



Feb. 6, 2012

FOR IMMEDIATE RELEASE

Gillette-Campbell County Reports Customer Survey Results

Travelers praise convenience but want more choices and lower fares

GILLETTE, WY (Feb. 6, 2012) – Gillette-Campbell County Airport ranked high in convenience according to a recent traveler survey, which was aimed at getting to know customers and their needs, particularly why and how often travelers opt for airports *besides* Gillette.

“One of our survey goals was to learn why Gillette residents sometimes choose alternate airports for their air travel,” said Airport Director Jay Lundell. “As we suspected, travelers do so based on a perceived cost savings. But, unlike some competing regional airports, Gillette is seeing lower fares versus last year, by an average of 20 percent.”

Nearly 600 travelers, most Gillette-area residents, completed the brief survey, answering questions about their travel frequency, destinations, likes and dislikes of traveling to and from GCC. The survey’s complete results are posted on Gillette-Campbell County Airport’s website, <http://www.iflygillette.com/documents/GCCSurvey.pdf>, and following are highlights:

- Seventy-four percent of respondents listed convenience as their reason for flying from Gillette.
- More than two-thirds of respondents were traveling for pleasure.
- Lower fares, according to 44 percent of respondents, would encourage them to travel from Gillette more frequently. Nineteen percent said a new destination would likely get them on a plane.
- Of respondents who travel to alternate airports, 67 percent stated they do so based on price.
- Las Vegas topped the list of preferred new destinations, with Minneapolis, Phoenix, Billings and Chicago rounding out the top five.

About Gillette-Campbell County Airport

The Gillette-Campbell County Airport is located in Northeastern Wyoming in a major energy producing part of the country known as the Powder River Basin. Gillette is at the hub of this basin, and the Airport

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serves the commercial service and general aviation needs for a large portion of this corner of the state.

The Airport sees approximately 56,000 passengers come through yearly and is currently served by Delta Air Lines, United Airlines and Great Lakes Aviation to Denver, Salt Lake City, Rock Springs, Wyoming and Williston, North Dakota. The Gillette-Campbell County Airport and tenants currently employ approximately 260 people in the surrounding area.

Contact

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