

PRESS RELEASE

Milan Bergamo Airport launches social network profiles on Facebook, Instagram and Twitter

Milan Bergamo Airport has launched its own social network profiles, and is present from today on Facebook and Instagram as “**Milan Bergamo Airport**” and on Twitter as “**@AirportBGY**”. Thus, SACBO is expanding onto the most far-reaching web channels for communications regarding its activities and airport services.

A permanent connection for the benefit of those who use the airport and want to be kept up to date on daily news, as well as receive useful information on advantages and opportunities dedicated to travellers, via their mobile devices.

The “**Milan Bergamo Airport**” Facebook and Instagram profiles, as well as the “**@AirportBGY**” profile on Twitter, will provide a series of information, not only regarding routes and destinations, but also on accessibility and parking, forms of intermodal transportation, advice and suggestions on pre-flight operations, on personalised services such as the VIP Lounge and BGY TOP, on forms of assistance that can be received according to particular individual needs (such as those guaranteed for reduced-mobility passengers), on services present in the terminal with particular focus on offers regarding retail & food, in response to the growing interest in pre-flight shopping and the culture of food and drink.

Posts on the “**Milan Bergamo Airport**” and “**@AirportBGY**” profiles will present destinations, but will also be aimed at passengers in arrival, with information on events taking place in the Bergamo and Lombardy area, as well as on seasonal itineraries.

“The presence of Milan Bergamo Airport on the social networks with the highest number of subscribers has proven to be an essential choice in capturing the attention of an audience which is ever-more connected via smartphones and tablets - claims Emilio Bellingardi, Director General of SACBO - a choice which demonstrates an awareness of the evolution of communication and which renders our airport more recognisable and in closer contact with passengers. Institutional information and communications, which are present on our website orioaeroporto.it and broadcast via traditional media channels, will also be regularly featured on the official “**Milan Bergamo Airport**” and “**@AirportBGY**” social profiles”.

Grassobbio (BG), 01 September 2017

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