

Routes Africa forum heads to Tenerife next month with a focus on improving African air connectivity



20th May 2016 – Tenerife is gearing up to host [Routes Africa](#) next month – the world’s largest route development forum for the African region. Expected to be attended by around 250 route development professionals, the island will become the ‘hub’ where airlines, airports and tourism authorities will discuss how to further develop the aviation industry in the African continent. Routes Africa will take place from 26th to 28th June 2016 at Gran Hotel Bahía del Duque Resort (Costa Adeje).

The decision to hold this renowned forum in Tenerife was due to the island’s strategic location and ambitions. Just 300km off the coast of Morocco, Tenerife is closer to the African continent than the European mainland. This is why the island aims to become a connecting aviation hub between continents: Europe, Africa and the Americas.

Mr. Carlos Alonso, President of the Tenerife Island Government, said: “Tenerife’s long-term aim is to become a logistical stepping stone to Africa, building on our strong historical ties with the continent. Routes Africa is an important part of our activities to strengthen our economic and transport links through new aviation services.” Some of the leading airlines that have signed up for the event include South African Airways, Ethiopian Airlines, ASKY Airlines, Binter Canarias, Iberia and Norwegian.

The International Air Transport Association (IATA) predicts that seven of the ten fastest growing passenger markets over the next 20 years will be in Africa (Malawi, Rwanda, Sierra Leone, Central African Republic, Tanzania, Uganda and Ethiopia). Aviation in the continent currently generates more than \$80 billion in GDP and supports 6.9 million jobs. By bringing together senior decision makers from the aviation industry, the organisers of Routes Africa hope to harness the potential for growth in the African continent.

Routes Africa adds to Tenerife’s credentials as an unrivalled destination to host world-class events. In the past few months, the island has welcomed, amongst others, the International Golf Travel Market (IGTM) – recognised as the most important international meeting for the golf travel industry; and the FIRST Lego League Open European Championship – an international event aimed at promoting science and technology to young people. This June, Tenerife will host Starmus Festival – Tribute to Stephen Hawking, a unique fusion of science, music and art featuring some of the greatest



minds of our time (27 June – 2 July). In September, Tenerife will also host Seatrade Cruise Med 2016 (21-23 September) – the largest cruise industry event focussing on the Mediterranean and its adjoining seas.

For more information about Routes Africa 2016, please visit:

www.routesonline.com/events/185/routes-africa-2016/

-Ends-

About Tenerife

Tenerife is the largest of the Canary Islands and one of the most popular and easily accessible holiday destinations for UK travellers. Guaranteed sunshine, diverse landscapes, idyllic beaches and charming villages make the island an ideal holiday choice all year round, while its vast array of fantastic activities, from year-round whale watching and stargazing on Spain's tallest peak to caving adventures inside Europe's largest lava tubes, ensure that the island's variety of experiences are as unforgettable as its flavours and friendly people.

For general tourism information on Tenerife, please visit: www.webtenerife.co.uk

For more information about Routes Africa 2016, please visit:

www.routesonline.com/events/185/routes-africa-2016/

For media information on Tenerife, please contact Enrique Martin or Richard Hume at Hume Whitehead on 0845 498 9980 or email enrique@humewhitehead.co.uk / richard@humewhitehead.co.uk

For media information on Routes Africa 2016, please contact Karen Blanchard at Tenerife Tourism Corporation on +34 663 014 452 or email karen@webtenerife.com