



Okaloosa County News Release

1/9/2009

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PO9-10

NWF Regional Airport Launches New Marketing Campaign *Seeking Community Support for Service to Canada*

The Northwest Florida Regional Airport has launched a new website to garner support from the community and attract a Canadian airline called WestJet. The website is www.wewantwestjet.com and we want you to visit, so we can increase our visitors to Northwest Florida. The NWF Regional Airport launched the new Westjet Marketing Campaign at the recent Snowbird Expo where airport staff could interact with many attendees that would directly benefit from such a pioneering service.

“The marketing campaign will hopefully create a buzz, empower us with supportive information on customer demand, and rally our community on developing tourism beyond the already established markets,” says Airports Director Greg Donovan. Since the closest international markets are Atlanta and Orlando, there is very little current data to present to the airline.

NWF Regional Airport has confirmed with the office of the assistant secretary for Air Force Installations that a foreign flag carrier would be allowed to operate from VPS under our joint-use agreement if the FAA concurs. Additionally, in talking with Customs and Border Patrol (CBP) director of pre-clearance operations in Washington DC, airport staff is working toward a reverse screening procedure which would allow passengers to be processed in Toronto thus eliminating the need for a local customs facility.

For more information about Okaloosa County airports, call 850-651-7160 or visit the www.flyvps.com.

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