

# **SURVEY HIGHLIGHTS LINK BETWEEN VIABILITY OF AIR SERVICES AND ECONOMIC PROSPERITY**

**– Industry Trends and Climate Briefing at Prague Hilton Sunday 17 May, 3pm –**

**Prague, Czech Republic, 17 May 2009**

ASM – the World Leaders in Route Development for Airports – in partnership with RSA today presented the results of new independently-commissioned research into the current climate and key trends in the air travel industry at the 4<sup>th</sup> Routes Europe in Prague.

Over a hundred CEOs of the world's airports were interviewed over the last month to find out about their current and proposed practices relating to marketing, route development and passenger information. The results are compelling news for all stakeholders in the economic development of European regions as well everyone involved in the air transport sector. The presentation took place at the Hilton in Prague followed by a panel discussion involving journalists and delegates at the Routes Europe.

“What emerges very clearly from the research,” said John Grant, ASM’s Managing Director, “is that no-one can afford to bury their heads in the sand in the current economic climate. With competition for routes fiercer than ever there is more at stake than ‘just airports’ – as important as they are to those of us in the business. The strategies chosen by airport CEOs and other stakeholders to develop viable air services have a direct bearing on the economic stability of entire geographical regions.”

Despite the current global downturn there is now some confidence of a recovery in 18-24 months and route development is seen by many as absolutely critical to achieving that. Further details of the survey and results can be found at [www.asm-global.com](http://www.asm-global.com)

– Ends –

## **Notes to Editors**

### **About ASM**

- Airport Strategy & Marketing Ltd (ASM) was founded in 1993 and was the first management consulting company specializing in the field of route development for airports.
- ASM works exclusively for airports, helping them expand their route networks and bring economic development to their surrounding regions. The results that have been achieved support ASM's claim to be the world leader in its field.
- ASM does not contract to airlines. This gives its consultants the unique ability to protect their objectivity and freedom to act in the best way possible for every client. Carriers understand that there are no conflicts of interest and, as such, relationships with them are based on trust and mutual respect.
- The company is built around a growing team of experienced route development professionals and their approach purposely mirrors the function and nature of route development itself. This has enabled ASM to develop a track record without equal in delivering new routes for airports across all airline sectors.
- ASM is a subsidiary of RDG, a family of inter-related companies, strategic partners and associates that is the leading global solutions provider in the strategically important 'route development' sector of air transport. [www.routedevgroup.com](http://www.routedevgroup.com)

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