



Business Travelers Rate Two Florida Airports Tops in Phoenix Marketing International Travel Research Group Survey

Ft. Lauderdale/Hollywood (FLL) and Tampa International (TPA) garner best customer recommendations from frequent users of 50 U.S. facilities

Somerset, NJ – May 21, 2008 – Phoenix Marketing International today announced that its **Airport Net Promoter® Scorecard for Q1 2008** shows that business travelers are much less satisfied with their experiences at destination airports than at their home airports.

Only ten of fifty U.S. airports received aggregate positive evaluations as “Away Airports.” Tampa International (TPA) earned the survey’s highest Net Promoter Score (NPS) for an “Away” airport. Tampa’s score of 19.7% far exceeded the national “Away Airport” average of -20.3%.

Travelers look more favorably on airports from which they usually embark, as the national average NPS for “Home Airports” of 7.1% indicates. The highest score of 61.1% in that category went to Fort Lauderdale/Hollywood (FLL).

Phoenix International Travel Research Group’s online survey polled more than 6,000 travelers who had taken at least one domestic business flight within the past year. Respondents were asked whether or not they would recommend their home airport and one or more away airports, and which factors had an impact on their decision, including:

- Getting to and from terminals, approach and exit roads, signage, and parking
- Terminal facilities such as cleanliness, food and beverage, retail, check-in and ticketing time, and helpfulness of staff
- Gates, security, boarding, and baggage handling

“We classified the travelers into Promoters, Passives, and Detractors. The NPS for each facility is derived by subtracting the percent of detractors from the percent of promoters,” explained Scott Ludwigsen, EVP of Phoenix Travel Research Group.

Ludwigsen pointed out that the NPS has a direct bearing on an airport’s financial performance. Promoters are willing to recommend the airport to others. They help drive profitable growth through repeat and increased usage, longevity, and referrals. Detractors, however, would not recommend the airport. They are liabilities because of their complaints, reduced usage or defection, and critical remarks.

“We plan to compile the Airport Net Promoter Scorecard quarterly, in addition to the custom research we perform for individual client airports. We hope that our findings will help the airports with low scores to identify what travelers consider their shortcomings, and to rectify those shortcomings where possible,” he continued.

The top 50 “Home Airports” and “Away Airports” that were considered for the research can be seen by visiting http://www.phoenixmi.com/pdf/Airports_5.21.08.pdf.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

About Phoenix Marketing International (www.phoenixmi.com)

Founded in 1999, Phoenix Marketing International is one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the financial services, consumer package goods, automotive, healthcare, and travel and leisure industries worldwide. With national offices, Phoenix offers advanced advertising, brand measurement, and direct marketing expertise.

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