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MKE RECEIVES INTERNATIONAL AIRPORT MARKETING AWARD

Milwaukee's hometown Airport receives ACI marketing awards for fourth year in a row

MILWAUKEE (December 21, 2020) – Milwaukee Mitchell International Airport (MKE) received international recognition at the Airports Council International-North America (ACI-NA) Marketing & Communications Virtual Conference last week, earning a top honor in the 2020 Excellence in Airport Marketing, Communications, and Customer Service Awards.

“Congratulations to MKE and our Airport team for bringing home this outstanding first place award for the second year in a row,” County Executive David Crowley said. “We have a fantastic Airport, and it’s great that we are receiving this international recognition for showcasing why travelers throughout Wisconsin support the Airport that we all collectively own.”

First Place: Overall Marketing Programs – Medium Size Airports



The Airport was honored for its [Choose MKE campaign](#), a series of animated videos educating local travelers about the benefits of using our hometown airport. Results of the Airport’s 2019 economic impact study show that if Milwaukeeans choose MKE over a Chicago airport, we could add new flights, hundreds of new jobs, and more than \$200 million annually to Wisconsin’s economy.

Each video features two different characters—one who chooses to fly from Chicago, and the other who chooses MKE. Those who choose Chicago combat traffic, parking fees, tolls, hassles and headaches, while those traveling from MKE breeze through their travels with ease, all while bringing new flights, jobs and revenue to our community.

The campaign included radio, digital banner ads, print ads and heavy social media placement on both airport and partner channels. The Airport partnered with Milwaukee based advertising agency 2-Story Creative on the concept and creative elements for the marketing campaign.

“Airport marketing efforts are especially important as the air travel industry recovers from the COVID-19 pandemic,” Airport Director Brian Dranzik said. “It will be more important than ever for Milwaukee-area travelers to take our ‘fly local’ message to heart as we work to convince airlines to restore the flights to pre-pandemic levels.”

MKE also received a shared first-place award in the “Best in Airport Partnerships” category for its participation in the [JetStream Music Fest](#), a national online music festival that featured a performance from Milwaukee’s own Rhythm Kings.

MKE has received ACI marketing awards the last four years, and this is the second straight year MKE has won the top award for Overall Marketing Programs among medium-size airports.



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Choosing MKE's airport over Chicago makes a big impact on our local economy

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LOVE MILWAUKEE?

CHOOSE YOUR HOMETOWN AIRPORT

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Milwaukee Mitchell International Airport (MKE) currently offers nonstop flights to 35 destinations coast-to-coast, and more than 200 international destinations are available with just one connection. MKE is served by Air Canada, Alaska, American, Apple/Funjet Vacations, Delta, Frontier, Southwest, and United. The complete list of nonstop cities can be found at mitchellairport.com. MKE is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the County Executive and the County Board of Supervisors. The Airport is entirely funded by user fees; no property tax dollars are used for the Airport's capital improvements or its day-to-day operation.

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