaide in hosting large global business events”

### **Quotes attributable to Tourism Australia Managing Director John O’Sullivan**

This is a huge opportunity for Australia to show the world's route planners why our country is such a great investment proposition for future international aviation development. Destination marketing is a complex and highly competitive business and these are the professionals who play such an important part in deciding where international airlines choose to point their aircraft. It’s great to get this opportunity to host World Routes and I’m sure Adelaide will do Australia proud,” he said

### **Quotes attributable to South Australian Minister for Tourism Leon Bignell**

Securing World Routes 2019 is a huge coup for South Australia. We beat the rest of the world to bring this massive conference to Adelaide.

We know South Australia is a great place to live, and now more people from interstate and overseas are discovering what our State has to offer. Our visitor economy is at a record AUD\$5.95 billion, as our State continues to attract record numbers of interstate and international visitors. That is why the State Government sees tourism and major events as an important part of the transformation of South Australia’s economy.

For more information visit [www.routesonline.com](http://www.routesonline.com) [www.adelaideconvention.com.au](http://www.adelaideconvention.com.au)

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