



News Release - For Immediate Release

Airport Launches New Website

April 2, 2009 Deer Lake, NL The Deer Lake Regional Airport has launched its new website, adding many new features which will greatly assist the traveling public whether they are visiting the region for the first time or departing on business or pleasure.

The newest feature which will have the greatest benefit for the air traveler is the addition of online arrival and departure flight information. This up to date flight information will serve to keep the public informed on the status of their flight activity, including any delays or cancellations.

Other additions include a weather section showing current conditions and the daily forecast, a new Questions and Answers section with detailed information, and a quick links option to gain access to each of the airlines. The site has also been optimized so that it is recognized by several search engines, including Google, making it easier for users to find the site on the internet. The new website, developed by local marketing agency Yield Communications, went "live" this week and can be viewed at www.deerlakeairport.com.

Jamie Schwartz, Airport Manager, is more than pleased with the new look and functionality. "We wanted to develop a site that included all of the relevant travel information and was very user-friendly," said Schwartz. "After viewing the final product, I am confident we accomplished both objectives," added Schwartz.

The Deer Lake Regional Airport will also be encouraging hotel/motel operators throughout the region to display a direct feed to the flight departures information for the convenience of their guests. "Flight information screens are very common in hotel lobbies at other airport locations and we hope our local operators will consider displaying this information to enhance their customer service," said Schwartz.

The Deer Lake Regional Airport serves Western Newfoundland with twenty-four regularly scheduled flights each day to destinations including Toronto, Halifax, St. John's and Goose Bay with connections worldwide. Air Canada, Air Canada Jazz, Air Labrador, Provincial Airlines, WestJet and Sunwing provide a regular or seasonal service to and from Deer Lake.

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