



Argyle Airport Project Website Launched

11.01.2010

The website of the International Airport Development Company (IADC), www.svgiadc.com was officially launched at the NIS conference room in Kingstown, today. The launch of the website, described by Dr. Rudy Mathias CEO of the International Airport Development Company (IADC) as a "critical portal for information dissemination" on the Argyle airport project, was attentively witnessed by members of Cabinet including Prime Minister Dr. Ralph Gonsalves, Minister of Culture Hon. Rene Baptiste, Minister of Tourism Hon. Glen Beache and Venezuelan Ambassador H.E. Yoel Perez.

Dr. Mathias pointed to the crucial role of the website in sending information to "our publics." He said that the website, two years in the making, would complement and boost efforts already in place to publicise and update progress on the airport project. To this end, he highlighted precursors of information distribution: the monthly centre spreads in print media, information brochures, and newsletters sent to embassies and consulates in the Diaspora. He also pointed to Agency of Public Information (API) programmes of updates.

The CEO also pointed to the importance of the Tourism Authority in the endeavours. He said that the role of the Tourism Authority is critical for marketing in terms of getting airlines to come to SVG. He indicated there is money to be made to fly into the Argyle airport, and recollected that there were seven major airlines who did not even know of the existence of SVG.

The site was designed by Teroy Wilson, with initial work by Mavcom in Arnos Vale, with input from CEO Mathias and members of management staff including Alec Miller.

The site includes a PayPal link where contributions to the Airport Fund can be made.

The site itself has numerous user friendly features including easy navigation from every page. Described primarily as an informational site, it includes a fact sheet, an audio-visual page, project background page, environmental information, company profile, information on community affairs, media centre resources, links to related sites (e.g. Ministry of Tourism), investment and development plans pages, previous publications on airport, as well as a feedback page.

Hon PM Gonslaves touched on the website in his presentation, an official update on progress with the airport, saying that the website was a good way to reach people, and in noting its interactive facility, expected a "huge flood of contributions" to come in. He said the site's information is accurate, with dynamic pages, and that the IADC's objectives are met with the website in its finished form.

ENDS