

# NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT  
PUBLIC AFFAIRS DEPARTMENT

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FOR IMMEDIATE RELEASE

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## **DFW International Airport Launches Unprecedented Multi-Million Dollar Business Push in South America**

### **Dallas and Fort Worth CVBs team with Airport in 'Visit DFW' campaign**

(DFW INTERNATIONAL AIRPORT – November 6, 2007) – DFW International Airport is kicking off its multi-million dollar global marketing campaign this morning in Buenos Aires, Argentina with a tour of the city, local media briefings and meetings with airline and local officials. DFW has teamed with the Dallas and Fort Worth Convention and Visitors Bureaus in the 'Visit DFW' (VDFW) campaign to promote the Airport and the region throughout South America. The campaign will continue in Santiago, Chile later this week.

"DFW is moving aggressively to be the premier international gateway to South America and it is critical for us to expand our presence and build even closer relationships in Argentina and Chile," said Jeff Fegan, CEO at DFW. "Our Airport has added millions of dollars in new services and amenities that cater to the international passenger, and our International Terminal D is considered one of the best facilities in the world. So DFW and the cities of Dallas and Fort Worth look forward to showing the citizens of Argentina and Chile the fantastic business and tourism opportunities that await them in Texas."

The \$5 million VDFW campaign allocated 80 percent of the money toward efforts to build on the thriving tourism and business markets in Mexico, Central and South America. The DFW Board approved the VDFW campaign in June 2007 in an effort to leverage the Airport's strength to promote more international travel to DFW, benefiting its owner cities.

"We are launching this initiative because the Argentinean and Chilean travel markets show strong growth opportunities and VDFW is our compelling way to build awareness of DFW, Dallas and Fort Worth," said Joe Lopano, executive vice president of marketing and terminal management at DFW. "We are also seeing more and more South American passengers connecting through Terminal D to Asia and Europe and we want to continue to promote our Airport as the best connecting hub in the United States."

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While visiting Argentina and Chile, DFW, Dallas and Fort Worth convention and visitor bureau executives will meet with key airline and business contacts to promote DFW as a potential new destination for South American travelers and a strategic hub for connections. In addition, the executives will tour the cities of Buenos Aires and Santiago, while promoting new destinations and connection opportunities through DFW.

## **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 135 domestic and 38 international destinations worldwide. DFW International Airport contributes 305,000 jobs, \$7.6 billion in payroll and \$16.6 billion in economic activity every year for North Texas, according to the Texas Department of Transportation's 2005 aviation economic impact study. 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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