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Armstrong International Wins Awards at Annual ACI-NA Marketing & Communications Conference

(New Orleans, LA) – At the annual Airports Council International-North America (ACI-NA) Marketing and Communications Conference last week in St. Louis, Missouri, Louis Armstrong New Orleans International Airport (MSY) was awarded first place and honorable mention in two separate categories. ACI-NA is an organization that represents airports and other aviation-related businesses in the United States and Canada. Airports across North America submitted nearly 350 entries in 19 categories in communications, marketing, and customer service for this contest.

Armstrong International won first place in the “Partnering with Carriers” category for its entry for British Airways’ Mardi Gras charter flight. In partnership with British Airways and the New Orleans Convention and Visitors Bureau, twenty media journalists and social influencers from Britain were flown to New Orleans for a familiarization tour. Fifty flight and hotel packages were auctioned off on eBay for a once-in-a lifetime Mardi Gras experience, and British Airways held a busking contest for budding jazz musicians to earn a seat on the flight. Three winners were chosen by Grammy-award winning musician Jon Cleary, a native of England and a New Orleans resident, and Yolanda Brown, a famous British saxophonist. The flight was dubbed the “Party in the Sky” with special in-flight performances by Nicole Scherzinger, Yolanda Brown, and the winning buskers. A New Orleans-inspired menu of food and cocktails was created exclusively for the flight. Many events were held at the Airport and downtown to promote the new service, including a VIP tour of the Boeing 787 Dreamliner for local media and interviews with British Airways crew. Flight bookings increased rapidly following these events.

The Airport also received honorable mention in the “Special Events” category for its event celebrating British Airways’ inaugural flight to London-Heathrow (LHR), the Airport’s first non-stop European flight in over 30 years. Festivities were planned for arriving passengers outside of U.S. Customs as well as at the gate for departing passengers, including bands, food and promotional items.

Kevin Dolliole, Director of Aviation for Louis Armstrong New Orleans International Airport, said, “These events would not have been possible without the enormous effort of British Airways and the New Orleans Convention and Visitors Bureau. We are honored to be recognized for our efforts alongside our partners in marketing this route.”

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About Louis Armstrong New Orleans International Airport

Louis Armstrong New Orleans International Airport (MSY) is the primary commercial airport in the State of Louisiana serving over 80% of all passengers flying into the state. Armstrong International Airport is owned by the City of New Orleans. The New Orleans Aviation Board (NOAB), an unattached board of the City of New Orleans, oversees the administration, operation, and maintenance of Armstrong International. The Airport has 14 airlines providing service to 56 non-stop destinations, including six international destinations. A new world-class terminal complex is currently being constructed. The new North Terminal will be complete by February 2019. For more information, please visit www.flymsy.com.

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