

Red Deer Airport Launches New Website

Red Deer, AB – On March 6, 2012 www.flyreddeer.com, a new improved site to access everything you need to know about Red Deer Airport was launched. “Our new website is another example of our commitment to continuous improvements for all our customers and is another step forward in the overall plan for the airport,” said RJ Steenstra, CEO, Red Deer Airport Authority. “As with our current airport terminal enhancements, we are striving to serve our customers’ needs by focusing on convenient relevant information and content and providing enhanced functionality and improved navigation. The website was designed entirely with this in mind”.

Key features include:

- Easier navigation, so people can get the information that they are looking for quickly.
- Improved Search Engine Optimization, will help customers and businesses locate Red Deer Airport in Alberta, Western Canada and national search results
- Highlighting of Partners, Tenants and Stakeholders for customers to easily access their websites.

Integrated in the website is the new brand for the airport. The updated color scheme and modern, clean appearance mirror the recent renovations to the airport terminal. The new and improved website and logo compliments the efforts being made by Red Deer Airport to increase the visibility of the airport in the community and Central Alberta as well as nationally.

“Our new website is our 24 hour/ 7 day-a-week marketing tool,” continued Steenstra. “This new website is a critical link that is so important to the Red Deer Airport mission to operate an airport that brings both pride and economic activity to Central Alberta while providing business and travellers with excellent transportation options and access.”

The Red Deer Airport Authority is a not-for-profit, non-share Capital Corporation incorporated under the Alberta Regional Airports Authorities Act. Since 1992, it has been responsible for the management, maintenance and development of Red Deer Airport. In 2011, Red Deer Airport served 7,000 charter or business aviation passengers and experienced 44,000 aircraft movements making it the 2nd busiest Regional Airport in Canada and a vital and vibrant transportation link for Central Alberta.

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