

# News Release

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**St. Petersburg-Clearwater  
International Airport**

® A Pinellas County Government Service

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[www.Fly2PIE.com](http://www.Fly2PIE.com)

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**For Immediate Release**

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## **St. Petersburg-Clearwater International Airport (PIE) Destination Survey Results**

St. Petersburg-Clearwater International Airport (PIE) just completed a public opinion survey, asking the question "Where do you want to go?" and received almost 4000 responses.

The Fly2PIE Destination Survey kicked off on February 8, 2006 on the [www.fly2PIE.com](http://www.fly2PIE.com) website and was distributed to the public at community events and other public venues. In addition, the survey was featured throughout the airport, linked to in various websites, announced at tourism meetings in the community and in several Chamber of Commerce publications/offices. The survey ended on April 15<sup>th</sup> and a winner was selected to receive 2 round-trip airline tickets on USA3000 Airlines.

The survey listed 49 domestic and 12 international destinations to choose from. Participants could also write in their own favorite destinations and were asked to comment about their experience at PIE. As part of the survey process, we invited respondents to join a new email subscription service for air service announcements and over 1200 signed up.

One of the most exciting results of the survey was that over 1000 people took the time to write comments about their St. Petersburg-Clearwater International Airport experiences. Some typical responses: "Love it-close to home, no big crowds, easy to get around. Very pleasant."; "PIE is the most convenient service airport I've known in 45 years of air travel – business or pleasure – coast to coast."; "Clean, friendly, convenient, easy to use."; "Always a great experience – easy access"; "I love this airport. People are friendly. I like the small town feel and ease of moving thru the airport." and "Please add more airlines – we want Indy back!"; "...wish there was more flight service."; "More airlines needed to serve the people."

With the final destination results in, we have an answer to our question –Where do you want to go? The number one selected destination with one out of every three persons requesting service is Las Vegas. Rounding out the top 10 in order of popularity are New York City, London, San Juan, Indianapolis, Washington, D.C., Gulfport-Biloxi, Chicago, Denver, and Germany. The numerous comments and strong response show the popularity of the St. Petersburg-Clearwater International Airport. Survey results will be used in our air service marketing program.

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