



Las Vegas • McCarran International Airport

NEWS RELEASE

Clark County Department of Aviation - Randall H. Walker, Director

CONTACT: *Chris Jones*
Public Information Administrator

FOR IMMEDIATE RELEASE
Jan. 08, 2009

(702) 261-5290

Travelers powering up at McCarran ***Airport's ReCharge Zones let travelers re-energize their cell phone & laptop batteries as Verizon sponsorship boosts airport's bottom line***

LAS VEGAS – The Clark County Department of Aviation has made it easy for tech-friendly travelers to charge their portable electronic devices before departing from Las Vegas. And in the process, McCarran International Airport has tapped into a new revenue source thanks to a \$1 million advertising sponsorship from Basking Ridge, N.J.-based telecommunications provider Verizon Wireless.

McCarran recently added nine branded "ReCharge Zones" at varying locations throughout its terminals. Each contains multiple barstool-style seats, a work counter, and power outlets. Prior to boarding their outbound flight, travelers can use these comfortable and convenient areas at no cost to power their personal electronic devices such as cell phones, laptops, handheld video game systems, or portable music or video players.

"McCarran has long been recognized as an industry leader for its efforts to use technologies to improve operations, particularly customer service," said Randall H. Walker, director of the Clark County Department of Aviation. "Given that approach, it made perfect sense that we'd find an innovative way to take care of our customers' rising need for power sources while also tapping a new, outside-the-box source of revenue."

In partnership with Alliance Airport Advertising, McCarran will soon place ReCharge Zone branding on four to five additional recharging locations located within Terminal 1. Alliance, which handles static advertising at McCarran, negotiated an advertising sponsorship with Verizon that's worth \$1 million over two years; 85 percent of that money will go toward McCarran's operational and capital expenditures, which helps to defray costs from McCarran's airline tenants.

The Department of Aviation is an enterprise fund of Clark County that is not subsidized by county tax revenue. It has operated as a self-sustaining entity since 1966 relying upon revenue sources that include airline fees; concessions; land rentals; on-airport advertising; parking fees; and slot machines, among others. Nearly 63 percent of McCarran's fiscal 2008 revenue came from non-airline sources.

Each day there are tens of thousands of potential ReCharge Zone users at McCarran, which in 2007 ranked as the nation's seventh-busiest airport with more than 47.7 million passengers. It is estimated that 84 percent of the U.S. population now owns a cell phone, which travelers typically carry while away from home. In addition, McCarran's free, airportwide wireless Internet network hosts an average of 6,000 to 8,000 unique users per day and has reached 21,000 daily users in peak periods such as January's annual return of the International Consumer Electronics Show.

###



P.O. Box 11005 • Las Vegas, NV 89111-1005 • 702-261-3094 • Fax 702-261-5645
E-Mail: webmaster2@mccarran.com