

Media Alert

Challenging Times Create New Air Service Strategies At Tampa International Airport

For immediate release – Tuesday, February 10, 2009

WHO: Tampa International Airport has partnered with jetBlue Airways, the Cancun Convention and Visitors Board and the Mexico Tourism Board to create an unusual international travel awareness campaign in the Tampa Bay area for travel agents and travel professionals.

WHAT: Typically, airports provide facilities for airlines to operate; they do not get involved with CVB's to create awareness regarding outbound flights or new destinations. Airports do work with local CVB's to create awareness of the area (Tampa Bay) but it is very rare for an airport to co-sponsor marketing efforts with a tourism board or CVB from another city. Tampa International Airport decided to create a reverse travel trade seminar to increase the awareness of jetBlue's newest destination out of Tampa – nonstop daily Cancun service.

The media is invited to hear about the innovative approach to attract local visitors to Cancun and find out what is new in Cancun.

WHEN &

WHERE: Thursday, February 12, 2009
A two-hour event to educate and showcase Cancun
to travel professionals
5:30 p.m. to 7:30 p.m.
Quorum Hotel, 700 N. Westshore Blvd., Tampa, FL 33609

Interview Opportunities:

Jorge Tellez, Cancun Convention and Visitors Board
Teresa Villarreal, Mexico Tourism Board
Louis Miller, Tampa International Airport

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