



**P R E S S   R E L E A S E   --**

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**PLATTSBURGH HOLDS "BEACH PARTY" FOR FIRST FLORIDA PASSENGERS!**

Plattsburgh International Airport marked the initiation of non-stop service to Fort Lauderdale today with a "Beach Party" in the terminal lobby. The first Allegiant Airlines flight from Plattsburgh to Fort Lauderdale took off at 6:00 p.m.

The flight was fully booked, which the Las Vegas based airline calls a rare thing. "Plattsburgh has started off to be one of the best markets that we've ever started in," states Allegiant spokeswoman Tyri Squyres

Airport leaders have positioned the new facility to serve as "Montreal's U.S. Airport", providing a secondary airport for southern Quebec as well as a regional airport for northern New York and Vermont. They have predicted that 80% of passengers would be drawn from north of the border, and that was the case with the first Allegiant flight.

"80% and more of Allegiant's Fort Lauderdale bookings over the next several months are from Quebec, proving the business case that we've been presenting," states Garry Douglas, President of the Plattsburgh-North Country Chamber of Commerce. "Even our current commuter service to Boston, provided by Delta Connection, is benefiting from the redefined market, with 100% of the passengers on their maiden flight on October 31st coming from Quebec, with one gentleman driving down from Quebec City for the savings on airfares and free parking."

The Beach Party featured decorations, refreshments, beach music and a gift bag for each passenger. The 130 vacationers were greeted on arrival by dozens of local officials and business leaders in summer wear, including a number of French speakers.

Plattsburgh International believes that Allegiant's strong start will result in other low-cost service to vacation destinations in the year ahead, and eventually to new service to one or more major hubs in addition to the current Delta service to Boston. Indeed, the airport expects a next announcement of new service as soon as Tuesday, November 20th.

For more information on Plattsburgh International Airport, visit [www.flyplattsburgh.com](http://www.flyplattsburgh.com). Visitors can find links to current airlines on the site, and may also register for an e-newsletter that will inform them of future services and developments.