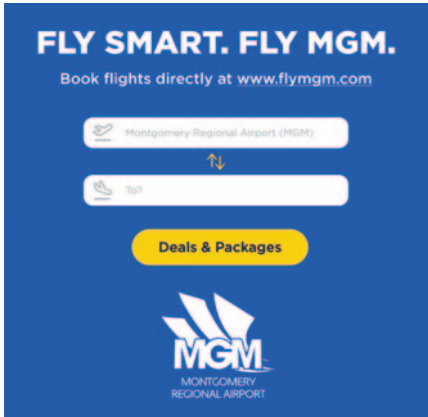


FlyMyAirport Fills Seats, Builds Airport Loyalty

The irony of airports is that their success depends on selling a product they don't actually sell: airline tickets.

“What we are trying to sell is a product we don't own, which are the airline tickets,” remarks Palm Springs International Airport's Deputy Director of Aviation, Marketing and Air Service Daniel Meier. “We get people to fly through our doors to buy the tickets. But of course we don't have that firsthand sales data that a lot of airline companies have because they actually own the product.”



While all of this is true, a new platform has been released that has allowed airports, such as PSP, to get a better glimpse at these invaluable analytics.

Essentially upon its release, Meier and his PSP team explored the proficiencies of FlyMyAirport, a newly developed website product designed by Airport One. Powered by KAYAK, the FlyMyAirport software was easily integrated into PSP's website to give local consumers the ability to purchase tickets direct from the airlines while

providing the airport with real-time insights in regard to consumer demand and air service trends.

“Once I saw the capabilities of FlyMyAirport, I realized that it was a way for us to really start getting firsthand attribution data to see how our advertising is doing, and how is it translating into sales and bringing in potential passengers to our airport,” Meier says, noting that PSP has been able to glean insights from nearly a quarter of a million searches since FlyMyAirport went live in November 2023.

According to Airport One's Head of Sales Patrick Tracey, the company behind FlyMyAirport, Meier and his PSP team were the first to say 'yes' to piloting FlyMyAirport when it was launched at Routes Americas in 2023. Since then,

he says 37 additional small- to medium-sized airports have subscribed to the product designed to “help airports fill seats as well as build airport loyalty.”

Since adding FlyMyAirport in March 2024, Brittney Jones-Dabney and her team at Montgomery Regional Airport attest that the FlyMyAirport platform has been key in MGM's seat increase of 17 percent year over year.

“The FlyMyAirport offering is great because it has helped people identify all of the destinations they can get to,” Jones-Dabney explains. “I think a lot of people think they can only go to our four nonstop destinations, but FlyMyAirport shows them they can get to our nonstops in addition to the 400-plus destinations they serve worldwide.”

Alongside small airports, medium-sized hubs are also reaping the benefits of FlyMyAirport by rounding out sophisticated marketing programs. Tracey says Memphis International Airport is one of the larger airports prominently displaying the FlyMyAirport widget on its webpage.

“The FlyMyAirport tool integrates into our comprehensive marketing strategy by providing a user-friendly, efficient digital platform,” explains MEM Director of Properties Jason McBride. “This platform supports easy access to flight information and booking options and aligns with our ongoing mission to enhance the travelers' experience.”

Tracey says FlyMyAirport continues to expand in the North American marketplace and projects a total of 50 subscribing airports by the end of this year.

Fly Local. Fly MGM.

Montgomery Regional Airport (MGM)

To?

Departure Date

Return Date



MONTGOMERY REGIONAL AIRPORT



Explore nonstop and connecting flights using FlyMyAirport here!

Montgomery Regional Airport attests that the FlyMyAirport platform has been key in MGM's seat increase.