



City of San Antonio

Agenda Memorandum

File Number:20-4648

Agenda Item Number: 13.

Agenda Date: 9/10/2020

In Control: City Council A Session

DEPARTMENT: Aviation

DEPARTMENT HEAD: Jesus H. Saenz, Jr., IAP

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Application for Bidding for Routes Americas 2022

SUMMARY:

An ordinance authorizing the Aviation Department to submit a bid to Informa Markets (UK) Limited for hosting Routes Americas 2022 on February 2, 2022 through February 4, 2022 and, if awarded hosting obligations, authorizing payment in the amount of \$150,000.00 as part of the \$443,000.00 hosting bid. Funding for the initial \$150,000.00 payment is available in the FY 2020 Airport Operating and Maintenance Fund Budget. Funding for the remaining \$293,000.00 is included in the FY 2021 Airport Operating and Maintenance Fund Proposed Budget.

Routes America is the premier air service conference that attracts up to 1,200 delegates from domestic and international airlines, airports and tourism industries. As the host of this conference, San Antonio International Airport will have an unparalleled opportunity to introduce San Antonio to airline leadership and network executives who may not be familiar with San Antonio beyond the Riverwalk or Alamo. The convention will take place in the Henry B. Gonzalez Convention Center and adjacent Marriott Hotels.

BACKGROUND INFORMATION:

Routes America, one of the largest air service conferences in the region, is focused on connecting airports with

senior decision makers from airlines, airports and tourism authorities to discuss new market opportunities and the evolution of existing services. The conference includes pre-scheduled meetings for airlines and airports; city pair meetings; and, on-site meeting requests. These meetings are in addition to networking events and speakers from the airlines and airport industry organizations.

The development of new routes at an airport is a long-term process that requires relationship-building and continuous data-sharing. A conference, such as Routes America, is an efficient method of airlines and airport representatives to meet and share this data.

At the most recent conference (in February 2020) in Indianapolis, over 900 delegates from 90 domestic and international airlines, 300 airports and 50 tourism authorities participated in over 2,800 meetings. Airline attendees included domestic and international airlines already servicing San Antonio and other airlines such as Aer Lingus (Ireland), Avianca (Colombia), Avianca Costa Rica, Condor (Germany), Copa Airlines (Panama), GOL Linhas Aereas Inteligentes (Brazil), Jet Blue, jetlines (Canada), LATAM Airlines (Chile, Argentina, Brazil, Columbia, etc), Spirit Airlines and WestJet (Canada).

Routes America has an immediate economic impact of approximately \$2,000,000.00, assisting the hospitality industry in San Antonio. This event provides an opportunity for route planners from domestic and international airlines to visit San Antonio, helping the Aviation Department staff in their efforts to obtain new markets and expanded service.

ISSUE:

This action authorizes the submittal of an application to host Routes America 2022 and authorizes the payment of \$150,000.00 to Informa Markets from the FY 2020 Airport Operating and Maintenance Fund by September 30, 2020 should the department be awarded the conference.

ALTERNATIVES:

City Council could vote to disprove this item. If so, the Aviation Department would lose the opportunity to host up to 1,200 representatives from domestic and international airlines, airports and tourism authorities and expose San Antonio as a potential destination to these decision makers.

FISCAL IMPACT:

If the San Antonio International Airport is selected to host Routes America 2022, payment in the amount of \$150,000.00 of the \$443,000.00 hosting fee is authorized to Informa Markets. Funding for the initial \$150,000.00 payment is available in the FY 2020 Airport Operating and Maintenance Fund Budget. Funding for the remaining \$293,000.00 is included in the FY 2021 Airport Operating and Maintenance Fund Proposed Budget.

RECOMMENDATION:

Staff recommends the submittal of a bid for Informa Markets for hosting Routes Americas 2022.