

# NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT  
PUBLIC AFFAIRS DEPARTMENT

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## **“SantaTracker” Web Site Unveiled - DFW International Airport Prepares To Welcome Santa Claus**

**Here comes Santa Claus, here comes Santa Claus, right down Airfield Way; holiday travel tips and parking deals keep passengers moving**

DFW INTERNATIONAL AIRPORT, (December 19, 2007) – DFW International Airport’s SantaTracker Web site ([www.dfwairport.com/santatracker](http://www.dfwairport.com/santatracker)) goes live today with plans to once again track the movements of Santa Claus and his reindeer as they make their whirlwind trip around the world, stopping briefly at DFW while in North Texas.

Utilizing state-of-the-art navigational technology, DFW will track Santa, Rudolph and the rest of the reindeer as they make their way around the world and to the good children of North Texas. On Christmas Eve, DFW will also continue its holiday tradition of providing families an opportunity to check on Santa’s trip to North Texas by telephone updates at 972-586-NOEL (6635). The phone line updates will be available beginning on December 23.

“SantaTracker provides a great way for kids of all ages to enjoy the festivities over the holiday and engages passengers, helping them learn about the many features available on the Airport’s Web site,” said Ken Capps, vice president of public affairs for DFW. “The SantaTracker page, which is now in its seventh year, had more than 20,000 hits in 2006. In addition to tracking the jolly old elf, DFW will once again be greeting him at DFW’s General Aviation facility with a warm potbelly stove, a comfortable rocking chair, oats, carrots and water for the reindeer. Our employees really have a lot of fun getting the place ready for the big arrival.”

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The SantaTracker site provides interactive games, e-cards and a virtual reality of Santa landing on DFW's airfield. In addition, the site has information on the Airport's "Kids Eat Free" program, which is DFW's effort to keep security lines moving by encouraging families to arrive at security checkpoints between noon and 2 p.m. on December 20 and 21 when children 12 and under will receive a \$5 coupon for dining at any Airport eatery.

This year, SantaTracker will debut a fourth unique game, "Holiday Matching Game" which joins Snowball Challenge, Santa's Chimney Drop, and Wishlist Word Find to entertain yuletide web surfers. "Holiday Matching Game" is a traditional card game, where a table of cards is spread out are matched and reveal a unique picture. In addition, Santa's Chimney Drop is an arcade-style game where Santa's sleigh flies over rooftops and players try to drop gifts into the chimneys of homes below; Snowball Challenge is an arcade-style game where players dodge and throw snowballs at other children hiding in the woods; and Wishlist Word Find is a word scramble game that challenges players to find hidden words in a letter grid.

DFW's SantaTracker site is designed by the Airport's talented multimedia team and features unique music and animation to keep holiday web surfers coming back day after day. The site also offers visitors the opportunity to share the Airport's beautiful world-class art by way of e-cards to family and friends around the world.

"Santa is scheduled to arrive on runway 18 left / 36 right, guided by the FAA, he will have easy access to General Aviation for his quick refueling stop," says Capps. "Last year he only stopped for a blink-of-an-eye."

DFW has brought the SantaTracker Web site and the Christmas Eve phone updates to North Texas children since December 2001. The site can be accessed through the Airport's main page ([www.dfwairport.com](http://www.dfwairport.com)) by clicking on the Santa image. The Airport will offer regular updates on the movements of Santa's sleigh by phone beginning at 3:30 p.m. on December 23 and continuing through midnight on December 24, when all good children should be fast asleep for Santa's arrival.

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Today's Web site debut kicks off a busy week of holiday travel. DFW's nationally recognized Holiday Helpers will also be out in force on Thursday, December 20 and Friday, December 21 to spread holiday cheer on one of the busiest travel days of the season. The employee volunteers will be deployed throughout the Airport's five terminals with goodies for children and families.

Customers arriving at DFW between December 19 and 25 at either Remote or Express parking lots when they are full will receive a coupon to park at Terminal parking for \$10 per day through January 2, 2008.

## **About DFW International Airport**

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,900 flights per day and serving 60 million passengers a year. Ranked "Highest in Customer Satisfaction for Large Airports" in North America by J.D. Power and Associates, and named as 2006's "Best Airport for Customer Service in the Americas" by an Airports Council International survey of passengers, DFW International Airport provides non-stop service to 135 domestic and 38 international destinations worldwide. DFW International Airport contributes 305,000 jobs, \$7.6 billion in payroll and \$16.6 billion in economic activity every year for North Texas, according to the Texas Department of Transportation's 2005 aviation economic impact study. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to [www.dfwairport.com](http://www.dfwairport.com).

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