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#AviationEvent

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DESTINATION

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Welcome to Salzburg Airport –  
Aviation-Event's venue for 2019

*Aviation-Event: Hub for the industry*



**Salzburg Airport presents itself as a modern regional airport in the “EuRegio Salzburg”, creating jobs and playing an ever-increasing role as a strong investor in the economy and the tourist industry.**

Austria's largest regional airport is situated in the heart of the Alps, and near to Salzburg's city centre. In 2017, nearly 1.9 million passengers used the airport. Salzburg Airport offers good connections to European hubs and destinations such as Frankfurt, Berlin, Vienna, London, Istanbul, Hamburg, Cologne or Düsseldorf. During the winter peak season, the airport is especially busy with tourists from the United Kingdom, Germany, Russia and the Scandinavian countries, who choose Salzburg Airport for its proximity to world-class ski resorts.

The airport enjoys excellent public transport connections, and also benefits from its very own motorway exit. In the airport itself, walking distances are short; check-in provides friendly and

professional handling, and all the services one would expect - in terms of restaurants, shops, car rental etc. - guarantee a pleasant and comfortable journey. Business travellers enjoy spending some quiet moments in the exclusive atmosphere of the new Business Lounge. Then there is Red Bull Hangar-7: a unique building that has placed Salzburg Airport even more firmly on the map. Housing the historic Flying Bulls aircraft fleet and a collection of Formula 1 race cars, Hangar-7 also offers space for art exhibitions. And with Restaurant Ikarus, two bars, an outdoor lounge and a café, it is not just a location for events, but a social meeting point for art lovers and bons vivants too.

In the early summer of 2019, the aviation industry will converge upon Salzburg Airport. On June 4th, Aviation-Event will welcome executives, decision-makers and leading experts from the industry to this very attractive location. Both at the airport itself and in Hangar-7, Aviation-Event will once again underline its role as a leading communication platform for the aviation industry.





## HANGAR-7: A JOURNEY THROUGH ART, CUISINE AND ARCHITECTURE

**Originally planned to accommodate Red Bull's steadily growing collection of historic aircraft – the Flying Bulls – today Hangar-7 is also synonymous with avant-garde architecture, modern art and high-end cuisine.**

All this makes it one of the region's truly must-visit destinations. Hangar-7 makes for a great day (or night) out: aircraft, racing cars

and many other exhibits are immersed in a different ambience at each time of day.

And what more pleasant, comfortable and enjoyable way to experience this than with a cup of coffee, a menu created by the guest chef, or a cocktail in one of Hangar-7's two bars?



© Helge Kirchberger Photography / Red Bull Hangar-7



## THE HUB FOR THE AVIATION INDUSTRY

**Renowned aviation industry business leaders have been meeting at Aviation-Event since 2008. Progressive thinkers and innovators with strong practical and theoretical backgrounds come together on an annual basis to discuss current and future trends, as well as growth strategies. It's all about questioning processes and seeing them from different perspectives, in order to find the best practices for the aviation industry.**

By using the social media channels of Aviation-Event, personalised access to all these decision-makers is now possible throughout the year.

### Networking at eye level

At Aviation-Event, which takes place at specially selected locations in Europe, participants can exchange views with prominent

individuals from the aviation industry and politics. This means that you have an annual opportunity to meet and chat with an esteemed group of aviation leaders in an almost private, personal atmosphere. Due to the Aviation-Event team's strong digital competence, and the high overall digitalisation of the event as a hub for the industry, the conference is able to offer full in-class and social media communication and networking.

### Interesting and lively panel discussions

Expert panels conduct discussions on trending and meaningful topics throughout the conference. Aviation trends are analysed and evaluated in thought-provoking dialogue. What effects do changes in the aviation industry have on the economy? Are there any synergies that can be used to shape a sustainable and positive future? An open and honest exchange of views encourages new ways of thinking.



# AVIATION-EVENT: FACTS & FIGURES

**Participants have included around 350 high-profile speakers and round-table discussion contributors, more than 3,000 attendees from the worlds of aviation, business and politics, and over 150 media representatives, making Aviation-Event an ideal gathering for both aviation industry experts and newcomers alike.**

Regular newsletters are distributed to registered recipients in the defined target groups. Media relations - across a variety of print media (reach 460,750); online publications (reach 5,360,000+); Facebook (reach 26,000+); LinkedIn (reach 31,000+); Twitter (reach 4,900+); Instagram (reach 6,000+).

