MONTGOMERY REGIONAL AIRPORT NEWS
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Montgomery Regional Airport Featured in National Discussion on Airport Digital Marketing

Brittney Jones-Dabney represented MGM on an industry panel at ACI-NA's 2026 Marketing and Communications Conference

MONTGOMERY, Ala. — Montgomery Regional Airport (MGM) joined the national conversation on airport digital marketing as Brittney Jones-Dabney, M.S., Marketing and Communications Manager, served as a featured panelist at Airports Council International–North America's (ACI-NA) 2026 Marketing and Communications Conference, held October 19–21 at the Hyatt Regency Seattle in Seattle, Washington.

Jones-Dabney participated in "How to Supercharge Your Airport's Digital Strategy," a session exploring how airports and digital marketing partners collaborate to reach travelers, retain local passenger demand and generate measurable return on investment.

The discussion brought together airport marketing leaders and digital specialists to examine real-world case studies and strategies for connecting travelers with their local airports. Topics included FlyMyAirport's role in helping MGM capture local travel demand and how linear and programmatic targeting can help advertising reach intended audiences.

"Every opportunity to connect with travelers is an opportunity to reinforce the value of choosing MGM Airport," said Jones-Dabney. "Participating in this discussion allowed us to bring Montgomery's perspective to a broader industry conversation while exchanging ideas on how digital marketing can support our airports and the communities we serve."

Joining Jones-Dabney on the panel were Lynn Maurer, Senior Vice President, SW Region, Digital Marketing Group; Charles Schuler, Director of Marketing and Communications, San Francisco International Airport; and Patrick Tracey, Head of Sales, Airport One, LLC. Paige Withrow, Chief Marketing Officer at West Virginia International Yeager Airport, moderated the session.

MGM's participation reflects its continued focus on strengthening traveler awareness, building marketing partnerships and connecting the River Region with the benefits of flying locally.

About Montgomery Regional Airport

Montgomery Regional Airport (MGM) is a key gateway to Alabama's capital city, connecting passengers to daily flights offered by American Airlines, Delta Air Lines, and United Airlines to major hubs including Atlanta, Georgia (ATL); Charlotte, North Carolina (CLT); Dallas-Fort Worth, Texas (DFW); Washington, D.C. (DCA); and now Houston, Texas (IAH)—offering endless connections worldwide. With a commitment to excellence in customer service, safety, and community engagement, MGM continues to elevate the travel experience while driving regional connectivity and economic growth. For more information, visit **flymgm.com**.

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