



# MEMNotes

from MEMPHIS INTERNATIONAL AIRPORT



## Avelo Airlines launches nonstop service between Memphis and Raleigh-Durham

Avelo Airlines has launched its new nonstop service between Memphis International Airport (MEM) and Raleigh-Durham International Airport (RDU).



Headquartered in Houston, Avelo Airlines is the tenth airline serving MEM. The airline is operating a 189-seat Boeing Next-Generation 737 aircraft for the flight. Following this morning's inaugural flight, the service will run on Monday and Friday. Tickets are on sale at [www.aveloair.com](http://www.aveloair.com).

Avelo Airlines Chairman and CEO Andrew Levy said, "Memphis – it's officially time to say hello to Avelo! We are excited to take off in Memphis and bring Avelo to the Home of Blues, Soul and Rock 'n' Roll. Getting to The Research Triangle is now more affordable and easier than ever. Avelo's combination of everyday low fares, industry-leading reliability, and friendly service, coupled with MEM's time-saving convenience, will inspire people from across the region to visit to explore everything the Raleigh-Durham area has to offer. We are equally excited about helping make Memphis an even more attractive destination for those considering a trip from North Carolina's Triangle region."

"The launch of Avelo Airlines' new Raleigh-Durham service at MEM provides our passengers with a new low-cost travel option and restores service to one of our top unserved destinations," said Michael Keeney, Chairman of the Memphis-Shelby County Airport Authority Board of Commissioners. "We are excited to welcome Avelo to the Memphis market and expect that our passengers will embrace this opportunity to connect to RDU."

**Schedule:**

RDU to MEM

Departs: 6 pm (ET)

Arrives: 7:05 pm (CT)

MEM to RDU

Departs: 7:45 pm (CT)

Arrives: 10:40 pm (ET)





## **Spirit Airlines launches nonstop service between Memphis and Los Angeles on June 7 with a 'Spiritaneous' giveaway event**

Spirit Airlines has launched its daily nonstop service between Memphis International Airport (MEM) and Los Angeles International Airport (LAX). Tickets are on sale at [www.spirit.com](http://www.spirit.com).

To celebrate, MEM hosted "Spiritaneous" — a giveaway named after the spontaneous trip participants take the same day they win. Participants entered the Spiritaneous giveaway on Wednesday, June 7, for a chance to win one of three pairs of tickets to fly nonstop on Spirit's inaugural flight to Los Angeles (LAX), which took off that same night.

Headquartered in Miramar, Florida, Spirit Airlines now serves three destinations from MEM, including Las Vegas, Orlando and now Los Angeles. The airline is operating a 182-seat Airbus 320 aircraft for its flights.

"We're proud to deliver the only daily, nonstop flight from Memphis to Los Angeles (LAX), making it more convenient than ever for Bluff City travelers to explore the west coast, and for more people to come and experience all the culture and experiences that Memphis has to offer," said John Kirby, Vice President of Network Planning at Spirit Airlines. "Our Memphis Guests have embraced Spirit's high-value, low-fare service, allowing us to grow and bring More Go to incredible leisure destinations."

Commissioners. "More importantly, this flight gives MEM passengers another West Coast option, which has been one of the airport's top air service priorities."



The schedule is as follows:

#### **MEM to LAX**

Departs: 8:59 pm (CT)

Arrives: 10:48 pm (PT)

#### **LAX to MEM**

Departs: 1:57 pm (PT)

Arrives: 10:48 pm (CT)

[View Full News Release](#)





## SEC-AAAE presents Scott Brockman with Lifetime Achievement Award

On June 3, the [Southeast Chapter of the AAAE](#) presented its second lifetime achievement award to MEM President/CEO, Scott Brockman. The award reads as follows:

*"Given with deep appreciation for dedication displayed, sacrifices suffered, and accomplishments achieved for the betterment of his peers, subordinates, superiors, the Southeast Chapter-AAAE, the American Association of Airport Executives, and the airport industry in its entirety."*

Congratulations to Mr. Brockman!

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## Interactive Web Page Offers Planning Tools for Memphis Int'l Travelers

### FACTS&FIGURES

**Project:** Interactive "Where We Fly" website page  
**Location:** Memphis (MEM) Airport  
**2022 Volume:** About 1.2 million passengers  
**Project Cost:** About \$23,000/year  
**Vendor:** FlightPath 3D  
**Content Development:** 1-6 weeks  
**Integrating New Pages:** 1-6 hours  
**Functionality:** Travelers can filter destinations by flight duration, airline & interests, which short-lists about destinations & attractions, click on airline links to book flights, but travel itineraries that can be shared with others.  
**Traffic:** 12,300 people visited Where We Fly web page from Feb. 20-April 20, average viewer braced for 70 mins.  
**Key Benefits:** Reduced travel website traffic.

It's said, but true: Most route maps on airport websites are about as bland as in-flight meals. But Memphis International Airport (MEM) recently spruced up its version by offering customers a variable smorgasbord of info about flight destinations and associated attractions—all on one sleek web page with lots of videos and clickable links.

The Where We Fly page, which went live in February, was created by FlightPath3D, the same software company that provides the inflight maps used by more than 70 airlines. The centerpiece of MEM's new web page is an interactive map designed to deeply engage travelers by allowing them to filter destinations by flight duration, airline and travel interests such as history, culture and attractions.

build travel itineraries and then share them and other information with friends and family.

