



PLANE TALK

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Winter Newsletter 2011/2012

New Logo and Website Launched! Check out www.FLYLVIA.com.

The Lehigh Valley International Airport may have a new logo and website but it still has the same hassle-free convenient experience.

"Our new website is just another example of our commitment to continuous improvements for our customers," said David C. Haines, Chairman, Lehigh-Northampton Airport Authority Board of Governors. "As with our current airport renovations, we are striving to make our passengers' travel experience as convenient and customer friendly as possible. The website was designed entirely with the passenger in mind". "Our new website is our 24 hour/ 7 day-a-week web marketing tool," continued Haines. "It provides a huge advancement in technology and measurable social media metrics. It supports brand identification of Lehigh Valley International Airport and the "Always a Better Experience" that our airport continuously provides".

Key features include:

- * All passenger resources on the homepage, including Parking, Quick Flight Search, Deal of the Day, Travel Comparison Calculator, Departures, and Arrivals
- * Easier navigation, so passengers can get the information that they are looking for quickly.
- * A large image background that pulls the passenger into the experience and provides a clean, easy-to-read look.
- * Improved Search Engine Optimization, will help passengers locate Lehigh Valley International Airport in PA, NJ, and nationwide search results.
- * Highlighting of Airline Partners on the homepage for passengers to easily access airline websites.



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Dream Come True Flight Takes off on December 17th



Dream Come True

The North Pole Express began six years ago. 75 seriously, chronically and terminally ill children from **Dream Come True** are flown to the North Pole to meet Santa. Partnering with Allegiant Air, the dream recipients take a real flight from LVIA. Once they arrive at the "North Pole", they are greeted by Santa Claus where there is great food and gifts for all the children, thanks to the many generous sponsors of the event. During the flight everyone sings songs and listens to Christmas stories. As the children are flying to the "North Pole" the parents are sprinkled with "magic dust" where they are magically transported to meet the kids. After an evening of fun, a fairy princess sprinkles everyone with "magic pixie dust" and everyone is back in Allentown, PA. This event is truly a magical experience that LVIA is proud to be a part of.

CHAIRMAN'S CHAT

With the weather turning cooler, now is the time to plan your winter getaways. We hope you will consider Lehigh Valley International Airport (**Airport Code ABE**) for all your travel plans. We continue striving to make LVIA your airport of choice for your business and pleasure travel needs.

YOUR convenience is the secret to our success and we believe you are starting to take notice of our renewed commitment! Passenger traffic numbers continue to increase (up 7% year-to-date for 2011). Phase III terminal improvements are well underway at LVIA (scheduled for completion in the Spring 2012). You will soon enjoy new ticketing accommodations, a new café and gift shop and a gleaming, centrally located elevator.

Please tell your friends, family and co-workers about your travel experience at ABE. Be assured, we will not rest until those of you driving for hours, stuck in traffic and paying tolls to visit our competitors, come home to ABE.

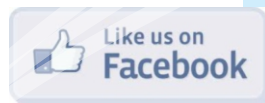
To improve your travel options, we are also pleased to note new service and additional flights from LVIA offered by our airline partners. AirTran*, recently acquired by Southwest Airlines, is offering an additional daily flight to Orlando International Airport with one stop connections to the Caribbean, including: San Juan, Puerto Rico; Aruba; Jamaica; and Key West, Florida. Direct Air returns in November with their seasonal service to the Ft. Myers/Punta Corda, Florida region. Delta, US Airways and United continue to offer non-stop hub service to Atlanta, Detroit, Charlotte, Philadelphia and Chicago, with connections to the world!

Be sure to check out our **NEW WEBSITE** for the Deal of the Day and the Travel Comparison Calculator. It will help you figure out the "true cost" of your trip in relation to a flight out of Newark, Philadelphia or Wilkes-Barre/Scranton Airports. It will show your actual costs including driving time, parking and travel costs, and that LVIA may be your most affordable choice of all!

We look forward to seeing you at Lehigh Valley International Airport enjoying the **"ALWAYS A BETTER EXPERIENCE"** that ABE can provide! Stay in touch with us on Facebook and Twitter:

www.facebook.com/FLYLVIA
www.twitter.com/#!/fly_lvia

Sincerely,
David C. Haines
David C. Haines
Chairman



follow us on
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*AirTran is a wholly owned subsidiary of Southwest Airlines.

