

For Immediate Release: July 9, 2019

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PHL Unveils Website Redesign for PHL.org

PHILADELPHIA — Philadelphia International Airport (PHL) announced today that it has launched a redesigned website, integrating new features, consolidated microsites and landing pages, and a dynamic, modern aesthetic, courtesy of a collaboration between the PHL information technology team and The Tactile Group digital design firm.

“I am so pleased that our website now captures the surprise and delight we strive to achieve in the passenger experience,” said PHL CEO Rochelle “Chellie” Cameron. “We recognize that PHL.org serves as the first touchpoint in the passenger experience, so it’s important to make a great first impression.”

The website includes several new features, including a responsive, mobile-friendly layout, simplified navigation, newly integrated microsites, and ambient video that helps create an immersive experience. The website was designed with both functionality and aesthetics in mind, introducing new colors to the existing PHL color palette while curating imagery that matches the airport’s physical space.

“PHL’s environment is full of energy and excitement, and it deserves a digital presence that mirrors that experience,” said The Tactile Group’s CEO Marc Coleman.

Visitors can use PHL.org to check their flight status, view parking garage availability, check security information, and browse the airport’s more than 200 shopping and dining vendors. Additionally, more information about the City of Philadelphia’s Division of Aviation can be found in the About section, which also houses reports and data about the impact of the airport’s activities.