



PRESS RELEASE

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Bradley International Airport Unveils New Brand Identity for Its Parking System

Windsor Locks, CT (August 9, 2023) – Following a multi-year process, the Connecticut Airport Authority (CAA) is pleased to announce that it is introducing a new brand identity for the parking system at Bradley International Airport. The new brand aims to unify the airport’s parking product and make it easier for passengers to navigate the airport’s parking offering. Passengers will see elements of the brand unveiled over the summer, starting today.

“We are thrilled to reintroduce our parking system to passengers under a new easy to recognize brand,” said Kevin A. Dillon, A.A.E., Executive Director of the Connecticut Airport Authority. “Parking is one of the most important aspects of travel and we want to ensure that our passengers have a great experience from the start of their journey until they leave the airport. The new brand reinforces our commitment to convenient, safe, and affordable parking.”

The parking system will now be known as "sPARK", a name inspired by the notion that every journey begins with a spark, and parking is often the first step in the airport experience.

The new sPARK brand features a modern visual identity, combining blue, light blue and golden tones, with a distinctive airplane-themed spark icon.

The airport’s sPARK parking system includes covered parking in the airport’s parking garage as well as four surface lots, with additional lots available based on demand. Parking starts at \$7 including taxes with no additional fees, and the seventh day is always free.

In addition to the rebranding initiative, and as part of the CAA’s continued focus on enhancing the airport’s parking system, passengers can anticipate more upgrades to the parking product to be rolled out in the future.

For more information, visit bradleyairport.com/spark.

About Bradley International Airport

Bradley International Airport (BDL) is New England’s second-largest airport. Recognized nationally by leading travel publications for its ease of travel, Bradley International Airport is ready to welcome you with new nonstops

and expanded services. The award-winning airport is operated by the Connecticut Airport Authority, and its operations are entirely self-funded. The airport contributes nearly \$3.6 billion to the regional economy. For more info, visit <https://bradleyairport.com/>.

About The Connecticut Airport Authority

The CAA was established in 2011 to develop, improve, and operate Bradley International Airport and the state’s five general aviation airports (Danielson, Groton-New London, Hartford-Brainard, Waterbury-Oxford, and Windham). The CAA Board consists of 11 members with a broad spectrum of experience in aviation-related and other industries, as well as government. The goal of the CAA is to make Connecticut’s airports more attractive to new airlines, bring in new routes, and support Connecticut’s overall economic development and growth strategy. For more info, visit <https://ctairports.org/about/caa-ten-year-anniversary/>.

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