



**A new event where Tour Operators and Airlines
meet formally to source new product**

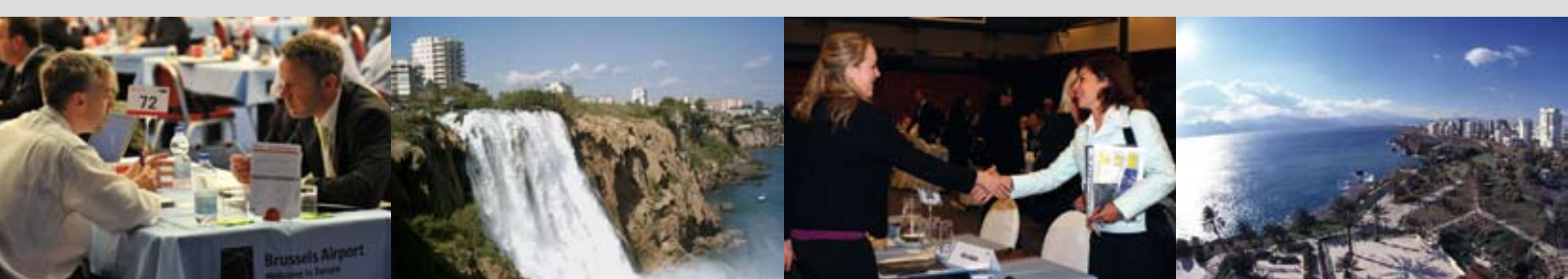


Where the real holiday makers go.
Antalya, Turkey. 13-15 February 2011.

In terms of annual tourist arrivals, the Mediterranean is the most significant tourism region in the world.

Its destinations attract more visitors each year than all of the countries in the Americas, Africa and Middle East combined and its annual tourist receipts total more than most nation's Gross Domestic Product – US\$ 230 billion. To say that the Mediterranean Tourism Industry is economically, politically and environmentally significant to the whole of Europe is a huge understatement. As a continent, Europe boasts by far the largest number of tourist arrivals each year (460 million in 2009*) and nearly 60% of these arrivals are in the Mediterranean Region.

This year, many of the more mature Mediterranean resorts have taken significant drops in tourism arrivals whilst the younger, still developing destinations such as Turkey, Tunisia and Egypt have seen significant growth of over 20%. There has never been a better time for tour operators and airlines to talk with existing and new suppliers from the region in order to keep their programs fresh.



Event Objectives

Routes Tourism Mediterranean is a unique business forum concentrated solely on the Mediterranean region. Whilst open only to a limited number, the event's strength is in the calibre of the attending delegates ensuring that this Mediterranean networking event will provide senior decision makers with a platform to:

- Conduct high level business meetings in an un-crowded environment.
- Facilitate meaningful dialogue between tourism companies and the aviation industry.
- Encourage relationships and co-operation between tourism organisations.
- Share vital market information.
- Gain introductions to new contacts.

Additionally, delegates will be able to meet the industry suppliers exhibiting at the event and showcasing their products.

Routes Tourism Mediterranean encourages all delegates to network as much as possible and to take full advantage of the formal networking opportunities through the face to face meetings and the informal gatherings in the networking village, the welcome and farewell receptions and the gala dinner.

Routes Tourism Mediterranean is a brand new event organised by Routes - the world's leading organiser of route development forums and winner of the Queen's Award for Enterprise. Routes has over 15 years experience in delivering a unique way to do business – face to face with the people that really matter, and supports each event with a dedicated team focused on success.





“Routes events continually deliver the key people which I need to meet in order to explore new opportunities for the TUI group.”

Paul Cooper, Head of Commercial, UK Airports & Destinations, TUI Travel PLC

Buyers

Tour Operators

Product managers from tour and cruise operators with a programme to the Mediterranean region are constantly looking for new product offerings to retain existing clients and attract new ones.

As an outbound tour operator delegate at Routes Tourism Mediterranean, you will have the responsibility for the development of new products and services within the Mediterranean region. As hotels and resorts fall in and out of favour with your clients, you will be able to meet with new suppliers who can help ensure that your offering is fresh, of a high quality and competitively priced.

Attendance for delegates from outbound tour and cruise operators is FREE of charge and by invitation only.

