





-  **+2,500 attendees**
-  **+100 countries**
-  **+100 international exhibitors**
-  **4 exhibition halls**
-  **+100 catering requests**
-  **Newly launched Exhibitor Services Desk**

### Overview

The Kingdom of Bahrain successfully hosted the 29th edition of Routes World 2024, at Exhibition World Bahrain (EWB), for the first time in the Middle East. Held on 6-8 October 2024, this gathering of aviation experts was an indicator of Bahrain’s remarkable unique offering, and capabilities for hosting prestigious, large-scale international events. With **over 680 industry leaders participating, this event was a resounding success story in becoming the second largest Routes World in terms of number of attendees.**

### Venue Adaptability

EWB’s modern facilities played a crucial role in the success of this landmark event. Four halls (7,8,9, and 10) were transformed into dynamic spaces that catered to the diverse needs of attendees and exhibitors on a total space of **38,000 square meters**. This careful planning ensured smooth transitions throughout the venue, and an engaging experience.

### Culinary Excellence

EWB recognises the power of culinary in creating memorable experiences, and that successful events go beyond logistics and spaces. For Routes World, the EWB culinary team excelled in providing a tailored experience and bespoke menus, reflecting the unique cultural diversity of over 100 of its international guests. Throughout the Routes World Event, F&B requests were flawlessly addressed, and smoothly accommodated, and on-stand catering services were launched for the first time at EWB.

### Streamlined Operations

To ensure seamless event execution, EWB implemented comprehensive logistics strategies for Routes World, including the launch of its Exhibitor Services desk, providing dedicated support for exhibitors and organisers throughout the event. EWB’s continual strive for operational excellence is a commitment to enhances the overall visitor experience, reflecting the Kingdom of Bahrain’s cultural identity as a welcoming and warm nation, and a reliable destination for large-scale international events.

### A Vision for Growth

MICE industry growth is central to Bahrain’s Tourism Strategy, aiming to position the Kingdom as a premier business tourism destination. Bahrain is focused on attracting international events in sectors where it holds a competitive advantage and tangible potential for growth, like FinTech, healthcare, renewable energy, education, and aviation. Bahrain’s investment in business events, supported by EWB’s world-class facilities and exceptional team dedicated to delivering exceptional events and tailored experiences are driving industry growth, economic development, and innovation.



**“EWB’s outstanding facilities and build-up create the perfect environment for networking and interaction, advancing the tourism, travel, and aviation sectors. Hosting Routes World 2024 was not only significant for our MICE offering, but for the Kingdom of Bahrain to further its pivotal role in influencing the future of global travel and trade.”**

*Sara Ahmed Buhiji, CEO of Bahrain Tourism and Exhibitions Authority (BTEA), Chairman of Exhibition World Bahrain and Board member of Gulf Air.*