Glen Thomas, director of Strategic Marketing and Communications at MEM, reports that capitalizing on this "goatman trend" has significantly boosted traffic on the airport website.

"Where We Fly gives travelers a rich, centralized and concentrated source of information, all on one web page on our website," Thomas explains. "It also brings an entertaining and interactive component to what was previously just a static informational page."

Recent navigation enhancements with a



Glen Thomas

It's a creative way to promote our airport's destinations without favoring one airline over another, which is important because all of them are our customers," Thomas adds.

Duncan Jackson, president of FlightPath3D, notes that MEM is one of a handful of U.S. airports that have adopted the company's marketing tool. In general, the pages include three primary components: a map, complete flight schedules (more than 4,000 flights per month for MEM) and inspirational content.

"About four years ago, an airline asked us to digitize one of their route maps, including adding flight schedules so it looked almost like a kayak.com web page, where passengers could explore all the routes," Jackson explains. "That led us to develop this service for Memphis, which like many airports, struggles to

destinations they serve, to tell the stories behind those destinations. Now they have a mechanism to tell those stories."

### Meeting Customers Where They Are

The project concept was driven in part by what could be called the "Amazonification" of commerce. Thanks to the commerce giant, consumers have come to expect a convenient and easy-to-navigate—if not fun—shopping experience that's extremely customer-

"The interactive component is critical because it's what consumers have come to expect," Jackson says. "Amazon has taught us that one-click purchasing and ease of shopping is the answer. Social media platforms have taught us how to find inspiration—travel on Instagram has more than 681 million posts, for example. "So our goal was to make airport destination pages more relevant," he adds. "A laundry list of names of destinations is no longer relevant, nor is static content. People want to click on

## Airport Improvement magazine features MEM's WhereWeFly interactive nonstop destinations exploration tool

The July 2023 issue of Airport Improvement magazine features a four-page article highlighting MEM's WhereWeFly interactive tool. Interviews include Glen Thomas, MEM's Director of Strategic Marketing & Communications/PIO as well as Duncan Jackson, President of FlightPath 3D, creators of the WhereWeFly application.

This interactive tool allows website visitors to explore each nonstop destination flying out of MEM in a new and exciting way. Users can plan their trips by exploring each destination's top attractions through photos, videos, and travel tips. The tool also allows for easy viewing of available flights and direct links to book tickets. The WhereWeFly tool is available on MEM's website at [flymemphis.com/where-we-fly](https://flymemphis.com/where-we-fly).

**Read the article at Airport Improvement magazine**



## Who Does What at MEM?

Have you ever wondered exactly who does what at MEM? It takes teamwork between the Airport Authority and our partners to keep flights and passengers coming and going safely every day. Follow the link below to learn more about the organizations working together at MEM.

If you need any assistance while at the airport, please visit our [Passenger Services & Accessibility](#) webpage.

[View Who Does What at MEM webpage](#)





## Southwest Airlines to launch service between Memphis and Washington DC on July 11

Southwest Airlines has announced that it will begin daily nonstop service between Memphis International Airport (MEM) and Ronald Reagan Washington National Airport (DCA) starting July 11. The route will operate through September 4.

Tickets are on sale at [www.southwest.com](http://www.southwest.com).

DCA brings Southwest's number of destinations from MEM to nine, including Atlanta, Baltimore, Chicago (Midway), Dallas (Love Field), Denver, Houston (Hobby), Orlando, Phoenix, and Tampa.

"It's great to see Southwest adding to its number of destinations at MEM," said Michael Keeney, Chairman of the Board of Commissioners for the Memphis-Shelby County Airport Authority. "Washington DC is one of our top destinations and we expect that this will be a popular route this summer."

The updated schedule is as follows (subject to change):

### **Memphis to Washington DC**

Departs: 8:25 AM (CT)

Arrives: 11:35 AM (ET)

### **Washington DC to Memphis**

Departs: 5:05 PM (ET)

Arrives: 6:20 PM (CT)





*Pictured above: MEM Director of Government Affairs and Business Diversity Development Michael Fulton, Senator Page Walley, MSCAA Board of Commissioners Chairman Michael Keeney, Representative John Gillespie, MEM President and CEO Scott Brockman, Senator Brent Taylor, and MEM Director of Operations Terry Blue*

## Airport Authority hosts members of Tennessee General Assembly

On June 28, MEM hosted Senator Page Walley, Representative John Gillespie, and Senator Brent Taylor for a tour of MEM's facilities and a meeting on the future of Memphis International Airport.

The state legislators attended an airport briefing to learn more about MSCAA's master plan, capital projects, and the terminal modernization and seismic improvement program. Additionally, they had an opportunity to tour the airfield which included cargo operations, the consolidated deicing facility (CDF) and mission support center (MSC).

**Be sure to follow us on social media for the latest news & events!**





## Memphis-Shelby County Airport Authority (MSCAA) is hiring for several positions

Do you know someone who'd make a great member of First Team MEM? Here are the positions currently open to applicants:

- Seasonal Utility Operator
- Airfield Electrician
- Building Maintenance Electrician
- Maintenance Service Technician

[MEM Careers Workday Website](#)



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