Friending, Tweeting... LVIA's Focus on Social Media

2011 has been a big year for ABE in a lot of ways, including our Social Media efforts. We have been involved in Social Media in the past, but not to the extent that we are involved right now.

Social Media is a great way to have a conversation and engage directly with your customers and partners. It helps to give us an understanding of how people feel about our day to day efforts to make each and every trip to ABE, Always a Better Experience.



**Best of Summer
Photo Contest Winner
By Matthew Smith**

Facebook & Twitter have been our primary areas of focus in 2011. Building engagement and excitement have been our goals.

Facebook has been the area where we have spent the most time in 2011. We've found out that our Followers really do "Like" us and support ABE for what it is, a great place to start and end your trip.

- We have and continuously are trying to develop our Facebook "personality" that goes along with our Always A Better Experience Feeling
- Our primary Facebook page at the current time has 1,820 people who "like" us and is showing steady growth towards engaging with our followers. Our goal is to provide interesting, fun, and helpful content that reflects our personality.
- Our engagement has improved tremendously. When someone makes a comment or asks a question, our response is typically within 4-6 hours. In many cases sooner. A quick response helps to make our followers feel like they are actually having a conversation with ABE.
- 2011 Best of Summer Photo Contest. Our goal was to create some excitement among our followers to end the summer. We had over 80 great photos, which made it a tough decision. But ultimately, Matt from the Philly area was voted the winner. He won 2 round trip tickets to Orlando on AirTran out of ABE.

Twitter is a great tool for having a conversation. We use it to:

- To keep everyone up to date on weather
- Let our followers know about flight arrivals and departures
- To get the word out about sudden changes at the airport that may impact arrivals and departures
- Help get our marketing message out about ABE & our "Always a Better Experience"

Social Media is proving to be a valuable tool that is helping us with our communication and marketing messages. The Return on Investment is extremely high. It's "work in progress" and will continue to adjust to your request. That's the reality of it. We'll keep you up to date on our efforts and would love to hear from you on our channels. Next time we will talk about:

- Our new blog – Honestly ABE
- Our YouTube channel
- Foursquare

Thanks for all your support and please Like Us and Tweet with us!

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FROM	TO	FLIGHT	DEPARTS	ARRIVES	FREQUENCY
Allentown	Ft. Myers/Punta Gorda	5809	6:45 pm	9:15 pm	Mon. & Fri.
Ft. Myers/Punta Gorda	Allentown	5808	3:30 pm	6:00 pm	Mon. & Fri.

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*AirTran is a wholly owned subsidiary of Southwest Airlines.

FROM	TO	FLIGHT	DEPARTS	ARRIVES	FREQUENCY
Allentown	Orlando International	1052	8:00 am	10:25 am	Daily
Allentown	Orlando International	1050	5:49 pm	8:14 pm	Daily
Orlando International	Allentown	1051	2:46 pm	5:09 pm	Daily
Orlando International	Allentown	1053	7:24 pm	9:50 pm	Daily

New Logo and Website Launched. . . *Continued from Page 1*

Integrated in the website is also an updated logo for the airport. The new logo still features the Lehigh Valley International Airport name, but with a more prominent acknowledgement of the airport code ABE, enabling travelers to easily identify Lehigh Valley International Airport on bag tags, airline schedules, and flight departure/arrival boards where it is listed as ABE or Allentown-Bethlehem-Easton. The updated color scheme and modern, clean appearance mirror the recent renovations to the airport

The new and improved website and logo compliments the efforts being made by Lehigh Valley business and tourism organizations to increase the visibility of the Lehigh Valley community and the surrounding areas nationwide. The optimized search functionality will enable LVIA to appear in web searches when out-of-area travelers are looking for travel information in Allentown, Bethlehem, and Easton, as well as, New York, New Jersey, and Philadelphia areas.



Lehigh Valley

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Always a *Better Experience!*

3311 Airport Road, Allentown, PA 18109



Lehigh Valley

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