
PRESS RELEASE

Issued: 12th April 2018

Introducing Leeds Bradford: *Yorkshire's Airport*

Leeds Bradford Airport is delighted to announce the official unveiling of its updated brand.

Following the appointment of a new Chief Executive, new ownership and a number of exciting changes to the terminal all now well underway, the airport has taken the decision to rebrand.

With an ambition to create an airport that matches the needs and requirements of the region it serves and the surrounding area, Leeds Bradford: *Yorkshire's Airport* will now be displayed throughout the terminal.

Five-year-old Toby Nye, the little boy who has captured the hearts of Yorkshire following his battle with neuroblastoma, did the honours to officially switch on the new signage emblazoned on the front of the terminal roof.

As part of the celebrations, the region's largest airport also showcased the first part of its terminal redevelopments, including brand new purpose-built lounges. Featuring stunning floor to ceiling runway views, The Yorkshire Lounge, The White Rose Suite and 1432 Club will replace the current Yorkshire Premier Lounge.

Designed to offer a leisure, business or first-class experience, passengers have a number of entry methods, including pre-book, airline access, loyalty card schemes and on the day access.

The Yorkshire Lounge is the perfect place for families to relax and enjoy refreshments pre-flight, while The White Rose Suite offers the ideal environment for business passengers and couples looking for some pre-flight relaxation, in a lounge that serves barista-style coffee and a fully-serviced bar.

The 1432 Club, named after the runway, is the most exclusive of the new lounges, featuring a specially selected menu, self-service premium bar and a prime view of the airfield.

The unveiling of the new lounges follows the opening of a brand new Cabin Bar and Beer House while the Saltaire restaurant has been completely overhauled. Works on a brand new Starbucks coffee shop and additional retail outlets are set to commence in the coming weeks.

Designed to provide a more straightforward journey for customers with a modern and vibrant feel, as well as developing our food and beverage offering, the airport has also invested in free non-commercial seating within the departure lounge. Work is also currently underway on the terminal front to improve passengers' arrival at the airport, with a new Meet & Greet car-park facility.

In March, the airport celebrated the opening of its first off-site car park. Viking Airport Parking, situated just off the airport roundabout located on Warren House Lane, ensures passengers have the smoothest possible start to their holiday. With members of staff on hand to park customers' cars 24/7, shuttle buses transport passengers from the car park to the terminal in less than five minutes.

Chief Executive David Laws said: "We want the people of our thriving region to get behind their airport and help us move forward."

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“We are delighted to offer our passengers even more choice in our departure lounge, as well as improved facilities for business travellers. We hope people will see this as the start of things to come for this airport. Our brand refresh embodies our vision to become Yorkshire’s airport of choice and to provide an airport our passengers can be proud of. As the development of LBA continues we hope to continually keep improving the customer experience and ensure our passengers feel welcome.

“We are investing in staff training to ensure we offer a warm ‘Yorkshire welcome’ to all of our passengers, as well as continually improving our Special Assistance offering to help passengers with reduced mobility and hidden disabilities.

“The more people use this airport the more successful we can be. Work continues to improve our route offering for both business and leisure services and we hope to have more exciting announcements in the near future.

“It was great to welcome Toby and his family to switch on our new sign and experience our exclusive lounges. We also look forward to welcoming them back in the near future for a VIP tour. Our Fire Team are especially excited to welcome Toby to the Fire Station, as we hear from a reliable source (his Mum) he is a lover of ‘Transformers’ and our new fire vehicles are the same as those used in the films!”

-ENDS-

Photo caption: Toby Nye with his Dad Simon, unveils Leeds Bradford Airport’s updated brand, Yorkshire’s Airport.

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Notes for Editors:

For further information please contact: **Phil Forster**, Aviation Development & Corporate Affairs Manager at Leeds Bradford Airport, LS19 7TU. Email: Phil.Forster@lba.co.uk

Phone: 0113 391 3309 Mobile: 07710075279