

# FlyMyAirport™ Overview

FlyMyAirport™ is an innovative digital platform that enables consumers to search and book travel through airport websites. It's a digital customer service agent and concierge, too. It's like the airport's website listening to consumers and saying: "We understand your needs, and here are the best options our airport has to offer."

By strategically positioning the airport in the consumer's path to purchase, FlyMyAirport helps airports develop a direct relationship with travelers and fill more seats. And the best part? It comes with powerful analytics for improved decision-making and ever-increasing ROIs.

## What's Unique

- Airport-Loyal Consumers
  - It is the **best** place to send consumers online to find that perfect flight to or from the airport... and the **right** conversation for airports to have with their community.
- Airport-Centric
  - Unlike Google Flights or OTAs like Expedia, FlyMyAirport sets the airport as the default for **every** search. Swiftly powered by KAYAK, its search results are local to the airport.
- Data-Driven Insights
  - Tracks visitor behavior, searches and booking patterns for informed decision-making. Importantly, FlyMyAirport includes purchase attribution.
- Hands-free Maintenance
  - Easy setup with maintenance-free hosted microsite.
- Complete Solution
  - Includes the ability to search vacation packages, car rentals, and hotels.

*FlyMyAirport will revolutionize the way consumers perceive Airports and how Airports engage their community.*

## Key Features

- Localized Search-to-Book
  - Helps consumers find their perfect flight to or from the airport.
- Destination Landing Pages
  - Pre-built for nearly every destination (Orlando, Paris, Istanbul, Las Vegas, etc.), eliminating the need for airports to build them from scratch to support advertising.
- Exportable Flight Widgets
  - Easily embeddable flight search widgets for airport and community websites. This includes a widget for the Convention Centers, Universities, Speedways, etc.
- Live Performance Dashboard
  - Real-time insights into FlyMyAirport site performance.

## How it Benefits Your Airport

- Enhanced Customer Experience
  - Elevate your website to better connect and service your community and its travelers.
- Productivity
  - Convert organic website visitors into purchases, and give them a reason to return.
- Greater Growth
  - Fill more seats, improve marketing ROIs, and build airport-loyal consumers. Also convert more rental cars from inbound passengers.
- Economical Investment
  - Affordable subscription model with a ton of upside: Only \$2000/month.
- Community Integration
  - Aligns with local efforts to attract more visitors.