

Minneapolis-St. Paul International Airport launches re-designed web site

Written by

Monday, 20 July 2009 16:07

MINNEAPOLIS-ST. PAUL – The Minneapolis-St. Paul International Airport (MSP) is pleased to announce the launch of its re-designed web site at www.mspairport.com. The new site features a fresh, friendly design, new airport terminal and campus maps, a flight information look-up function, and a more intuitive navigation scheme.

“Our goal was to create a site that is easy to use, aesthetically pleasing, and provides the information our customers need and want,” said Patrick Hogan, director of public affairs and marketing for the Metropolitan Airports Commission (MAC), the public corporation that owns and operates MSP. “Whether you are planning a trip or picking up a friend or loved one at the airport, the new site provides information specific to your needs, including detailed maps of the terminals and airport campus.”

A significant enhancement is a feature that allows visitors to find up-to-the-minute information about flights arriving at or departing from MSP.

“Our customers have been asking for this feature for awhile now,” said Melissa Scovronski, public affairs and marketing coordinator for the MAC. “Flight status information on the Web site comes from the same source as flight data available on monitors within MSP’s terminals, so you can get the same, timely information on your home computer that you can at the airport.” (From the home page, click on “Flights” and then choose your options.)

Local web design company August Ash was responsible for the updated look and feel of the site, while Funnel Inc., out of Madison, WI, created all of the maps.

While the MSP Airport’s web site address remains: www.mspairport.com, the Metropolitan Airports Commission has been assigned a new URL address. That address is www.metroairports.org. The move to separate Web addresses highlights the fact that the airport site now focuses almost entirely on airport users, while the MAC site focuses on the airport authority: information about MAC board meetings and commissioners, the MAC’s six reliever airports, employment at the MAC, airport noise issues, and business opportunities. The previous URL address was: www.mspairport.com/mac/