



**FOR IMMEDIATE RELEASE**

July 19, 2010

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## **P R E S S   R E L E A S E**

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### **Abraham Lincoln Capital Airport Launches Online Survey and Social Media Initiatives**

SPRINGFIELD, ILLINOIS..... Abraham Lincoln Capital Airport has recently launched a new marketing research initiative to the central Illinois market through a ten-minute online survey. In conjunction with the survey, Abraham Lincoln Capital Airport launched the first phase of their social media initiative which include Facebook and Twitter accounts. The survey, Facebook and Twitter links can all be accessed from the airport's home page at [www.FlySpi.com](http://www.FlySpi.com).

The purpose of the online survey is to gain a deeper understanding of current and future air travel needs and to determine the level of demand for increased air service out of Abraham Lincoln Capital Airport. Mark Hanna, Executive Director of the Springfield Airport Authority states, "This type of survey is common in the airline and airport industry. Through the analysis of the results, we'll be able to extrapolate a significant amount of information in regard to where people travel for both business and leisure, and how often they expect to travel."

The survey is expected to be available for three weeks. Once the survey is closed, Hanna expects to compare those results with the results of another ongoing technical study of air travel patterns in central Illinois. The results will serve as the basis of Abraham Lincoln Capital Airport's short and long-term goals for air service development.

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Hanna continues, "In addition to the survey, we've set-up Facebook and Twitter accounts for Abraham Lincoln Capital Airport because this type of direct communication with our audience has become very popular. We are easy to find, whether you link from our home page, or go directly to Facebook or Twitter and search for FlySPI. We'll be posting needed airport information in a timely, and cost effective manner."

**ABOUT ABRAHAM LINCOLN CAPITAL AIRPORT**

Abraham Lincoln Capital Airport is one of the fastest growing regional airports in the Midwest with a passenger growth of 13% in the first 6 months of 2010, and a passenger growth of over 5% in 2009, despite a nationwide trend of decreased enplanements. Currently, United and American Airlines have multiple, daily flights to Chicago's O'Hare International. Direct Air offers seasonal flights to Myrtle Beach, South Carolina and Ft. Myers/Punta Gorda, Florida. Abraham Lincoln Capital Airport is home to the Passenger Service Center, the only on-site airport operated customer service center in central Illinois, and Sky Club, an unparalleled level of service for frequent travelers.

More information, including a complete listing of arrivals and departures can be found online at [www.FlySpi.com](http://www.FlySpi.com) or by calling the Passenger Service Center at 217.788.9200.

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