

# Survey of Major Yellow Pages Advertisers \*

## Airport Transportation / Parking Service

### Comparative Ad Analysis for \_\_\_\_\_

<b>Services Offered or Problems Solved:</b>	Door-to-Door Service Airport Shuttle Service Limousine Service Vehicle Types/Makes Listed - Luxury Sedans, Limousines, Vans, Lincolns, Town Cars, Roll Royce, Mini Buses, etc. Other Vehicle Types 24/7 Service Individuals/Groups Park & Fly / Park & Lock Shuttle/Shared Rides Valet Parking / Self Park Express Service Charters/Reservations Sightseeing Tours (Specifics) Special Events Local or Long Distance Overnight Parking	Park & Fly Services Specified - Mechanical, Detailing, Wash & Wax, etc. Packages & Parcels Out-of-Town Airports Area Airports Listed Corporate Personnel Corporate Accounts "Door-to-Door From Hotel, Home, or Business" Business Functions Amusement Parks Conventions Vehicle Equipped for Transportation of Handicapped "10 to 55 Passenger Vehicles" Private & Ride Share Meet & Greet Service Car Care Services	Rates Specified - Hourly/Flat Rate "Discount for Additional Passenger" "Many Destinations are Less Expensive Than Taxi Rates" Stocked Bar TV/CD Player/VCR AC Vehicles/Sunroof 10-Passenger Ultra Stretch Limos Buses Available Some Local/Regional Destinations Other Than Airports Specified "Directions, Information, and Reservations" "Reservations Required 48 Hours in Advance of Travel" Weddings/Proms "Up to 4 Ride for the Price of One" Non-Stop Ride to Airport
<b>Confidence Factors:</b>	Official Registration Numbers - DOT, ICC, etc. Years of Operation Monitored Parking Lots (24/7) "Highest Rated Airport Service" "Fast, Safe and Worry Free" Global Vehicle Tracking System	Reliable/Safe/Courteous/Prompt "If We Aren't on Time, Your Trip Is Free" Type(s) of Vehicle Listed Late Model Vehicles Wheelchair-Accessible Vans "All Rides Are Private"	Professional/Uniformed Drivers Privacy / Passenger Testimonials Proximity to Airport / "Fixed Prices" Family Owned & Operated 24/7 Dispatch Center / Covered Parking On-Time Guarantees / Low Parking Rates Drive Cam Monitors – Extra Safety
<b>Convenience Factors:</b>	Days/Hours to Call - Usually 24/7 Service Door-to-Door Service Toll-Free No./Travel Info Phone Areas/Cities Served	Credit Cards/Free Courtesy Shuttle Airports/Other Destinations Listed <b>Online Reservations</b> Park & Fly - Convenient Location (Specified)	No Advance Reservation Needed Rates/Prices to Airports Specified Airport Dispatcher/Radio Dispatched Website/E-Mail Address/TTY Number <b>Invitation/Inducement to Visit Website</b>
<b>Special Services or Extras:</b>	Discounts - Senior, AARP, etc. Special Student Rates Group/Volume Rates Round Trip Discounts Government Discounts	Free 1st Time User Coupon Assistance With Luggage Rent-A-Driver Service Last Minute Service Provided Military Discounts	"Children 5 & Under Free" "Limo Comfort at Taxi Rates" Advance Reservations Preferred Departures Every ____ Minutes
<b>Typical Related Headings:</b>	Limousine Service Taxicabs	Transportation Service - Handicapped & Disabled	Airport Parking Areas

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