

YQR RECIPIENT OF ROUTES AMERICAS 2015 MARKETING AWARD

On Monday, February 2, 2015, during the 2015 Routes Americas Marketing Awards Presentation held in Denver, Colorado, Regina Airport Authority (RAA) was awarded the Marketing Award in the Under 4 Million Passengers category.

The Routes Americas Awards are highly regarded as the most prestigious awards in the industry as they are voted for and judged by the airline network planning community. The Routes Marketing Awards were created in 1997 to recognize excellence in airport marketing as voted by airlines. They provide the airline community with the chance to have their say as to which airport they think provides the best overall marketing services to them. 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 Board is very proud of our management team for winning this prestigious award. It recognizes and applauds their success and ongoing dedication in marketing our airport, our city and our province to the airlines and their customers," said Ken Waschuk, Chair, Regina Airport Authority. Added Jim Hunter, RAA's President and CEO, "I am most pleased by this recognition of our ongoing efforts to raise the profile of our airport and to work with our stakeholders in promoting their business. Special kudos to Kari Dean for her outstanding contributions to this success."

"The Regina Airport Authority does an outstanding job of marketing Regina and Saskatchewan as destinations while keeping landing fees reasonable," Highways and Infrastructure Minister Hon. Nancy Heppner said. "Our economy relies on exports and our businesses and industries need strong connections to international markets in order to sell products and services around the world."

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“The Government of Saskatchewan congratulates the Regina Airport Authority (RAA) on winning this major award,” Minister Responsible for Tourism Saskatchewan, Hon. Jeremy Harrison said. “I thank the RAA for its marketing efforts to the global airline industry promoting YQR as a gateway to Saskatchewan and our diverse economy.”

In addition to the increased confidence following this award Regina International Airport (YQR) experienced a 2.9% passenger increase over 2013, translating to 1,262,577 passengers in 2014 and a tenth year of record breaking passenger numbers. With a positive outlook for 2015 YQR plans to increase communications and visibility in Regina and southern Saskatchewan and will continue to focus on its relationships with passengers, partners, and stakeholders.

Official Press Release from Routes included.

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PRESS RELEASE: Routes Americas 2015 Marketing Awards Winners Announced

Austin-Bergstrom International Airport crowned overall winner in first regional heat of Routes Awards 2015

3rd February 2015, Denver, Colorado, USA

Last night during a fantastic networking evening hosted by Denver International Airport and its partners at the Denver Center for the Performing Arts, Austin-Bergstrom International Airport was announced as the winner of the first heat of the 2015 Routes Marketing Awards. Over 650 aviation professionals were gathered to witness the presentation of the awards and to take part in the 8th Routes Americas – the only route development event for the entire Americas.

Speaking just after receiving the award Austin Bergstrom International Airport's Assistant Director, Jamy Kazanoff said: "We are absolutely delighted about the win, but a little shocked to pick this up given we were up against other airports with such high business credentials. It means a lot to us to be recognised by our airline partners for what we have achieved and I would like to thank them all for showing support in our journey to turn Austin-Bergstrom International Airport into one of the nation's most successful airports."

The annual Routes Marketing Awards are highly regarded as the most prestigious awards in the industry as they are voted for and judged by the airline network planning community. They provide the airline community with the chance to have their say as to which airport or tourism authority they think provides the best overall marketing services to them whether this relates to their particular relationship, effective results, provision of data and information or innovative techniques to establish new or maintain and develop existing routes.

As overall winner of this regional heat of the Routes Marketing Awards Austin-Bergstrom will be automatically shortlisted for the World Routes Marketing Awards which will take place at the event in Durban, 19-22 September 2015.

Austin-Bergstrom was also named as the winner from the 4-20 million passengers category with Orlando International Airport honoured from the over 20 million passengers category. From the under 4 million passengers category Regina Airport Authority were ranked top and the Destination Award went to Las Vegas Convention & Visitors Authority for the second consecutive year.

"We are delighted to announce Austin-Bergstrom International Airport as the winner of this regional heat of our marketing awards and would like to congratulate them and all of our winners," commented Katie Bland, Director Routes, UBM EMEA continuing: "In the past 12 months Austin-Bergstrom has achieved record growth and has surpassed the 10.7 million figure for 2014 with capacity up by 7.0%. With 4 new carriers and 8 new destinations, the airport now offers 44 destinations served by 13 carriers."

The shortlisted finalists were nominated by airlines and a respected panel of judges made up of senior members of the airline network planning community from the region then reviewed the lists and submissions from the nominated airports in order to determine the winners. The panel consisted of the following experts:

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.

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- John Kirby, Vice President of Capacity, Alaska Airlines
- Adriana Hurtado, Director of Network Planning, Avianca
- Dave Clark, VP Network Planning, Jetblue Airways
- John Weatherill, Director Network and Schedule Planning, WestJet Airlines
- Lukas Johnson, VP Network and Pricing, Allegiant Air
- Angel Garcia, Network Planning Director, VivaAeroBus

The full list of companies shortlisted under each award category were as follows:

Over 20 Million Passengers

Orlando International Airport - **Winner**
George Bush Intercontinental Airport – Highly Commended
Chicago O'Hare International Airport
McCarran International Airport
Toronto Pearson International Airport

4-20 Million Passengers

Austin-Bergstrom International Airport - **Winner**
Tampa International Airport – Highly Commended
Louis Armstrong New Orleans International Airport
Pittsburgh International Airport
Punta Cana International Airport

Under 4 Million Passengers

Regina Airport Authority - **Winner**
Aruba Airport Authority N.V. – Highly Commended
Sangster International Airport
Savannah/Hilton Head International Airport
University Park Airport

Destination Award

Las Vegas Convention & Visitors Authority - **Winner**
Nassau Paradise Island Promotion Board
Visit Jacksonville

Overall Winner

Austin-Bergstrom International Airport