

DFW International Airport's Newly Redesigned Web Site Provides New Functionality And Information For Passengers

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Travelers help design new site, and can blog more ideas through July 2

DFW International Airport today published the Airport's newly redesigned web site, <http://www.dfwairport.com/>, which includes an array of new features designed to put needed information easily at the fingertips of passengers. Some of the new features that highlight the redesigned web site include an interactive flight tracking service, panoramic terminal tours and a new search feature for shops, restaurants and airport services. Web surfers are encouraged to leave their feedback at the Airport's own blog through July 2.

"Whether you are in our terminals, in your home or office here in North Texas or in Europe, South America, Asia or anywhere else -- our interactive web site improvements are meant to help you make your time at DFW more enjoyable, more comfortable and easier to navigate," said Joe Lopano, executive vice president of marketing and terminal management at DFW. "While we've seen a growing number of headaches associated with air travel recently, we want to do everything we can with this site to give our passengers the information they want most, quickly and easily."

The most desired features requested by passengers are reflected on the site's new front page, including interactive search boxes for restaurants and retail outlets, enhanced flight information, and navigational information including links to terminal maps and panoramic photos.

For example, passengers can now search for restaurants by the type of food or location, and once a selection is made a passenger will be given more information options that include photos, locations and menus. Additionally, the flight tracker section includes direct links to graphical tracking services and real-time status updates of flights in progress, in addition to the gate information and updated flight times.

"Our site has been very innovative among airport web sites through the years, but we are certainly excited to bring even more leading edge features to DFW passengers," said Sharon McCloskey, vice president for marketing services at the Airport. "We have received great feedback on our previous site, and we are using two years of that information as our design guide on the new site."

DFW's new website redesign has been in the works for more than a year, starting with a thorough analysis of site statistics and the features passengers wanted most, and also bringing in new technology and functionality. The site also went through an external usability testing process by DFW travelers and site visitors.

The new <http://www.dfwairport.com/> site officially went online on Thursday, June 19, 2008. For the first two weeks, DFW is also asking for more feedback on the new site design and features, encouraging Internet visitors to blog their suggestions, ideas, criticisms and requests. The new site marks the first major redesign of DFW's web site since 2001.

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