



Live it up just down the road

★ NEWS FOR IMMEDIATE RELEASE ★

AIRTRAN TAKES OFF IN TUNICA!

SCHEDULED AIR SERVICE ARRIVES AT THE TUNICA AIRPORT

TUNICA, Mississippi (May 6, 2010) — Tunica, Mississippi, one of the southeast's fastest growing destinations, took another step forward today as AirTran Airways began non-stop jet service from Atlanta Hartsfield-Jackson International Airport (ATL) to the Tunica Airport (UTA).

Local and state tourism and business leaders were on hand at the Tunica Airport to welcome the inaugural flight and promote the area's first regular scheduled jet service via a major United States air carrier. Flights between the two cities will begin with four weekly flights on Monday, Thursday, Friday and Sunday and will provide Tunica with access to over 50 destinations within the AirTran (www.AirTran.com) network.

"Today will be marked in Tunica County's rich history as the day our destination became truly open to the world," said Webster Franklin, president and CEO of the Tunica Convention & Visitors Bureau. "The Atlanta/Tunica route via AirTran Airways fleet of Boeing 717, 117 passenger planes is strategically geared to increase visitor access to Tunica and the entire Mississippi Delta region. The service will also provide the citizens of our area with a more convenient, hassle free small airport environment when making their travel plans."

Harrah's Mid-South Regional President, R. Scott Barber, says helping to make Tunica a fly-in destination is the key to growing tourism in Tunica.

"We are very pleased to be able to help facilitate AirTran's direct air service between Tunica and Atlanta making both destinations quick and inexpensive getaway options," Barber said. "We are especially excited to welcome our customers in the Southeast who will now find it much more convenient to visit Tunica and Harrah's, Horseshoe, and Tunica Roadhouse casinos and hotels."

The Tunica Airport was built to support the tourism industry in Tunica. Having scheduled air service allows Tunica to function as a fly-in destination to the public.

"It's a huge advantage for us to offer access to Atlanta and beyond to our residential and business travelers in the Mid-South," said Cliff Nash, executive director of the Tunica County Airport Commission. "Our increased infrastructure and partnership with AirTran is now allowing us to take the next step in increasing access to all that Tunica has to offer."

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Kevin Healy, Sr. VP of Marketing & Planning at AirTran Airways, said they continue to meet passenger demands while providing the low fare and high-quality service passengers expect.

“We are pleased to expand our services from Atlanta to one of America’s fastest-growing destinations,” Healy said. “Tunica is a great location for entertainment and fun, and now travelers will have fast, easy, and affordable access to Tunica through our new jet service.”

The new service is now available for reservations. Details on schedules and fares can be found online at www.AirTran.com.

About the Tunica Airport

The Tunica Airport was built in 2003 and has been landing large jet charter flights since 2005. The runway and parallel taxiway were recently extended to 8,500 feet making it the longest runway in Mississippi north of Jackson. The Tunica Airport is located southeast of U.S. Highway 61 on Beatline Road. For more information on the Tunica Airport, please call 662-357-7330, or visit www.tunicaairport.com.

About Tunica

Located 30 minutes south of Memphis, Tunica is “The South’s Casino Capital.” Live it up just down the road at the nine world-class casino resorts, more than 6,000 luxurious hotels rooms and suites, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas, and outlet/antique shopping. Come see why everyone is saying, “Live It Up Just Down the Road in Tunica!” Call 1-888-4TUNICA to request a value-packed Winner’s Guide, or visit www.tunicatravel.com for travel information.

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NOTE TO EDITORS: For a variety of photos of Tunica, please visit the Press Room of the Tunica website at www.tunicatravel.com. Selections of recent high resolution photographs are available for all Tunica attractions. If you are unable to find the photo needed for your article, please contact Claire Pittman at the number listed above, and for more details about all the great attractions and facilities in Tunica, please see the official Tunica Press Kit.

NOTE TO EDITORS FOR OUTLINE: “Webster Franklin, President and CEO of the Tunica Convention & Visitors Bureau, R. Scott Barber, Harrah’s Mid-South Regional President, and Cliff Nash, Executive Director of the Tunica County Airport Commission, welcomed the AirTran Airways inaugural flight from Atlanta to the Tunica Airport. AirTran will be flying out of the Tunica Airport four days a week with discounted fares and free parking. Flights can be booked at www.AirTran.com.”

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