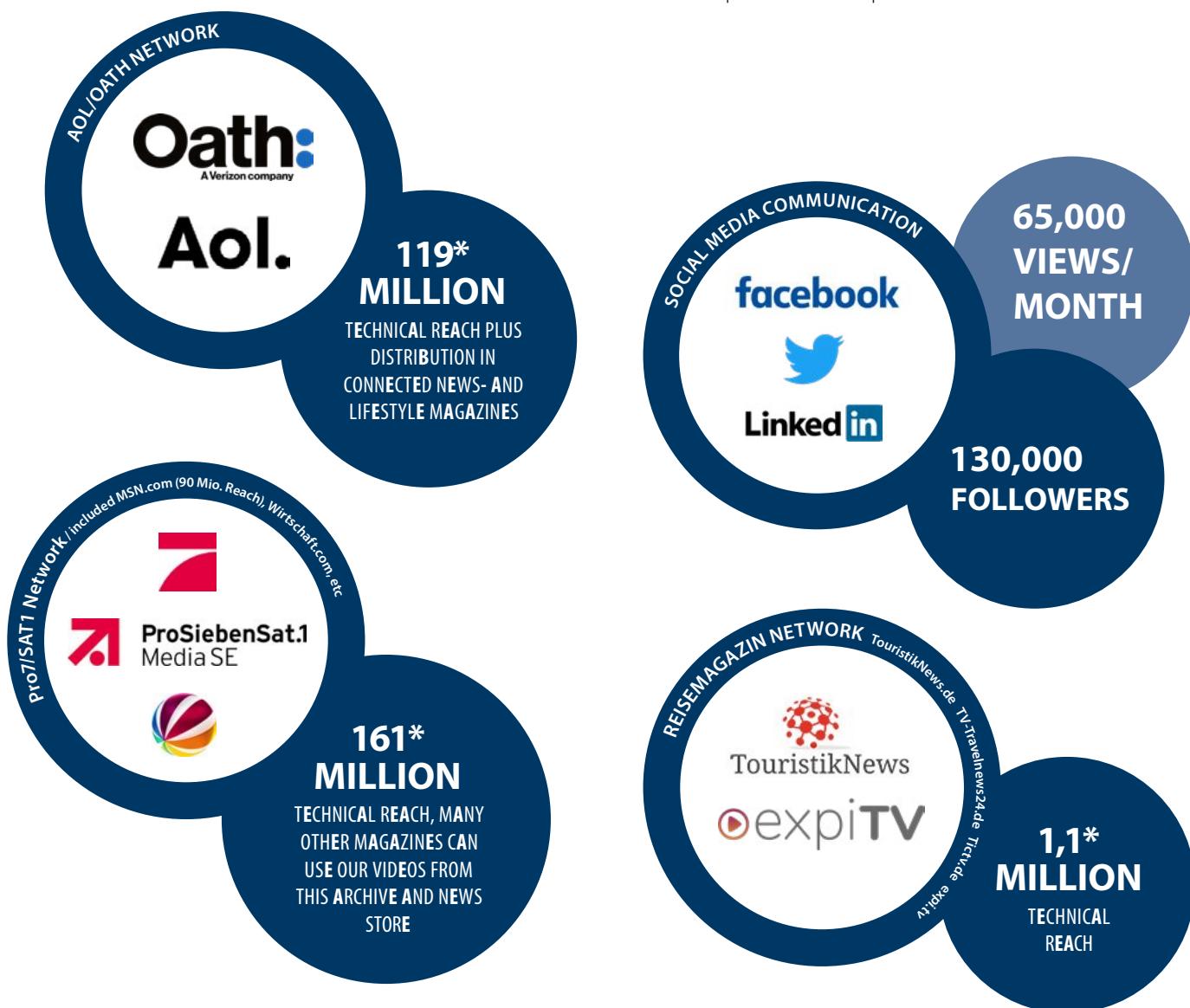
Aviation-Event's social media influencers have been known to attract up to 40,000 views on a single post

Flying Media, the aviation TV production and dissemination platform, and its social media counterpart, Aviation-Event Social Media, have officially announced their cooperation – with Fraport,

flybmi and Bodensee Airport Friedrichshafen as launch partners. For details, please visit our "Aviation Event" social media channels, and the online portals of Flying Media and its partners.

Flying Media contributes extensive coverage to the „niche industry“ of aviation, with the number of followers running into six digit – and for some channels, even exceeding the one-million mark. Aviation Event contributes a highly focused aviation target group, alongside general decision-makers, thus facilitating direct (and easily measurable) access to C-level contacts via social media (with tens of thousands of followers), especially via LinkedIn. In cooperation with media partner Handelsblatt, the German business daily newspaper, this constitutes the perfect platform for aviation media communications.

Coverage will be disseminated via social media as well as via TV/online portals. We expect further growth in these ranges over the forthcoming autumn/winter period; at present, we are witnessing monthly growth of between 5% and +15%. It is however difficult to provide a more precise forecast.





»The Aviation-Event was an excellent opportunity to exchange views and thoughts with all major stakeholders and decision-makers of the aviation community.«

Thomas Hofmann, COO Austro Control GmbH



»It was a pleasure to discuss the future of mobility and aviation at the Aviation-Event 2017 in Frankfurt. Mobile first, door-door journeys and social media were just a few of the elaborated topics.«

Claus Unterkircher, Head of Operations & Logistics, Uber Austria



»Salzburg is always a great place to visit – why not combine fruitful aviation discussions with what the region has to offer? I believe it is a great opportunity also for us – meaning this EuRegio “Salzburg, Berchtesgaden, Chiemgau” - to welcome all aviation “fans” to Salzburg and at our W. A. Mozart airport. The aviation business will always have its challenges. But I am sure there will be sound solutions as well. Let’s discuss those together here in Salzburg and create some lasting memories at the same time. Looking forward to meeting you in Salzburg in June!«

Bettina Ganghofer, CEO Salzburg Airport

## HOST



DA! GmbH from Darmstadt specialises in high-quality business events – from 20 to 1,000 participants. DA! takes care of all the details – from planning and issuing the invitations to the organisation of special locations and the programme.

Conferences, networking events, fireside chats, industry events? Get togethers with decision-makers and much more are all part of DA! GmbH's portfolio. Aviation-Event, one of the leading events in the aviation industry, and the Economic Summit on Germany, involving decision-makers from the worlds of business, politics, society and administration, are two events held during recent years that are known well beyond Germany's borders.

## FOR MORE INFORMATION

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Become a partner  
of the Aviation-Event 2019  
and benefit from this  
unique event in the  
aviation industry