

02 May 2017

Air Partner to partner with Shangri-La Hotels and Resorts at IMEX 2017 and arrange hosted buyer flights for sixth consecutive year

Air Partner, the global aviation services group, is pleased to announce that it is partnering with Shangri-La Hotels and Resorts, one of the world's premier hotel management companies, at this year's IMEX exhibition in Frankfurt. Meanwhile, Air Partner Travel Management Company (Air Partner TMC), which specialises in group scheduled airline travel and provides expert advice and support, is arranging the hosted buyer flights for the sixth consecutive year.

IMEX is the largest meetings and incentive travel exhibition in the world and this year will take place from 16 to 18 May. As part of the event, a hosted buyer programme is offered, which provides travel and accommodation for qualifying buyers, and is specifically designed to encourage high-calibre buyers to visit IMEX.

This year Air Partner will co-host a stand with Shangri-La Hotels and Resorts, and the two companies will be exhibiting on G260. All visitors to the stand will be offered the chance to win a luxury two-night stay and unforgettable dining experience at the Shangri-La, At The Shard, London (Shangri-La located at The Shard in London). Like Air Partner, Shangri-La Hotels and Resorts has operated in the MICE industry for decades and aims to deliver a truly high-end experience with the highest levels of service to all its corporate clients.

Air Partner's Commercial Jet and Travel divisions – which offer charter flights, scheduled tickets or a combination of both - have been a significant player in the MICE industry for over 50 years and understand that when organising a conference or promotional event, getting guests there in style is critically important. Air Partner has worked with event planners in every part of the world for all imaginable types of event, operating as a one-stop shop for flights, transfers and accommodation. Air Partner is increasingly combining scheduled tickets with charters for its clients, as this is often the most cost-effective option: for example, this may involve flying groups of passengers on scheduled flights from different locations to one central airport where they can all board the same chartered aircraft.

The benefits of charter flights on such occasions are numerous. Clients are able to fly large numbers of passengers directly to destinations that might otherwise not be served by scheduled services, and on a date and time of their choosing. For bigger groups, off airport check-in can be arranged at the hotel to make the process as efficient and stress-free as possible. Air Partner is also able to provide a personalised experience both at the airport and on-board, enabling travel time to become part of the brand experience: this can range from the use or display of a client's products and logo all the way through to an on-board magician. Branded headrests are the most popular request as they provide an instant 'wow' factor for everyone boarding the plane, although Air Partner can arrange any special touches a client wishes.

Katie Daw, Trading Manager at Air Partner TMC, commented: *"We are delighted to have been chosen to manage the flights for IMEX's hosted buyer programme for the sixth consecutive year. Day in and day out the team here focuses on providing the highest levels of service and customised solutions for our clients, which is why so many continue to work with us time and time again. We look forward to working with the IMEX team on what is sure to be another highly successful event."*

Carina Bauer, IMEX CEO, commented: *"We continue to experience the highest levels of service from the Air Partner team, which is crucial to both us and our hosted buyers. We are grateful to have such a strong working relationship with them as they support our team in the delivery of a successful IMEX 2017."*

ENDS

Enquiries:

Temple Bar Advisory
Alycia MacAskill

T. 020 7002 1080
M. 07876 222 703

About Air Partner:

Founded in 1961, Air Partner is a global aviation services group that provides worldwide solutions to industry, commerce, governments and private individuals. The Group has two divisions: Broking division, comprising air charter broking and remarketing; and the Consulting & Training division, comprising the aviation safety consultancies, Baines Simmons and Clockwork Research. For reporting purposes, the Group is structured into four divisions: Commercial Jets, Private Jets, Freight (Broking) and Consulting & Training (Baines Simmons and Clockwork Research). The Commercial Jet division charters large airliners to move groups of any size. Air Partner Remarketing, which is formed within the Commercial Jet division, provides comprehensive remarketing programmes for all types of commercial and corporate aircraft to a wide range of international clients. Private Jets offers the Company's unique pre-paid JetCard scheme and on-demand charter. Freight charters aircraft of every size to fly almost any cargo anywhere, at any time. Baines Simmons is a world leader in aviation safety consulting specialising in aviation regulation, compliance and safety management. Clockwork Research is a leading fatigue risk management consultancy. Air Partner is headquartered alongside Gatwick airport in the UK. Air Partner operates 24/7 year-round and has 20 offices globally. Air Partner is listed on the London Stock Exchange (AIR) and is ISO 9001:2008 compliant for commercial airline and private jet solutions worldwide. www.airpartner.com

About Shangri-La Hotels and Resorts:

Hong Kong-based Shangri-La International Hotel Management Limited, one of the world's premier hotel management companies, currently operates over 95 hotels in 22 countries and 73 destinations under the Shangri-La, Kerry, Hotel Jen and Traders brands. Prominently positioned in Asia, the group has established its brand hallmark of "hospitality from the heart" over four decades in Asia Pacific, the Middle East, Europe, North America and the Indian Ocean. The group has a substantial development pipeline with upcoming projects in mainland China, Cambodia, Hong Kong, Indonesia, Malaysia, Myanmar, Saudi Arabia and Sri Lanka. For more information, please visit www.shangri-la.com