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DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
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DFW International Airport Announces “(re)defining your airport” Information Campaign To Communicate Terminal Renovations

Consumer-focused multi-media effort aims to educate travelers about changes and benefits coming to DFW

(DFW INTERNATIONAL AIRPORT, TX – December 2, 2010) DFW International Airport today announced “(re)defining your airport,” a multi-media information campaign designed to educate DFW visitors about the changes coming with the Airport’s \$1.9 billion Terminal Renewal and Improvement Program (TRIP) that begins next year. The comprehensive campaign is designed to let passengers know what changes will be occurring and when, to ensure them the best customer experience.

The information campaign includes signs and banners, radio and online advertising, collateral materials and a web micro site – www.dfwairport.com/redefine – that contains key information regarding the upcoming construction.

“The Terminal Renewal and Improvement Program will enhance the customer experience and make our airport far more efficient, while creating opportunities for our community partners to participate in new construction projects,” said Jeff Fegan, CEO of DFW Airport. “And this campaign will let us tell the 57 million passengers passing through DFW every year that our concessions business and parking products will be available during the construction.”

The TRIP project encompasses the renovations of Terminals A, B, C and E, which originally opened in 1974, and includes dramatic improvements for passenger services including ticketing, security and concessions. Plans also call for the replacement of terminal systems such as electrical, plumbing, ventilation and other infrastructure.

In terminals with construction, convenient parking options such as DFW Airport Valet will be available for those wishing to park close to the terminals. The vast majority of shops, restaurants and services inside of the terminals will remain open for the duration of the project.

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“The theme of “(re)defining your airport” gives our visitors some real partnership in the changes to come,” said Sharon McCloskey, vice president for marketing at DFW. “We think this campaign is a memorable way to engage our passengers and show all of the positive changes that are just around the corner.”

Along with the “(re)defining your airport” campaign announcement, DFW unveiled the new web site that contains key pieces of information regarding the upcoming construction. The site includes a virtual reality animation sequence with a concept of what the renovated terminals will look like, along with opportunities to sign up for newsletters, construction updates, business partner information as well as updates for the ongoing DFW Connector highway construction project.

Current plans call for TRIP construction phases to begin in February of 2011, just after Super Bowl XLV, although construction will not be noticeable to passengers until later in the spring. Terminal A will be the first terminal completed sometime in 2014, and the entire TRIP project should be complete by the end of 2017.

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 1,750 flights per day and serving 57 million passengers a year. DFW provides non-stop service to 141 domestic and 42 international destinations worldwide. For the past four years in a row, DFW has ranked in the top five for customer service among large airports worldwide in surveys conducted by Airports Council International. 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.

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