

# NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT  
PUBLIC AFFAIRS DEPARTMENT

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## **DFW International Airport Announces Global Marketing Initiative**

### **Recent distinctions offer new opportunities to promote DFW globally as a premier gateway to the United States**

DFW INTERNATIONAL AIRPORT, TX (June 7, 2007) - The DFW International Airport Board of Directors today approved a major new marketing initiative aimed at driving increased passenger traffic to and through the airport. The new campaign is focused in several key strategic international markets and will be executed by the "Visit DFW" organization, a joint effort of the Dallas Convention and Visitors Bureau and the Fort Worth Convention and Visitors Bureau. The effort will include consumer and trade advertising and promotion and will be focused in Mexico, South America and Asia.

"This effort is designed to educate consumers and travel agents around the world that DFW is the best connecting hub in America, and that North Texas is an outstanding region to visit," said Joe Lopano, executive vice president for marketing and terminal management at DFW. "We have just been ranked 'Highest in Customer Satisfaction for Large Airports' in North America by J.D. Power and Associates, and we want to get that word out in a big way. The CVBs have considerable expertise in bringing visitors and business to our region, and DFW is leveraging that expertise to increase its passenger volumes."

In March, DFW also earned top honors from Airports Council International as the "Best Customer Service Airport" in the Americas, based on an international survey of 200,000 passengers worldwide.

"DFW International Airport is the third-busiest airport in the world and is the gateway to the fourth-largest metropolitan area in the nation," said Phillip Jones, President and CEO of the Dallas Convention & Visitors Bureau. "This effort allows us to develop programs in emerging markets and maximize the opportunities for the traveler."

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“The Dallas-Fort Worth area is a formidable travel destination with unique attributes that are appealing to international travelers.” said David DuBois, President and CEO of the Fort Worth Convention & Visitors Bureau. “We also have the best airport in the Americas. Our objective is to educate consumers and travel trade alike that DFW Airport is a terrific gateway to the world and to our fabulous local market of Dallas and Fort Worth.”

DFW will invest as much as \$5 million in the first 18 months of the program, which will be tracked for effectiveness as the effort progresses. Mexico represents the largest international market for DFW and a major opportunity for DFW to increase market share. In addition Asian and South American efforts will target China, Japan, South Korea, Brazil, Argentina and Chile.

Elements of the campaign may include partnerships with airlines serving DFW, promotional programs which target tour operators, wholesalers and travel agencies, as well as promotional events and trips for travel media and tour operators.

## **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 60 million passengers a year. Ranked “Highest in Customer Satisfaction for Large Airports” in North America by J.D. Power and Associates, and named as 2006’s “Best Airport for Customer Service in the Americas” by an Airports Council International survey of passengers, DFW International Airport provides non-stop service to 133 domestic and 36 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).

For J.D. Power and Associates Award information, visit [www.jdpower.com](http://www.jdpower.com).

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