Please contact us for further information:

Tour Operator Manager, Janet Goodwin

janet.goodwin@routesonline.com

T: +44 (0)161 234 2730

Airlines

Airlines have a growing requirement for market information about potential destinations when considering new routes, frequency of flights and existing services.

As an airline delegate at Routes Tourism Mediterranean, you will have the responsibility for the development of new routes to, from and within the Mediterranean region and you will be able to meet with tour operators, airports, national and regional tourism organisations and other key partners who will provide you with new information regarding potential markets to be served. Additionally you may wish to discuss support for both existing and new routes to be served.

Attendance by airline network planners is FREE of charge.

Please contact us for further information:

Airline Manager, Adam Smith

adam.smith@routesonline.com

T: +44 (0)161 234 2730



“Attending Routes Forums has become an integral part of our calendar with the pre-scheduled meetings serving as a platform for further development of our route network. Evening and social events during Routes are also a highlight giving us delegates a much needed evening of fun and networking after a hard days work.”

Alan Borg, Head of Airline Marketing, Malta International Airport

Suppliers

Mediterranean Tour Operators and Hoteliers

Knowledge about new resort and hotel developments in the Mediterranean countries is limited and often one-sided. A lot of attractive and up and coming places for tourists are not familiar to tour operators and airlines outside the Mediterranean. At Routes Tourism Mediterranean you will be able to meet directly with the key airline and tour operator personnel with a view to ensuring that your products will feature in their programmes, brochures and websites.

National and Regional Tourism Organisations

As a National or Regional Tourism Organisation delegate, you will have access to your ideal target audience – tour operator and airline decision makers. Together with other key stakeholders from your region, you will be able to promote your destination to these most influential of individuals. You will be able to enhance the profile of your tourism organisation or economic development agency and promote the destination to the tour operator and airline decision makers through an exhibition or sponsorship at the event.

Destination Management Companies

With new markets and resorts being opened up, many tour operators require the services of new DMC's who possess extensive local knowledge, expertise and resources in each destination. The current economic climate has resulted in tour operators sourcing improved services from their DMC's as well as improved terms. At Routes Tourism Mediterranean you can present your organisation directly to the key tour operator decision makers.

Airports

Today's vacations usually start and end at airports. As an airport delegate, you will have responsibility for business development within your airport. You should be able to support any of your proposed new routes and tourism initiatives with an appropriate mix of quantitative and qualitative research, presenting your airport as an important component of the tourism product.

For further information please contact:

Nicki Atherton – Western Mediterranean Sales

nicki.atherton@routesonline.com

T: +44 (0)788 555 6617

Teodor Yotov – Eastern Mediterranean Sales

teodor.yotov@routedevgroup.com

T: +359 2 987 61 39

Nathalie Alvarez – Middle East and North Africa Sales

nathalie.alvarez@routesonline.com

T: +44 (0)161 234 2730 (Ext 786)



How does Routes Tourism Mediterranean work?

There are two key elements:

Formal Networking

Tourism organisations, tour operators, hoteliers, airlines and airports servicing the Mediterranean market can meet privately to discuss new market opportunities at pre-scheduled face to face meetings.

The meetings are arranged prior to the event, based on delegate requests and a personal diary is issued on arrival. Tour operator and airline buyers are allocated their own meeting tables at the event and these tables will be their base for all meetings.

At **Routes Tourism Mediterranean** you will meet delegates who are there to do business. The quality of our attendees and our attention to the face to face meetings are key factors to the experience of **Routes Tourism Mediterranean**.

Informal Networking

Routes Tourism Mediterranean facilitates additional networking opportunities through:

- An extra meeting system that allows all delegates during the event itself, to request meetings with any other delegate.
- The hospitality programme, which includes the welcome reception, the gala dinner, the lunches and the refreshment breaks during the working days.

