



Las Vegas • McCarran International Airport

NEWS RELEASE

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McCarran taps social media sites to reach growing number of tech-savvy customers

McCarran International Airport launched its own Facebook Page and Twitter account as part of a pilot program aimed at using these ultra-popular social media sites to increase interaction with passengers, strengthen the airport's brand and improve customer service.

"We're looking to these sites to help us provide the best service to our customers," said Director of Aviation Randall H. Walker. "Social media sites allow businesses to engage with audiences versus the one-way communication method offered by traditional Web sites. And the best part is that it's free."

Building relationships with our passengers through increased interaction and keeping them informed about what's going on at McCarran are just some of the benefits that make social media sites useful. Airport leaders also expect Facebook and Twitter will play a role in helping staff meet customer service standards. For example, if a passenger experiences poor service at a restaurant; has suggestions for a new service; or notices a custodial issue in the terminal - like a messy restroom or an overflowing garbage can - we want them to "Tweet" us or post a comment on the airport's Facebook Page. Tweets about what we're doing well and great experiences at McCarran are also helpful in maintaining a world-class facility.

McCarran Facebook fans can receive news about shopping and dining specials; alerts about issues affecting air travel; and exclusive access to photo galleries and LAS Hype, an area that features the latest on airport projects and events.

By "following" McCarran on Twitter, customers who carry smartphones can receive real-time information in the palms of their hands, including details on parking availability, delays, special offerings such as product discounts, and amenity highlights including ways to spend time during a layover at McCarran.

The public can still contact the airport by phone or e-mail to ask questions, though customers who do so now via Facebook or Twitter may receive a quicker response due to the real-time nature of such applications. Airport staff interacts with social media accounts Monday through Friday during regular business hours. Comments or questions sent outside regular business hour will be responded to within three business days.

Customers can link to the social media sites from the airport's Web site, or at Facebook.com/LasAirport or Twitter.com/LasAirport.

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