



## McCarran International Airport's Traveler Information Prescreening Series - TIPS

Contact:

Elaine Sanchez

McCarran International Airport

(702) 261-3094 or (702) 283-2208

elaines@mccarran.com

### McCARRAN INTERNATIONAL AIRPORT, LVCVA AND TSA ANNOUNCE NEW TRAVELER INFORMATION PROGRAM

#### *First Domestic Airport to Install New Technology & Produce Entertaining Educational Content*

LAS VEGAS, Nevada – October 5, 2004 -- McCarran International Airport has partnered with the Las Vegas Convention and Visitors Authority (LVCVA) and the Transportation Security Administration (TSA) to introduce the nation's first airport-based traveler education program. The new McCarran "Traveler Information Prescreening Series" (TIPS) program will be unveiled on Tuesday, October 5, 2004, at 11:30 a.m. at the airport's C/D security checkpoint.

Throughout 2004, McCarran has registered month after month of record-breaking passenger traffic. In fact, McCarran is now the second busiest origin and destination (O & D) airport (those coming to or leaving Las Vegas, rather than connecting through McCarran as a hub) in the United States. Approximately 92 percent of all McCarran passengers are O&D traffic, which means that more domestic passengers are processed through the airport's ticketing, security checkpoints and baggage claim than any airport except Los Angeles International Airport.

Toward the long-term goal of processing Las Vegas' projected 40 million air travelers safely and efficiently, these three government agencies joined forces to create the McCarran TIPS program. This series of 11 video vignettes features many Las Vegas luminaries who volunteered their talents, including Rita Rudner, Carrot Top, Lance Burton, Blue Man Group, Star Trek officers and the clowns from Cirque du Soleil among others. Each performer demonstrates, in memorable fashion, how to navigate a range of security checkpoint requirements. With titles like "Nothing Up Your Sleeve?," "Empty Thy Pockets" and "Flying Ain't No Joke," each vignette deals with a security checkpoint issue, such as how to prepare a baby's stroller for inspection, having proof of identity ready, and which types of baggage must be checked.

The McCarran TIPS program will be shown on a series of 25 computer-linked LCD monitors, which have been installed throughout the airport. Besides displaying the McCarran TIPS programming throughout the day, this state-of-the-art messaging system will also enable airport officials to communicate instantly and efficiently with passengers at a moment's notice. McCarran is the first U.S. airport to employ this new technology, which can be used for applications besides the TIPS program.

"We expect our passenger count to continue increasing well into 2005," said Randall H. Walker, Clark County Department of Aviation director. "With this level of growth, you need an out-of-the-box concept that's proactive and efficient. Every airport in the country is experiencing longer wait times in security. The difference now is that McCarran passengers will enjoy watching the TIPS programming and therefore be better prepared upon entering the checkpoint. This can only make the process more efficient and less stressful for our valued customers."

"Our goal is to make coming to Las Vegas an enjoyable experience every step of the way," said Rossi Ralenkotter, president and CEO of the LVCVA, "and TIPS will create yet another unique experience for our guests. We strive to serve both the business and leisure traveler, and this program strikes the right balance between maintaining McCarran's excellent customer service and creating a more efficient security checkpoint process."

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