

# NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT  
PUBLIC AFFAIRS DEPARTMENT

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## **DFW International Airport Ends Strong Summer Season: Asks The Question - "Are You Ready For Some Football?"**

### **Airport expects 16.4 million passengers for summer 2006; Employees fire up Labor Day travelers with pigskins and entertainment**

DFW INTERNATIONAL AIRPORT (August 31, 2006) – DFW International Airport is finishing its strongest summer travel season since 9/11 this weekend, with a total of 16.4 million passengers traveling through the Airport since June. That's three percent ahead of forecasts and a direct result of significant service increases from low-cost and non-hub carriers. DFW also anticipates 1.07 million passengers will travel through the Airport for the Labor Day holiday weekend, August 30 through September 5, a 2.4 percent increase from last year.

The strong summer travel season has DFW's Holiday Helpers posing this question to passengers: "Are you ready for some football?" DFW's volunteer cadre born after 9/11 is working in the terminals today, attired in dark blue DFW "team" football jerseys and distributing mini footballs and a variety of goodies for children and families traveling this holiday weekend.

"As everyone knows, football is a way of life for Texans and we know that everyone is excited about the start of the high school, college and professional seasons," says Kevin Cox, DFW's chief operating officer. "Thanking our passengers for a terrific summer and celebrating the beginning of the football season has everyone in a holiday spirit here today."

DFW began its summer travel season on Memorial Day with a baseball-themed holiday entitled "Take Me Out To the Airport." Since then, a number of positive developments at the Airport made for a robust summer:

- Mexicana Airlines returned to DFW with non-stops to Mexico City
- AirTran, Frontier and Alaska Airlines all expanded their low-cost service, giving DFW more options and competitive prices

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- The first anniversaries of International Terminal D, Skylink and the Grand Hyatt Hotel produced positive passenger feedback and new world class amenities for travelers
- American Airlines announced it will seek non-stop service from DFW to Beijing, China – as business between North Texas and China rapidly expands
- DFW became the first airport to begin podcasting on iTunes as well as dfwairport.com, bringing advance airport information to travelers in their homes and offices
- Thousands of passengers participated in DFW's Summer Rewards parking program, scoring free food and coffee from airport concessionaires
- DFW was named one of the Top 5 business airports in the country by road warriors in a survey by Business 2.0 magazine

“What we have accomplished this summer is nothing short of amazing and it certainly demonstrates the market strength of DFW as well as the strong demand for business and leisure travel by our customers,” said Joe Lopano, executive vice president of marketing and terminal management at DFW. “The traveling public will not be deterred by security issues and have proven they can be nimble and flexible in adapting to new rules. We appreciate their business and that’s why our employees are celebrating the end of summer and the beginning of football season with our passengers today.”

### **Football at DFW gets personal**

Dallas Cowboys Legend and Super Bowl Champion Jethro Pugh autographed photos for fans outside of his Texas Marketplace store in International Terminal D today. Pugh played 14 NFL seasons as a member of the famed “Doomsday Defense” for the Cowboys, and was a defensive stalwart on two Super Bowl winning Cowboy teams. He has been a successful airport concessionaire for more than 23 years.

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## **Summer Travel Statistics 1999-2006**

1999 – 16.4 million  
2000 – 16.8 million  
2001 – 16.3 million  
2002 – 14.7 million  
2003 – 14.8 million  
2004 – 16.2 million  
2005 – 16.3 million  
2006 Estimated – 16.4 million

## **About DFW International Airport**

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,900 flights per day and serving 59 million passengers a year. DFW International Airport provides non-stop service to 131 domestic and 35 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).

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