

News *from the* Town of Islip



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FOR IMMEDIATE RELEASE:

Long Island MacArthur Airport Announces New Media Campaign *“Stress Less...Pay Less”*

Ronkonkoma, NY – Islip Town Supervisor Angie Carpenter, together with Long Island MacArthur Airport Commissioner Shelley LaRose-Arken, today unveiled, a new media campaign launching Long Island MacArthur Airport’s (ISP) new slogan, website and five-year air service development strategy, designed to grow airline capacity.

In an industry in which airlines and airports historically have acted independently to market to the same customers, ISP is among one of the first U.S. airports to adopt such a comprehensive, customer-focused strategy. This program emphasizes partnerships between airlines, community stakeholders, and the airport, to align, concentrate, and multiply their respective efforts, to deliver successful outcomes more effectively.

In 2017, the strategy’s most visible component will be a new, paid media campaign, launching Monday, March 27, 2017, built on a foundation of industry and consumer research, plus, the input of key local stakeholders. Featuring ISP’s new slogan, “Stress Less...Pay Less,” and branding of a new *FlyMacArthur.com* landing page, the campaign will include Long Island Rail Road platforms, bus advertising, radio, print, and digital media, focusing on the airlines’ target demographic in Suffolk and eastern Nassau counties.

Under the leadership and vision of Islip Town Supervisor Angie Carpenter, ISP has spent the last year professionalizing its air service development program, conducting airline industry research, consumer surveys, and stakeholder meetings, to identify a strategy to influence customers and airlines over time.

“For smaller airports such as ISP, carriers tell us that they tend to focus their attention on markets that exceed their financial goals,” said Supervisor Carpenter. “We will aggressively market our unique advantages to our core catchment area, to attract to ISP, more of the passengers airlines

want to serve. Our goal is to demonstrate to our partner airlines, that MacArthur Airport can serve more customers in the Long Island market than it does today. We believe that when we do that, the airlines will respond with added capacity, whether with larger airplanes, new nonstop destinations, or both.”

“We intend to compete aggressively with the other NYC airports for Long Island-based customers,” said Commissioner of Aviation, Shelley LaRose Arken. “Long Island residents using NYC airports can feel as if they are trapped in a bad relationship. MacArthur Airport can offer them a better airport relationship, with exceptional customer service, convenient parking, shorter security lines, and an overall, hassle-free experience. Additionally, based on recent Department of Transportation data, ISP’s flights have a significantly lower cancellation rate, and significantly higher on-time performance versus both JFK and LGA; plus, LGA’s average fares for all itineraries are 16% higher than ISP’s, and JFK’s are 45% higher. When Long Island customers choose a better relationship with ISP, they really can stress less and pay less.”

“The growth of Long Island MacArthur Airport will benefit our economy and the region’s business community, and thus I commend Supervisor Carpenter for launching a new campaign, to help the airport realize its full potential,” said Kevin S. Law, President & CEO of the Long Island Association.

Long Island MacArthur Airport has two of the four major US domestic air carriers: American Airlines, providing service since 1971, and Southwest Airlines, since 1999. Elite Airways provides seasonal service from ISP to various destinations in the southeast. Together, these carriers provide service to 7 cities nonstop, and connect to hundreds of destinations in the U.S., Caribbean and Europe. The airport serves 1.2 million passengers annually. Long Island MacArthur Airport has a \$14.6M annual operating budget, with an economic generator impact of over \$600M to the local and regional economy.