Event Programme 2011*

Sunday 13 February 2011

- | | |
|----------------------|---|
| 14.00 | Registration, Diary Collection & Networking Area open |
| 15.00 – 17.00 | Conference |
| 18.30 – 20.30 | Welcome Reception hosted by Antalya Airport |

Monday 14 February 2011

- | | |
|----------------------|---|
| 08.30 | Registration & Networking Area open |
| 09.00 – 10.40 | One-to-One meetings commence |
| 10.40 – 11.00 | Refreshment Break hosted by Antalya Airport |
| 11.00 – 13.05 | One-to-One meetings continue |
| 13.05 – 14.00 | Networking Lunch |
| 14.00 – 15.35 | One-to-One meetings continue |
| 15.40 – 16.00 | Refreshment Break hosted by Antalya Airport |
| 16.05 – 17.15 | One-to-One Meetings continue |
| 17.20 | Close of Business Day |
| 19.30 – 22.30 | Gala Dinner |

Tuesday 15 February 2011

- | | |
|----------------------|---|
| 08.30 | Registration & Networking Area open |
| 09.00 – 10.40 | One-to-One meetings commence |
| 10.40 – 11.00 | Refreshment Break hosted by Antalya Airport |
| 11.00 – 13.05 | One-to-One meetings continue |
| 13.05 – 14.00 | Networking Lunch |
| 14.00 – 15.35 | One-to-One meetings continue |
| 15.40 – 16.00 | Refreshment Break hosted by Antalya Airport |
| 16.05 – 17.15 | One-to-One meetings continue |
| 17.20 | Close of Business Day |

*This event programme is subject to change at any time at the discretion of the organiser. Please check the website and follow the links for regular updates to this programme.



Antalya Airport

Your hosts for 2011



Antalya continues to be a popular holiday destination and Antalya Airport is the most important tourist gateway for the Turkish Riviera with 19 million passengers recorded for 2009. As the Tourism sector continues to grow in Antalya, ICF Airports is committed to providing an airport experience of international standards and enabling this experience through the provision of world class facilities. The strategic direction of the company promises a future full of exciting prospects as ICF is now positioned as one of the major players in the Airport Management Services sector.

Venue

The Gloria Convention Centre

Conveniently located only 40km (35 minutes) from Antalya Airport, The Gloria Convention Centre and hotels are situated in Belek, Antalya in the midst of pine forests and at the seaside along Acisu river, in a region which embodies all of the natural beauties of the Mediterranean.

Antalya Airport is the most important tourist gateway for the Turkish Riviera with nearly 19 million passengers recorded for 2009

Official Hotels



Gloria Golf Resort is the most established of the Gloria beach front hotels and is located adjacent to the convention centre. Offering a total life of experience, Gloria Golf Resort has become an established favourite among the Gloria Brand of hotels.



Enjoying similarly convenient access to the Gloria Convention Centre as the Golf Resort, The Serenity Resort is a new hotel concept with its ultimate quality... A unique Mediterranean nature with unlimited VIP service.

We are proud to be working with Gloria Hotels and Resorts and have negotiated some very special rates for Routes Tourism Mediterranean delegates which can only be booked via www.routesonline.com. We strongly advise all delegates to book early in order to receive the lowest prices.

Official Carrier



Turkish Airlines' mission is to become the preferred leading European air carrier with a global network of coverage thanks to their strict compliance with flight safety, reliability, product line, service quality and competitiveness, whilst maintaining their identity as the flag carrier of the Republic of Turkey in the civil air transportation industry.



About Antalya

Antalya is the capital city of the Antalya Province, located on the Gulf of Antalya on the Mediterranean coast of Turkey. The population of the city is 603,190 but reaches over 2 million in summers at the height of the tourist season. Situated on a steep cliff, Antalya is a picturesque city surrounded by mountains, forests, Mediterranean Sea and many ancient ruins; with one notable archaeological museum. With its airport it is a gateway for Turkey's coastal resorts which took the name Turkish Riviera because of the natural and historical beauties of it.

Combining history and culture it deserves the title of “the capital of Turkish tourism”. Today the city of Antalya is reliving a golden age. It has been transformed into a cultural and touristic hub with thematic hotels with concepts like Venice, Topkapý Palace, and cathedrals in Moscow. Kaleici, the rustic old town where historic Turkish and Greek houses are under protection, is the most popular centre in Antalya. It is situated between the yacht harbour and the main city. Old houses that are separated

by narrow, cobble-stone roads are now hotels and tourism-related shops. Traces of Byzantine, Roman and Seljuks architecture and culture can still be seen. Also Antalya museums house the finds belonging to historic ages of Anatolia.

