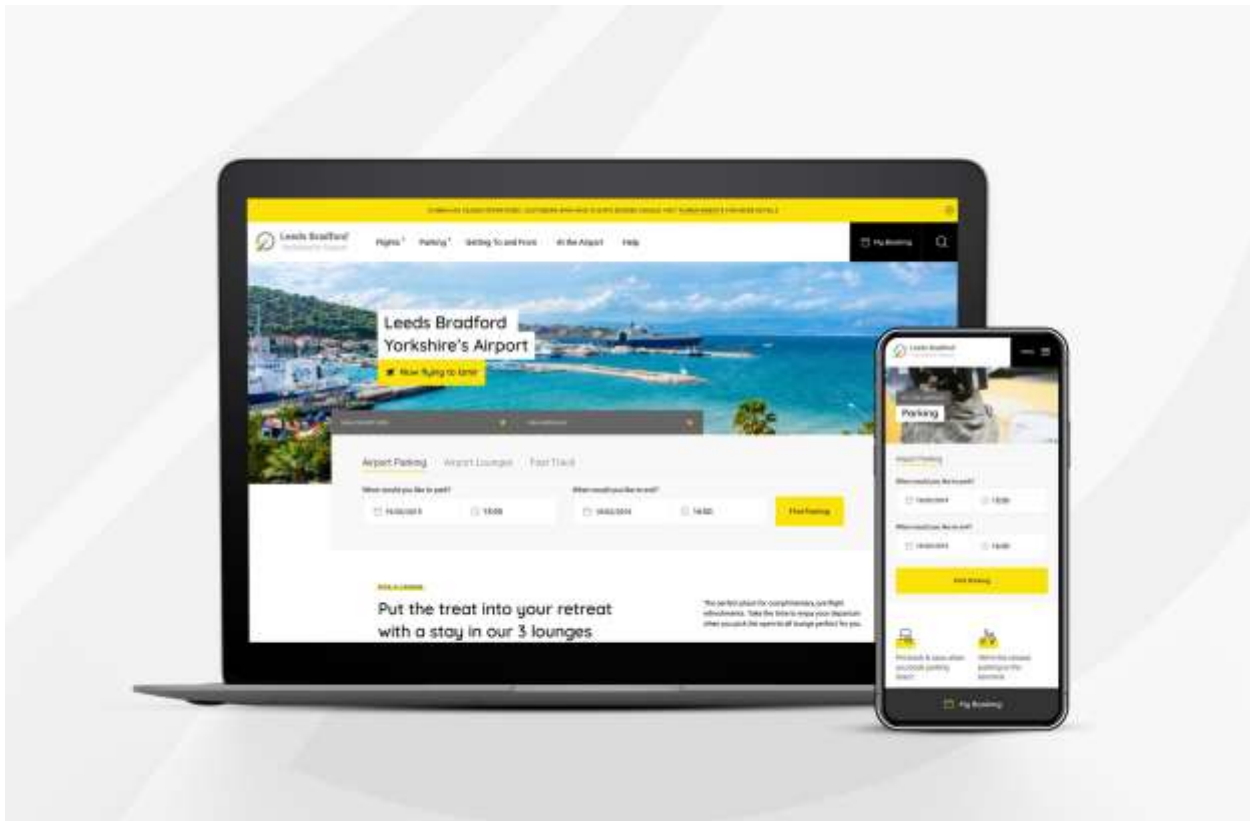


PRESS RELEASE

Issued: 28th March 2019

Parallax Agency Launch new website for Leeds Bradford Airport



Leeds based Digital Marketing Agency Parallax, has recently launched a new website for Yorkshire's Leeds Bradford Airport.

With Leeds Bradford aiming to continue growing passenger numbers, a new website and brand refresh will help to assist and meet the digital demands across the aviation industry.

This is the first time Parallax Agency are working with Leeds Bradford in what has been a successful project. The new website shows off destination and flight information, as well as a range of helpful guides for passengers.

Director of Parallax, Dario Grandich, describes how this project has been such a success:

"We created a new website to offer travelling passengers a brilliant user experience and showcase Leeds Bradford Airport as a great airport to fly from. Our aim was to make the new website incredibly fast and easy to use, adding inspirational content to encourage Yorkshire residents to fly from LBA".

Faye Oakey, Ecommerce Manager at Leeds Bradford Airport, said:

"We are delighted to launch our new website which is dedicated to offering a first-class user-experience.

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“The online experience for our customers is transformed with key improvements to the site speed, usability and access to helpful information as well as inspiring design and content to reflect our brand.”

“With an overall aim to create an airport that Yorkshire can be proud of, we want our website to attract passengers to use our airport that serves our great region and the surrounding area.”

“We are now embarking on development to our booking experience making it easier to pre-book parking, lounges and fast track, so our customers can get their trips off to a great start.”

Parallax are now starting on phase 2 of the project, which will focus on improving the Ecommerce performance; making it easier for new and returning customers to buy airport parking, lounges and fast-track.

-ENDS-

Read more about the project here: <https://parall.ax/blog/view/3284/leeds-bradford-airport-brand-and-website-overhaul>

Useful links

- www.leedsbradfordairport.co.uk
- [Destinations](#) – inspiring destination guides and key information, with facility to book
- [Connecting](#) – information about airlines and hub airports serving onward connections worldwide
- [Yorkshire](#) – inspire inbound passengers and support tourism in our region
- [The latest](#) – travel content, business news and developments
- [Help](#) – providing a helping hand to our customers

Notes for Editors:

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