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News Release

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Here We Grow Again! Airport travelers set check-in record on Foursquare

Hartsfield-Jackson becomes the first Foursquare location to hit the one million milestone.

ATLANTA – It’s fun, easy and fast to check in and share tips or photos with other travelers at Hartsfield-Jackson Atlanta International Airport – especially on Foursquare. Just ask the passengers who helped this airport become the first location to garner a record-setting one million unique check-ins on the location-based social media application.

In addition to sharing their experiences, Foursquare users who check in at the world’s busiest airport are eligible to earn virtual badges, view special promotions at participating concessions’ locations and compete to become the venue’s “mayor” by registering the most number of check-ins.

“Foursquare makes traveling through the Airport fun and exciting,” said Myrna White, director of Marketing & Stakeholder Engagement for the Department of Aviation. “Every day, Hartsfield-Jackson becomes a social media hotspot for thousands of passengers who want to share their experiences, offer time-saving tips, or simply announce their next big adventure.”

Foursquare’s virtual community includes nearly 30 million people worldwide and more than three billion check-ins, with millions more every day.

“Hartsfield-Jackson is an efficient and well-managed facility that offers everything imaginable from fine dining to popular stores and business services,” said Louis Miller, aviation general manager. “In addition to safety and security, delivering quality customer service is among Hartsfield-Jackson’s top priorities.”

Hartsfield-Jackson has undergone a major retail renaissance and opened an expanded security checkpoint area in recent years. Additionally, officials are still celebrating a successful launch of one of the largest food and beverage revitalizations in aviation history, the opening of a new international terminal and a new Thanks Again loyalty program to reward customers.

According to Miller and White, these are all great reasons for passengers to check in while visiting the City of Atlanta and Hartsfield-Jackson.

To reward the one millionth check-in, Airport officials are providing the winner with a behind-the-scenes tour of the facility, and Foursquare will give away a gift bag from the company.

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world’s busiest airport, serving more than 95 million passengers annually with nonstop service to 160 U.S. destinations and nearly 70 international destinations in more than 45 countries. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction - including the 2011 Global and North American Airport Efficiency Excellence Award from the Air Transport Research Society (for more information, go to www.atrsworld.org). It is undergoing \$6 billion-plus in capital improvements, which include a new, energy-efficient rental car center; a new, 12-gate international terminal (for more information, go to www.atlanta-airport.com/internationalterminal/); and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to www.atlanta-airport.com. Check out the Airport’s YouTube channel by visiting <http://www.youtube.com/AtlantaHartsfield>, and become a fan on Facebook.