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IMMEDIATE RELEASE

## **TRAVELERS GIVE DFW 'S PARKING SERVICES HIGH MARKS ON ONE-YEAR ANNIVERSARY**

November 3, 2003

### **AIRPORT MARKS MILESTONE WITH FREE HOTDOGS, T-SHIRTS ON NOVEMBER 4TH**

DFW INTERNATIONAL AIRPORT, Texas (Nov. 3, 2003) — They debuted one year ago with an army of Elvis Impersonators in the parking lots, and over the course of 365 days have honored lovers on Valentine's Day, teachers on Spring Break and our military heroes on Memorial Day and the Fourth of July. DFW's Terminal, Express and Remote Parking lots turn one this week, with business showing a solid comeback from the aftermath of September 11 and the soft economy. Passengers give the Airport high marks for the lots' services and prices on their one-year anniversary, and on November 4, DFW will celebrate by handing out free hotdogs, pens and t-shirts to patrons along with daily outstanding service to four terminals.

The Airport polled more than 2,000 Express customers since January, with 90 percent rating the overall service as "Good" or "Excellent" with 93 percent planning to use the service again. More than 80 percent of Remote parkers rated the service this year as "Good" or "Excellent" with 96 percent planning to return.

Those impressive ratings have meant a steady rise in business for DFW: Express parking revenues are up 24 percent, and Remote parking revenues have increased by 17 percent over the last year.

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"We truly thought we had a winner for our parkers when we launched, and we knew it would take a little time for our travelers to check out the new service," says Joe Lopano, executive vice president of marketing at DFW. "Now we've heard it loud and clear from our guests - Airport parking is better than ever, and we're going to continue to look for ways to make it even easier and more convenient to use."

On November 4, Airport customer service representatives will be setting up tables outside the middle section of each terminal and thanking parkers with t-shirts, pens and hotdogs (while supplies last) to celebrate DFW's successful completion of one year of enhanced parking services. The franks will be flying in all middle parking terminal sections from 11:00 a.m. - 2:00 p.m.

At Express Parking, customers will receive free Express luggage tags (while supplies last). DFW will also be giving sneak previews of its Terminal Link system that will begin operation just prior to the holidays, complete with a new shuttle that provides direct terminal-to-terminal service for Terminal parkers who park in one terminal and return to another.

The improved parking services have prompted some guests to deliver descriptive emails and customer comments, part of DFW's ongoing efforts to gauge parking progress and make room for further improvements.

Remote Comments:

- "Great drivers departing and arriving." Stephan
- "Staff is always pleasant. We park there a lot and are very happy with the service. Thank you." Jane

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Express Comments:

- “Pick up at Car, Drop off at Car is very timely. Short time to terminal and covered parking is really nice.” Karen
- “Best feature added to DFW in years.” George
- “My experience was one of convenience, especially traveling with an infant alone.” (Parent too busy to leave a name!)

DFW launched its "Closer. Faster. Smarter." campaign in November 2002. The main thrust of the campaign was to simplify the parking experience for the customer, while enhancing services and providing them with three distinct parking services. The new services were the direct result of a yearlong survey of more than 1,000 DFW parkers and addressed a variety of customer issues that make airport parking a nationwide source of frustration of travelers.

The cornerstone of the campaign was the introduction of Express Parking, which provides customers the “off-airport” experience but on-airport with the added convenience of being just minutes from the terminal. Guests receive at their car pick-up, luggage assistance, and fast shuttle rides to their departing gate, free bottled water and a complimentary USA Today.

The 28 new bright, color-coordinated vans and buses have become welcome sites on DFW roadways this year, equipped with Global Positioning System (GPS) and CCTV technology to track vehicles and assure superior safety and service. All new vehicles are powered by compressed natural gas (CNG) and specially equipped for disabled passengers. All of DFW's lots continue to be patrolled and camera-monitored.

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"Our parking lots are more than acres of close-in concrete - they are places where our people and our service can make a positive experience for a traveler either excited about their trip or glad to come home," says Lopano. "DFW vowed to keep customer service and security at top levels post 9/11 and our parking services are a testament to that level of commitment to our passengers."

About DFW Airport:

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, serving 54 million passengers a year. Offering nearly 2,000 flights daily, DFW Airport provides nonstop service to 135 domestic and 32 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport log on to [www.dfwairport.com](http://www.dfwairport.com).

Editor's Notes:

This release, and past news releases issued by DFW International Airport, are available online at [www.dfwairport.com](http://www.dfwairport.com) in the "MediaSite" section.

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