



For Immediate Release

A New Piece—LPIA Launches Redesigned Website

New design reflects The Bahamas; delivers an improved online experience

Nassau, Bahamas, March 26, 2015— Lynden Pindling International Airport (LPIA) today announced the launch of its redesigned website www.nassaulpia.com. The site offers quick access to real-time flight information, easy navigation to frequently-used information and a responsive design adaptable to a wide range of mobile devices.

Jan Knowles, Vice President of Marketing & Communications at Nassau Airport Development Company (NAD) said the website is the latest piece to an improved airport experience. “We’re very proud of the new website and the improved online experience for our passengers. Based on analytics from our old site, we realized that a significant amount of traffic came from users on mobile devices. Now, the revised mobile site is clean, easy to navigate and very interactive.”

The website features content relevant to all passengers and the community including information about shopping, restaurants, amenities and transportation options as well as airport events, career opportunities and the latest news. The layout reflects the beauty and warmth of the islands.

“Our terminals showcase the tranquility of The Bahamas. Now, our website does the same and gives a true sense of place. We chose a turquoise and yellow colour palette reminiscent of the Bahamian flag. Art and architecture of the terminals are also incorporated into the design,” Knowles explained. “We also focused on integrating our social media channels so that we can engage travelers before, during and after they visit Nassau/Paradise Island. On the homepage you’ll find links to our Facebook and Instagram accounts and a live Twitter feed.”

Since 2009, LPIA has undergone significant transformation, becoming an award-winning facility processing more than 3 million passengers annually. In 2014, the airport welcomed Southwest Airlines’ inaugural international flight and in 2015 launched BorderXpress Automated Passport Control kiosks allowing accelerated processing for many US-bound travellers.

LPIA users will now enjoy a website that provides essential information and a lasting impression of the islands. “As we continue to grow and evolve as an airport, each piece of the puzzle helps

to distinguish LPIA from our regional and global competition and pushes us towards our goal of becoming a world-class operation.”

To celebrate today’s website launch, NAD will have in-terminal entertainment, passenger contests and will give away airport themed puzzles created by local company Jigsaw Bahamas.

View [the redesign site](#) and be sure to follow the airport on Twitter and Instagram, @nassau_airport, and [like us on Facebook](#). [Click here for a preview](#) of the new piece at LPIA.

LPIA is operated by Nassau Airport Development Company (NAD), a Bahamian company owned by the Government of The Bahamas and managed by Vantage Airport Group.

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