

News from the Town of Islip



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FOR IMMEDIATE RELEASE:

MacArthur Airport Leads the Way in Post-Covid-19 Travel

Islip, NY – May 11, 2020 – As Long Island begins to take measured steps towards reopening businesses, Long Island's airport of choice is proactively preparing to help lead the region's economy as it comes out of the pandemic.

"The airlines are focusing on their complete commitment to customers' health and safety, with low fares to inspire a comfortable return to travel in the months ahead," said Long Island MacArthur Airport Commissioner Shelley LaRose-Arken. "We intend to let Long Island residents know that our airport is ready to welcome back travelers in a way that is safe in the new environment. One of the ways we are approaching this is by communicating and gathering data to reach those planning future travel," she added.

The airport is investing in key Google search words that test the area's desire to return to commercial travel. "The search results will indicate when people in our geographic area are thinking about traveling again. We want to see MacArthur Airport rise to the top of search engine results, when the time is right to once again take a flight," said Town of Islip Supervisor Angie Carpenter.

The airport intends to be a proactive leader in the economic recovery. "MacArthur Airport has long been an engine for jobs and we want to prepare and innovate with both our health measures and by communicating preference for our hometown airport," LaRose-Arken explained. "We will provide leadership and demonstrate Long Island's commitment to air carriers feeling the devastating effects on air travel during the Covid-19 crisis," she added.

The airport's marketing of key online search terms will help the region carefully communicate appropriate readiness for a return to work and movement in a post Covid-19 environment. "The primary message will be, "We're Long Island's Airport, and We're here for you," Carpenter said.

Both phases of the messaging are anchored on the theme of “Here.” “Here” offers a hometown starting point to let customers know of MacArthur Airport’s extra space for physical distancing and innovative air purification systems in the short term, and establish MacArthur as a leading voice for a future where air travel is once again viable for all. “We are using research and resources to reach customers and maximizing that information to determine the appropriate steps for Long Island’s Airport,” Carpenter said.

ABOUT LONG ISLAND MACARTHUR AIRPORT: Long Island MacArthur Airport customers enjoy flights on three major US domestic air carriers: American Airlines, Frontier Airlines and Southwest Airlines. Together these carriers currently provide service to nonstop and numerous connecting cities. The airport serves 1.6M passengers annually and employs 6000 people directly and indirectly, with a \$16.9M annual operating budget and an economic impact of \$600M to the region and local economy.

Additional Airport & Town of Islip resources:

FlyMacArthur.com

MacArthurAirport.com

[MacArthur Airport Facebook](#)

[Twitter @LIMacArthur](#)

[Instagram @FlyMacArthur](#)

Link to [Town of Islip Homepage](#)

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