



ARMSTRONG INTERNATIONAL AIRPORT RECOGNIZED BY J.D. POWERS

May 22, 2008 – New Orleans, Louisiana -- Louis Armstrong New Orleans International Airport has placed fourth in the J.D. Powers 2008 North American Airport Satisfaction Index Study – Small Airport Category. The study, now in its eighth year, measures overall airport satisfaction in three segments: large (30 million or more passengers per year), medium (10 million to 30 million passengers per year) and small (fewer than 10 million passengers per year). Six factors—assessed through 27 specific attributes—are examined to determine overall customer satisfaction: airport accessibility; baggage claim; check-in/baggage check process; terminal facilities; security check; and food and retail services.

Among small airports, Dallas Love Field (DAL) ranked highest, improving by one rank position since 2007. Houston Hobby International (HOU) and San Antonio International (SAT) and Louis Armstrong New Orleans International Airport (MSY), respectively, followed in the rankings. “Overall, satisfaction scores have declined since 2007 for 48 of the 60 airports included in the 2008 study,” said Jim Gaz, senior Director of Travel and Entertainment at J.D. Power and Associates. “Those airports that have maintained consistent levels of satisfaction and service demonstrate the greatest gains in the rankings.” The 2008 North America Airport Satisfaction Study is based on responses from more than 21,165 passengers who took a round-trip flight between April 2007 and March 2008. Passengers evaluated up to three different airports—their departing and arriving airport, and if applicable, their connecting airport—for a total of more than 36,500 evaluations.

Sean C. Hunter, Armstrong International Airport Director of Aviation said, “We are pleased to announce this study result by J.D. Powers. It recognizes the team commitment of our staff, vendors and government agencies to provide a positive traveling experience for passengers at our airport.” New Orleans Board Chairman Dan Packer said, “I believe this recognition is due in part to our on-going improvement campaign that was begun in December 2006. Over the next two years, extensive renovations should add to the positive trend in customer satisfaction.”

Established in 1968, J.D. Power and Associates is a global marketing information firm that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. They represent the voice of the customer by translating survey responses from consumers and businesses into studies and reports that companies worldwide use to improve their business.

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