

Business to Business Public Relations

Route development support
for airports and airlines

Aviation Analytics has been a market leader in providing route development services to airports since 2008.



We are now offering a unique service to airport and airline customers – a dedicated B2B public relations service focussed on route development.



Our directors are industry experts and will give your organisation the best possible exposure of any new route launches.



We offer a wide array of route development support and data to give you the best chance of securing profitable new routes and promoting them to the industry.



The AA Public Relations service



We will manage your route development related press releases reducing reliance on internal or external generalist PR resource.



Our unparalleled industry experience will always guarantee the very best quality data and information within the articles.



We can also write articles for industry publications, including Routes / Slots show daily magazines.



Other services include B2B newsletters and Routes Marketing Awards submissions.



We manage distribution and offer extensive access to nearly 1,000 contacts within our database of industry specialist publications (or clients' own contacts).



No better-targeted PR service exists within the industry.

Press release examples



Other PR Services



Newsletter: Want to communicate your B2B messages direct to your existing and potential airline contacts? Perhaps a regular newsletter covering topics like unserved and underserved market potential, recent route launches and infrastructure development at your airport, along with other relevant market data, intelligence and news could help you satisfy the need to communicate these important messages to your partners. Aviation Analytics has the capability to design, construct, write and distribute these essential updates on your airport's behalf. Already doing this in-house? Then pass on the responsibility of your newsletter's production into a safe pair of hands.



Routes submission: The run-up to Routes is always busy, and then you receive the fantastic news that your organisation has been nominated for the Marketing Awards. With market statistics to crunch, presentations and business plans to write as well as travel arrangements to finalise, your submission shouldn't feel like another job to do before the conference. Allow the Aviation Analytics team, which has provided winning bids at previous Routes events, to relieve some of the pre-conference stress and write your submission for you.



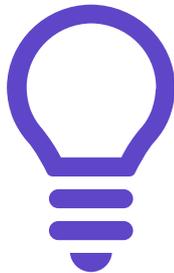
Articles: Whether it is for network development event like Routes or Slots or for another regular industry publication, articles and advertorials in such magazines allow your airport to gain much-needed B2B exposure. Having spent years working for airlines and airports, our team of writers are industry experts with an in-depth understanding of how the business works and can effectively communicate your objectives and strategic messages to an aviation audience.

Benefits of working with us



DEDICATED

We are not just another high street PR company but one staffed by dedicated industry experts providing a complimentary PR service to your existing resource.



EXPERTS

Our directors have many years of detailed industry experience so the quality of our output is second to none. We know the difference between a 787 and an A320!



CONTACT

We will be the main point of contact or middle man between other publications/agencies and the client giving you complete peace of mind.



ROUTES

We can help you in areas such as submissions for Routes Marketing Awards and similar items.



LANGUAGE

All our content is written in English to media that, in the main, receives articles in English. No Google Translate is used here!



INTERVIEW

We will also arrange interviews with other industry publications at events such as Routes and IATA Slots Conferences.

Our B2B PR clients

YOUR LONDON AIRPORT
Gatwick

 **Vienna
International
Airport**

GENEVE
A É R O P O R T

 **KRAKÓW
AIRPORT**
im. Jana Pawła II

 **Airport**
Development Group

 **ATHENS**
INTERNATIONAL AIRPORT
ELEFTHERIOS VENIZELOS

 **Birmingham
Airport**

Copenhagen Airports **CPH**

 **Milano
Malpensa**



Contact Us

Aviation Analytics Limited
2nd Floor, 81 London Road
Leicester, LE2 0PF
United Kingdom

+44 (0)207 856 0159

info@aviationanalytics.com
www.aviationanalytics.com