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**MKE RECEIVES HIGHEST AIRPORT INDUSTRY AWARD FOR MARKETING, COMMUNICATIONS, AND CUSTOMER EXPERIENCE**  
*Milwaukee’s hometown Airport receives the Peggy G. Hereford Award*

**MILWAUKEE (November 15, 2023)** – Milwaukee Mitchell International Airport (MKE) has been awarded its first-ever [Peggy G. Hereford Award](#) from Airports Council International – North America (ACI-NA). The award is widely recognized as the highest honor an airport can receive in marketing and public relations. The 2023 contest had a record 330 submissions from airports throughout North America.

MKE received the award after earning the most first-place wins across all categories in the 2023 Excellence in Airport Marketing, Communications, and Customer Experience Awards. Nearly 50 airports were named as finalists by an independent panel of industry expert judges selected by ACI across North America. The awards were presented this week at the ACI Marketing and Communications Conference in Atlanta, GA.



The honor’s namesake, Peggy G. Hereford, was the first woman to lead a public relations department for a major airport. She served in that position at Los Angeles International Airport (LAX) for more than 25 years before her retirement in 1977.



“The Peggy G. Hereford often goes to large airports with big marketing budgets. MKE winning this award as a medium-size airport is a testament to the creative and innovative marketing initiatives developed and implemented by the Airport,” County Executive David Crowley said. “I commend Airport Director Brian Dranzik, Director of Public Affairs and Marketing Harold Mester, and the entire Airport Marketing and Public Relations team on this outstanding win.”

Along with the highest overall award, MKE took home first place or finalist honors in a total of six different marketing categories, the most of any airport within the contest.

“Our Airport marketing team creatively communicates to travelers how easy, quick, and convenient it is to fly from Milwaukee,” said Airport Director Brian Dranzik. “When Milwaukee-area travelers choose to fly from MKE, they help bring more flights, more jobs, and more dollars to Wisconsin.”

MKE was honored in the following categories:

- *Best in Airport Partnerships – First Place*
  - For its collaboration with Phoenix Sky Harbor International Airport on a campaign promoting flying to MKE to golf in Wisconsin.
- *Digital Advertising – First Place*
  - Promoting easy travel to MKE’s convenient 30+ nonstop destinations
- *Promotional Items – First Place*
  - For creative use of temporary tattoos to promote MKE at PrideFest 2023
- *Radio Advertising – Finalist*
  - Creating a “virtual vacation” for listeners, and encouraging them to “start their vacation early” by beginning their travels at MKE
- *Customer Experience Technology Innovation – First Place*
  - Showcasing MKE’s improved SmartPark technology for a more seamless Airport parking experience
- *Marketing Programs in the Medium Airports category – Finalist*
  - For its “Fly Easy” campaign, including promotion of airlines and flights, community events and outreach, local sponsorships, digital advertising, and print communications.

*Milwaukee Mitchell International Airport offers nonstop flights to 30+ destinations coast-to-coast, and more than 200 international destinations are available with one easy connection. MKE is served by Alaska, American, Delta, Frontier, JetBlue, Southwest, Spirit, Sun Country, and United. The complete list of nonstop cities can be found at [flymke.com](http://flymke.com).*

*MKE, the winner of 2021 and 2022 ASQ Best Airport – North America awards for outstanding customer experience, is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee 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 for its day-to-day operation.*

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