



## REGINA INTERNATIONAL AIRPORT (YQR) RECIPIENT OF ROUTES AMERICAS 2017 MARKETING AWARD

On Wednesday, February 15, 2017, during a very busy week of airport/airline meetings at Routes Americas 2017 held in Las Vegas, Nevada, Regina International Airport (YQR) was awarded the Routes Americas Marketing Award in the Under 4 Million Passengers Airports category. This is the second time in three years Regina International Airport has been awarded the highly regarded prestigious industry award.

“The YQR team is honoured to be the recipient of this prominent industry award. To be recognized by current and prospective airline partners for our air services marketing is an endorsement of YQR’s very diligent work to renew our marketing efforts and keep them strong, fresh and effective. We proudly build business-case focused airport and airline partnerships, innovative services and we maintain healthy, positive, and business-aligned relationships with airlines that do, or may, serve our great province,” said Richmond Graham, President and CEO, Regina Airport Authority.

The Routes Marketing Awards were created in 1997 to recognize excellence in airport marketing as voted and judged by airlines. The airlines are asked to mark their airports or destinations of choice (5 of each) in order of preference and these are then automatically scored by priority. Airlines consider the airports and destinations whose marketing efforts, over the last 12 months have made a real impact on their future network development plans. It is a combination of airports that are voted for by the airline community and the airports that have achieved the highest growth in seat capacity in the last 12 months. Once voting is closed, airports are split into a size category from under 4 million passengers to airports larger than 20 million passengers, in addition to the destination category, and shortlisted. The shortlisted finalists are then asked to provide a submission to support their nomination and a panel of judges made up of senior members of the airline network planning community from the region review the lists and submissions from the nominated airports in order to determine the winners.

“The Regina International Airport has many to thank for this award including many of southern Saskatchewan’s business chambers of commerce and tourism and community partners. Their strength and support make us stronger as we continue to tell Saskatchewan’s great story,” said Graham.

For more information on Regina International Airport connect with us online at [www.yqr.ca](http://www.yqr.ca), @flyYQR and #flyYQR.

*Official Press Release from Routes included.*

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**ABOUT YQR** | Regina International Airport (YQR) is operated by Regina Airport Authority Inc., a federally registered, not-for-profit corporation, with a 60-year lease to operate YQR on behalf of the community and stakeholders. YQR provides convenient global access through our air carrier partners within Canada, the United States and International Sun Destinations. For more details on YQR, where we fly and real time flight information visit [YQR.CA](http://YQR.CA).



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### Press Release from Routes, UBM EMEA

#### Denver International Airport wins Routes Americas Marketing Awards

Denver International Airport was announced as the overall winner of the Routes Americas 2017 Marketing Awards at a ceremony last night (15 February) in Las Vegas.

The annual World Routes Marketing Awards recognise excellence in airport and destination marketing. Airlines vote for the marketing services that support the successful launch of new routes or the development of existing ones, making them highly regarded in the aviation industry.

In addition to the overall winner, the awards are judged in five categories. Denver was also honoured in the 'Over 20 Million Passengers' category; Cleveland Hopkins International Airport won the '4 to 20 Million Passengers' category; Regina International Airport won the 'Under 4 Million Passengers' category; and Greater Fort Lauderdale Convention & Visitors Bureau won the 'Destination' category.

As overall winner of tonight's awards, Denver will be automatically shortlisted for the World Routes Awards in Barcelona, Spain on 25 September 2017.

Speaking just after receiving the highly regarded accolade Laura Jackson, vice president air service development, Denver International Airport said: "We are thrilled to have received two awards recognising the amazing dedication of the Denver air service team. These results are achieved after years of work across the world to increase air service."

McCarran International Airport and Las Vegas Convention and Visitors Authority have been hosting the Routes Americas 2017 aviation conference over the last two days. The awards ceremony took place in Drai's at The Cromwell Las Vegas Hotel & Casino.

**-ENDS-**

#### Notes to Editors

The full list of shortlisted companies:

##### Over 20 million passengers

Winner: Denver International Airport

Highly Commended: San Diego International Airport

##### 4-20 million passengers

Winner: Cleveland Hopkins International Airport

Highly Commended: Luis Muñoz Marín International Airport



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### Under 4 million passengers

Winner: Regina International Airport

Highly Commended: Aruba Airport Authority

### Destination

Winner: Greater Fort Lauderdale Convention & Visitors Bureau

Highly Commended: Cartagena Tourist Board

### About Routes

- Routes events are unique forums dedicated to the development of new air services. Five 'regional' route development forums are held between February and June in the Americas, Asia, Europe and Africa, with the flagship World Routes event taking place in September. [www.routesonline.com](http://www.routesonline.com)
- The events revolve around pre-scheduled meetings and an exhibition and conference which are delivered in partnership with host stakeholders. Hosts tend to be a collaboration between airports, tourism authorities and investment partners (the bidding process takes place two to three years before the event takes place).
- Routes was founded in 1995 and is part of the EMEA division of UBM plc.

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