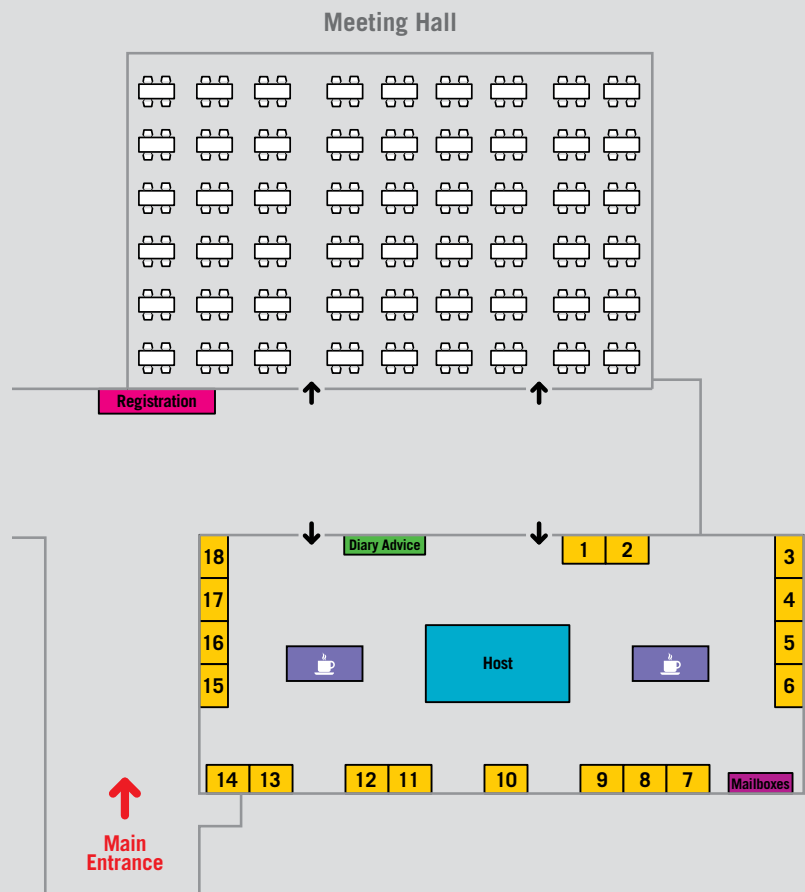
Inside the city Yivli Minare and Kulliye, Karaalioglu Park are places where Ottoman architecture can be seen. Konyaalti and Lara coasts are well known with their crystal clear waters. The prominent sites accessible by daily tours are Side, Perga, Manavgat and Alanya. Ancient cities like Phaselis, Olympos, Adrasan and Kekova can be reached from the sea by Blue voyagers.

Event Floorplan

KEY

- Stands (Shell Schemes 3x2m)
- Registration
- Diary Advice Desk
- Host
- Mailboxes
- Refreshments

Please visit www.routesonline.com to view the latest floorplan.



Exhibition Stand Space

For those organisations who are looking to raise their profile at Routes Tourism Mediterranean there will be **special introductory prices** for exhibition stand spaces at the first annual Routes Tourism Mediterranean. Prices are from only EUR€1,990 per stand space.

Sponsorship Items

We have created a number of high profile sponsorship opportunities to cater for all budgets at this year's Routes Tourism Mediterranean. With **special introductory prices** on offer, there has never been a better time to increase your organisation's profile at the event and raise market awareness for your company within the Mediterranean region. **To find out more about our special introductory sponsorship and exhibition offers**, please contact;

Event Director, Ged Brown

gerard.brown@routesonline.com

T: +44 (0)161 234 2730

- Day 1 Lunch
- Tour Operator Meeting Hall
- Lanyards
- Registration
- Meeting system
- Delegate bags
- Delegate folders
- Business card holders
- Hanging banners

EVENT SUPPORTERS



Disclaimers Cancellations must be made in writing. If cancellations are received by The Route Development Group Ltd before 31st October 2010, the registration fee will be refunded (minus €100 administration fee). Monies paid or due for cancelled bookings made after this date will be non-refundable. Your registration may be transferred to another person at no extra charge subject to written notification to RDG prior to the event. The full terms and conditions are available upon request. Routes Tourism Mediterranean is an RDG Ltd event. ©RDG Ltd 2010. + All prices listed are subject to any local taxes and VAT where they apply. *Please note all formal one-to-one meetings are pre-scheduled and are of 20 minutes duration.