



**LOUISVILLE
REGIONAL
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For immediate release

Louisville International Unveils New Travel Website:

First Airport in U.S. to Offer a Frequent Traveler Reward Program from its Own Online Travel Site

Louisville, KY (February 6, 2006) — Through a flurry of television and radio advertisements, the Louisville Regional Airport Authority today announced the launch of the airport's new online travel reservations site – FlyLouisville.com and its *FlyLouisville Rewards* Program. The website offers access to a user-friendly reservation tool that allows travelers to purchase airline tickets, reserve hotel rooms and rent cars from hundreds of airports worldwide.

FlyLouisville.com, the result of months of planning by airport staff, is an effort to respond to frequent requests from area travelers for one easy-to-use website that offers every flight to and from Louisville International Airport—and other airports worldwide. Through a partnership with a Jeffersonville, IN based travel agency, The Travel Authority, FlyLouisville.com provides area travelers the ability to book fares for every scheduled airline serving Louisville including low-fare carriers that typically limit fares to their own websites. Travelers no longer need to hop from website to website to shop for the best fares. FlyLouisville.com travelers also can establish their own travel profile containing airline frequent flier numbers, travel preferences and the ability to track their *FlyLouisville Rewards* point balances.

"FlyLouisville.com, our new travel reservation system and the industry-leading rewards program are just the latest in a series of customer-focused enhancements designed to position Louisville International as the airport of choice in the region", said Skip Miller, executive director, Louisville Regional Airport Authority.

With the introduction of FlyLouisville.com and *FlyLouisville Rewards*, Louisville International becomes the largest airport in the U.S. to offer its own online travel reservations system and to allow travelers to earn 'reward points' with each travel purchase good for discounts on airport -gifts, -food, -parking and admissions to the airport's travel club and business lounge.

"We have designed our rewards program so the customer can choose which discount they would like to receive from a number of reward choices, many of which are airport-based," mentioned Tom Tyra, Airport Marketing Director. "And, we will continue to add discounts and rewards in response to customer feedback."

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Louisville International Airport (SDF) www.flylouisville.com Bowman Field (LOU)