



## **FOR IMMEDIATE RELEASE**

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### **GAINESVILLE REGIONAL AIRPORT ADDS TRAVEL SEARCH-ENGINE TO ITS WEB SITE**

*Travelers can also register for GNV low-fare alerts*

**GAINESVILLE, Fla** – July 19, 2007 – After launching its re-designed Web site in March with new tools and features, today Gainesville Regional Airport (GNV) has added a travel search-engine to its Web site [www.flygainesville.com](http://www.flygainesville.com).

The travel search engine is part of the airport's continuing efforts to attract more customers to its site by providing useful tools and information for passengers.

"This new feature encourages our regional travelers to fly from Gainesville's airport by providing a convenient search platform for competitive fares right from our Web site," said Peter Johnson, the airport chairman. "In addition to providing access to great fares, our customers can check hotel and car rental rates as well as real time flight status all from our improved Web site."

The search engine, located on the home page, is provided by Kayak. Kayak is a travel search engine ([www.kayak.com](http://www.kayak.com)), which allows viewers to search hundreds of travel sites from all over the world. It provides the information in an easy-to-use display and sends travelers directly to the source to make a purchase. Travelers can also sign-up for low-fare alerts by submitting a request to [info@flygainesville.com](mailto:info@flygainesville.com).

The Web site features real-time flight tracking information and a map that displays the location of current flights. Previously, the information on the Web site that indicated the status of a flight was updated locally by the airlines, Continental Connection, Delta Connection and US Airways Express. It also features a cost calculator tool, which is designed to help customers determine the total cost of a trip flying from Gainesville versus its competitors. The total cost includes

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mileage, parking, and length of travel time.

The Web site was designed by Big Media Studios, <http://www.bigmediastudios.com> and received a Silver ADDY by the Gainesville Advertising Federation (GAF), the local affiliate of the American Advertising Federation (AAF).

### **About Gainesville Regional Airport**

Gainesville Regional Airport serves North Central Florida and the Heart of Florida through all facets of aviation: general aviation, commercial airlines, military and air cargo. Located in Gainesville, Florida, approximately 70 miles southwest of Jacksonville and just minutes away from the University of Florida, Gainesville Regional Airport provides a close, convenient and competitively priced “gateway” to the Heart of Florida. For more information, visit [www.flygainesville.com](http://www.flygainesville.com) or contact Michelle Danisovszky at (352) 373-0249.

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