



## **Appleton Airport Launches FlyMyAirport™: Redefining How Airport Marketers Engage Consumers**

(Neenah, WI) – July 25, 2023 – Appleton Airport (ATW) became the first airport to adopt FlyMyAirport™, a new “Search to Book” platform that integrates with airport websites to create a more localized shopping experience. The platform tackles three critical challenges faced by airport marketers. It helps marketers dispel misconceptions about their local airport's cost and convenience compared to rivals. It's an online location to send customers that won't restrict the airport's choices or promote other airports. In addition, it offers marketers the ability to measure their return on investment (ROI) through click, search, and purchase attribution reporting.

FlyMyAirport™ is a meta-search solution that prioritizes convenience and community. It curates the best deals and destinations available from the local airport, setting it as the default departure point. Once a consumer selects a preferred flight or vacation package, FlyMyAirport™ facilitates a direct purchase with the provider. FlyMyAirport™ also equips marketers with pre-designed destination landing pages to advertise and direct consumers along their Path to Purchase. The alternative would be to send consumers to a specific airline, limiting their local flight options, or to Online Travel Agencies (OTAs), which introduce competing airports. FlyMyAirport™ is powered by KAYAK's industry-leading travel search engine, but with a local twist for airports to connect with their community.

"FlyMyAirport™ represents a significant step forward for airports seeking to grow or reduce leakage," said Steve Romme, co-founder of Airport One, LLC. "By leveraging technology to help consumers better understand their local flight options, our team of marketers, UX designers, and software engineers have created a better experience for airports to engage their community. We are thrilled to have ATW for FlyMyAirport™ and look forward to soon helping more airports. We have five airports right behind ATW and are gaining more weekly."

See for yourself how easy it is to search flights and explore vacation packages from Appleton Airport's integration of FlyMyAirport™: [flymyairport.atwairport.com](https://flymyairport.atwairport.com). If you are an airport director or airport marketer interested in experiencing how FlyMyAirport™ would work for your airport, you can request a free demo by visiting [airportonellc.com/flymyairport-demo](https://airportonellc.com/flymyairport-demo).

## **About Airport One, LLC**

Airport One, LLC operates at the intersection of Marketing & Technology, specializing in helping airports grow and their communities thrive. Our team consists of consumer-driven marketers, human-centric UX designers, skilled software engineers, and airport industry experts. We are on a mission to get more people to fly locally, reshaping how consumers think about airports and how airports engage consumers.

FlyMyAirport™ is the first in a series of technology and marketing solutions the Wisconsin-based company plans to introduce.

## **About Appleton Airport**

Appleton International Airport is the third largest airport in Wisconsin according to arrivals and departures. Visit [atwairport.com](http://atwairport.com) to learn more.

## **About KAYAK**

KAYAK, part of Booking Holdings (NASDAQ: BKNG), is the world's leading travel search engine. For more information, visit [www.KAYAK.com](http://www.KAYAK.com).

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