



**FOR IMMEDIATE RELEASE**  
Media contact line: (414) 519-8482

## **MITCHELL INTERNATIONAL AIRPORT LAUNCHES ENHANCED WEBSITE**

*New responsive design provides seamless integration from desktop to mobile device*

**MILWAUKEE (January 30, 2017)**– Milwaukee County Executive Chris Abele announced the launch of General Mitchell International Airport’s newly redesigned Mitchellairport.com website today, giving MKE’s travelers a new and enhanced web experience.

Mitchellairport.com’s new responsive design automatically optimizes the website to best display on all devices regardless of screen size. Whether researching MKE’s 39 nonstop destinations from their office, or checking their flight status on the go, travelers will enjoy a seamless and cohesive experience.

“The new Mitchellairport.com makes it easier than ever for our travelers to access the information they need, putting the most popular information on the website within one click of the home page,” explained County Executive Abele. “I am proud of the MKE team’s continuing focus on technology updates to enhance the air travel experience for our passengers.”

Visually, the new Mitchellairport.com continues MKE’s new “Wherever Your Heart Desires” campaign design, featuring images of passengers throughout the airport, connecting the audience to the reason they travel, whether it is for business, leisure or family.

Mitchell International has long been on the front end of emerging airport website technology developments. In 2009, MKE was the first U.S. airport to launch a real time parking availability monitor, and that same year also became one of the first to create a dedicated mobile site.

*Mitchell Airport offers nonstop flights to 39 destinations coast-to-coast, and 160 international destinations are available from Milwaukee with just one connection. MKE is served by Southwest, Delta, American, United, Frontier, Alaska, Air Canada, OneJet, and Volaris. The nonstop cities map can be found at [www.mitchellairport.com](http://www.mitchellairport.com).*

*General Mitchell International Airport 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.*

###