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AIRPORT UPDATES NAME AND BRAND

HYANNIS, MA (January 5, 2021) – Today the Airport rolled out a name change and new brand. The airport formerly known as Barnstable Municipal Airport (HYA) will now be marketed as Cape Cod Gateway Airport. The three letter identifier for the airport, HYA, will remain the same.

As part of the 2018 Airport Business plan, four main goals were identified: to maximize general aviation activity at HYA, diversify revenue streams, become a regional air transportation leader, and enhance the airport image and branding. This puts us one step closer to reaching these goals,” explained Airport Manager Katie Servis. “The new name and logo were chosen after a year-long review of alternative names presented during the Airport Master Plan Visioning Sessions and through discussions with airport users and Town of Barnstable officials. The airport considered its overall business objectives, potential opportunities a new name may afford, existing challenges, and our local community. The new name and logo were chosen not only to respond to passenger needs and expectations but to prepare for potential airline partnerships, align with the Airport’s commercial future, refocus the customer experience, and change transportation perceptions for Cape Cod and the Islands. We wanted to ensure we created a greater sense of place as we market to travelers and users of the facility.”

“After months of deliberation and local and national research, we are happy with our decision with the name and logo,” said Assistant Airport Manager Matthew Elia. “We are excited to start this new year with a new look.” The airport will be gradually changing the logo throughout the terminal and grounds.





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About Cape Cod Gateway Airport: *Your Gateway to the World*

Cape Cod Gateway Airport, located in Hyannis, Massachusetts on Cape Cod, provides commercial and general aviation services to Boston, New York and the islands of Martha's Vineyard and Nantucket. It is owned by the Town of Barnstable and managed by a 7-member Airport Commission and its staff. Please check us out on Facebook, Twitter and Instagram.



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