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## **NEWS**

### **For immediate release**

Issued Monday 13<sup>th</sup> September 2008

### **GALWAY AIRPORT LAUNCHES NEW INNOVATIVE WEBSITE**

Galway Airport recently unveiled their new website [www.galwayairport.com](http://www.galwayairport.com). With new visual and technological enhancements, users will find the site easier to navigate and more informative. The new website includes an array of new features designed to put needed information easily at the fingertips of passengers.

Some of the new features include a link to real-time flight tracking, online hotel booking system, a new search feature for airport services as well as a route planner to get passengers safely to and from the airport. The real-time flight tracking allows travellers to track a specific flight from departure to arrival and see where the plane is along its route to get an estimated time of arrival.

Speaking of the new website, Airport Marketing Manager Michael Maloney said "It is anticipated that the new live flight system will reduce the need for customers to telephone the terminal building or airline to get this information. It will be particularly important during flight disruptions or delays when telephone systems are often busy.

Commenting on the new redesign, Brian O'Dowd Managing Partner of Design Associates said that “ Galway Airport demonstrates their dedication to connecting Galway to various parts of the world by redesigning their website to illustrate this connectivity. As part of Galway Airport's brand image to convey key messages of a modern,dynamic and convenient airport, Design Associates applied these messages in the website design to communicate that vision to a wider audience. ”

Design Associates worked in partnership with Efficacy Limited who advised on the architecture of the website and developed the content management system that powers the website. “In keeping with Galway Airport's brand of “ Connecting You”, the vision was to create an online presence for Galway Airport that would be the obvious starting point for the business and tourist traveller when planning their next trip”, said Adele Clinton, Business Development Manager, Efficacy Limited

For the latest news, real-time flight information, parking availability or further details regarding the services provided at Galway Airport , log on to [www.galwayairport.com](http://www.galwayairport.com).

## **ENDS**

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### **Efficacy Limited**

Efficacy provides a range of Internet consultancy services to companies who wish to leverage on Internet technologies to develop and strengthen relationships with their customers. We specialise in assisting Internet start-ups, and existing companies seeking to migrate onto the Internet to realise their strategic goals and objectives.