



NEWS RELEASE

April 19, 2011

FOR IMMEDIATE RELEASE:

BRANSON AIRPORT ANNOUNCES COOPERATIVE MEDIA CAMPAIGN

BRANSON, MISSOURI – Branson Airport (BKG), the Branson/Lakes Area Chamber of Commerce & CVB (BLACC/CVB) and the Tourism Community Enhancement District (TCED) have partnered in a \$680,000 marketing campaign promoting Branson, Missouri and new non-stop service on AirTran Airways into the Branson Airport.

The Branson Airport has matched \$250,000 with the BLACC/CVB to be dedicated to television advertising in the Chicago area, and added another \$80,000 to a \$100,000 investment by the TCED for a radio campaign in the Houston market.

“It’s exciting to partner with the community in this way,” stated Jeff Bourk, Executive Director for Branson Airport. “Marketing Branson ‘the destination’ is important to our area and we are pleased to be a part of this great effort.”

“According to our 2010 New Market Assessment Study, the Chicago market has 1.2 million households with high ‘Branson visitation potential’, more than any city in the country,” said Ross Summers, President & CEO of the BLACC/CVB. “Chicago and Houston are already strong drive markets, and we believe that this co-op campaign with the Branson Airport and the announcement of non-stop AirTran service directly into Branson will bring many more visitors to our area this year.”

Ann McDowell, Chair of the TCED, agreed. “It makes sense to leverage our marketing dollars with businesses that are driving visitors to our tourism district”.

Both the television and radio campaigns will feature Branson, Missouri as a vacation destination whose live shows, family attractions, theme parks, pristine lakes, and championship golf are now accessible to air travelers through one of the industry’s leading low fare carriers, AirTran Airways.

SmarterTravel.com, which bills itself as the “largest online travel resource for unbiased travel news, deals and timely expert advice,” recently featured Branson Airport as one of “America’s Top 10 Stress-Free Airports.” Branson Airport ranked alongside airports in Seattle, WA; Palm Springs, CA; Minneapolis-St. Paul, MN; Tucson, AZ; Austin, TX; Providence, RI; New Bern, NC; Orlando and Palm Beach, FL.

Both AirTran Airways and Frontier Airlines have posted strong numbers for 2010 and are increasing service over last year with plans to continue air service development. On May 4 AirTran will resume two flights per day out of Atlanta and will continue service to Orlando for the summer. Additionally, AirTran has added nonstop service to Houston, TX, Chicago, IL and Baltimore/Washington.

Frontier Airlines is increasing service from four weekly flights to daily service, as well as increasing the size of aircraft from a 99 seat aircraft to a 136 seat Airbus 319. Branson AirExpress will serve Austin and Dallas for the entire 2011 season. This brings the total nonstops out of Branson Airport to 9 with connections to over 100 destinations across the nation.

Bourk stated, “We are very happy about all the positive momentum and what it means for the community and our business.”

About Branson Airport: Opening its doors May of 2009, Branson Airport LLC is the first privately developed and operated commercial service airport in the United States. The Airport is serviced by AirTran Airways, Frontier Airlines and Branson AirExpress. Located in the heart of the Ozarks and centrally located in the Midwest, the airport also boasts a state of the art FBO, Branson JetCenter and a full service travel agency and public charter operator, FlyBranson Travel LLC d/b/a Branson AirExpress. For more information on Branson Airport LLC and any of its subsidiaries please visit FlyBranson.com.

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