



Infrastructure Services Committee - 20 June 2013

ROUTES EUROPE 2015

1 Recommendation

The Committee is recommended to:

1.1 Consider and approve the expenditure towards Routes Europe 2015 as set out in 3.2.

2. Discussion

- 2.1 Routes Europe is a major trade to trade event designed to attract air route development professionals within Europe to meet with regional airports in order to consider new air routes. It provides a platform for stakeholders to meet, present market opportunities and negotiate. It is a place to do business, network and showcase the host city region.
- 2.2 The event will take place in Aberdeen at AECC from 12-14 April 2015. This will be the 10th Routes Europe event and it is expected that it will attract representatives from between 100 -120 airlines, around 350 airports and up to 950 delegates in total. This event provides an opportunity to bring influential decision makers into the area and to build a relationship with them and seek future partnerships. It is hoped that the result will be increases in airline operations in subsequent years.
- 2.3 The event also gives a chance to showcase what the area can offer airlines, tourists, businesses and inward investors and an opportunity to positively change perceptions about a destination. It will include local tours, a VIP programme, a golf tournament, an Aberdeen Energised event, networking events, one to one meetings, receptions, press conferences and a gala networking evening.
- 2.4 The benefits for Aberdeenshire and Aberdeen City in hosting Routes Europe are to raise the host airport profile amongst airlines, high level exposure of the destination and to support the host's overall route development effort.
- 2.5 There are various commitments the host destination, with associated organisations and partners, is responsible for providing during the event including sponsoring and organising the main hospitality functions. One of these is the gala networking evening, which is proposed to be held at a National Trust for Scotland venue in Aberdeenshire.
- 2.6 The hosting fee for the event is £250,000. Sponsorship will be sought by the organisers for additional funding required. Aberdeenshire Council has already paid a contribution towards the hosting fee of £10,000 to secure the conference. The Council has been asked to contribute a further £50,000 to be paid over the next two years towards the event itself and commit to providing staff time to attend and participate in meetings to organise the side events.
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- 2.7 Funding is being sought from Aberdeenshire Council, Aberdeen City Council, VisitScotland, Visit Aberdeen, Aberdeen City and Shire Hotels Association, Scottish Government and Scottish Enterprise .
- 2.8 The Aberdeenshire Council representatives on the project ensure that the Council contribution is spent on areas that will directly benefit the Aberdeenshire area and the Council's sponsorship is attributed on all relevant promotional material.
- 2.9 The Head of Finance and Monitoring Officer from Corporate Services have been consulted and any comments received have been incorporated within the report.

3. Equalities, Staffing and Financial Implications

- 3.1 An equality impact assessment is not required because the recommended actions don't have a differential impact on people with protected characteristics.
- 3.2 The Council's contribution of £50,000 will be met from the Economic Development budget page 98, line 13. This will be from financial years 2013/14 and 2014/15.

Stephen Archer,
Director of Infrastructure

Report prepared by Louise Mackie, Industry Support Executive (Tourism)
22 May 2013