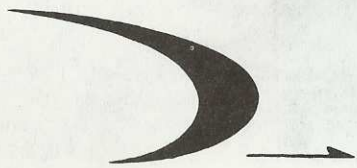


# —Special Edition—

**FRONTIER AIRLINES**



# ***FRONTIER NEWS***

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*Published for Frontier Airlines Employees and Their Families*

*March, 1973*

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# ***VACATION***

# EXCITEMENT

## '73

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The Vacation Excitement program depends on you, the Frontier employee. You comprise the front line of a sales effort that is essential to the most ambitious leisure marketing program ever undertaken by Frontier.

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# Employees Play Major Role In Marketing Campaign

Excitement . . . Vacation Excitement . . . is the theme for the most comprehensive and far-reaching company-wide marketing program ever developed by Frontier.

Vacation Excitement is a three-year promotional program designed to capitalize on Frontier's unique and bountiful route system — serving scores of choice vacation destinations in 16 States.

Further, this program is designed to turn these unique vacation destinations into passenger revenue through a coordinated marketing campaign.

## YOUR HELP IS NEEDED

Vacation Excitement '73 is Phase One of the three year program.

Our marketing department has put in hundreds of man-hours in developing Vacation Excitement, and the company, through sales and promotion, is investing a great deal of money in the program.

But . . . Frontier needs all its employees to get involved in this program in order to make it work. This is where you, the employee, comes in. If you are in public contact or sales, you will be directly involved with the program.

However, if you are not, your involvement in Vacation Excitement is still essential to the success of the program. You see — your neighbors, friends and business associates are potential customers for Frontier's Vacation Excitement '73.

Here are some key facts you need to know about Vacation Excitement:

It is anticipated that Vacation Excitement, if properly carried out, will boost vacation revenue 15-20% by 1975.

Americans with increasing amounts of leisure time and money sought pleasure and vacation entertainment in record numbers in 1972. Vacationers in 1973 through 1975 promise to spend even greater amounts of expenditure for leisure.

All this adds up to a winning revenue source for Frontier.

HOW BIG IS THE

Frontier must, more than it ever has before, recognize this ever-expanding leisure market. The competition for the travel dollar from new Travel Group Charters will divert traffic to leisure destinations outside the USA and away from Frontier's system. To hold our position and expand our leisure revenues will require renewed effort and demand a vigorous commitment from all Frontier employees.

Capturing the discretionary dollar and increasing our revenue can't be left to happenstance and uncoordinated planning. We will develop plans, tools and promotions that assist the field manager with a combined campaign to fit his local needs and the airline's goal.

The leisure market is estimated to exceed \$110 billion in 1973, more money than our National Defense Budget — a portion of which we plan to capture as our share.

For example, there are 45 million Americans involved in boating, 420 million dollars is spent on tennis, 1200 ski slopes are in operation for skiers and over 12 million people routinely participate in golf. In fact, the number of vacation travelers can't even be estimated.

Several carriers now credit over 50% of their annual revenue as a direct result of the leisure market. At Frontier, the non-commercial traveler brought an estimated 37 million dollars in revenue in 1972. So you see, the leisure market is, indeed, important to Frontier's success.

Our sales effort must generate excitement . . . excitement like a magnet that attracts and holds the attention of employees, travel agents and the consumer.

Frontier's route system offers that excitement and with all our natural vacation attractions, that's the marketing strategy we can capitalize on!



A LOVELY FRONTIER SECRETARY, Deanna Konecny points to the colorful Vacation Excitement '73 posters. These posters will promote "Vacation Excitement '73" with Las Vegas, Outdoor, The Tetons, Skiing and Sun Country. Each area will be individually featured. These ever-popular promotional tools will be placed in numerous retail and airport display areas.

# The Travel Agent, Frontier's Partner In Success

The kick-off of Frontier Airlines' Vacation Excitement Program signals a shift in Frontier's marketing emphasis. It now reflects the growing importance of the Travel Agent in the revenue picture.

Vacation Excitement was designed with the travel agent in mind. The plan calls for the travel agent to be the central sales source for the Vacation Excitement tour programs.

The focal point of the selling effort with travel agents is the tour folders, designed for agents to sell their customers on a "Frontier Vacation."

The travel agent will be assigned the role as Frontier's primary ticket agent.

how the agent can profit from the "Vacation Excitement '73" program. Detailed information on the promotional effort will show the magnitude of the campaign.

After this first mailing, the travel agent will continue to receive frequent and colorful correspondence with the most current tour folder.

Sales calls on individual agents, or presentations to groups of travel agents will provide a face to face opportunity to acquaint him or her with "Vacation Excitement '73." During these visits, the sales representative will provide the

greater amounts of expenditure for leisure.

All this adds up to a winning revenue source for Frontier.

#### HOW BIG IS THE LEISURE MARKET?

Why is Frontier so optimistic about expanding our revenues from the "leisure" market?

- (1) The rapid rise in personal income.
- (2) More free time — as a result of longer vacations, Monday holidays, and the trend toward the four-day work week.
- (3) Earlier retirement is spurred by improved private-pension plans and higher social security benefits.
- (4) Improved and easier to reach vacation destinations.

That much activity spells out opportunity. It's Frontier's objective to convert those leisure seekers from 'stay at home' local activities to travel, from the automobile to the airplane or from other airlines to ours.

vacation attractions, that's the marketing strategy we can capitalize on!



with travel agents is the tour folders, designed for agents to sell their customers on a "Frontier Vacation."

The travel agent will be assigned the role as Frontier's primary ticketing outlet through the company's advertising program. The advertisements will include the line "Vacation Excitement Begins With Your Professional Travel Agent." The field sales staff in turn, will be assigned the main responsibility in acquainting the travel agent with our programs, and will be supported by advertising and publicity.

The Vacation Excitement program is designed to motivate the consumer to spend his vacation at a Frontier served destination, and to allow a professional travel agent arrange the ground and air service.

The travel agent will first learn of "Vacation Excitement '73" via a special promotion piece mailed to all domestic agents. This multi-page four-color mailer will say, among other things, that Frontier intends to direct travelers to the agent. He is the professional in the travel business, and we want him to know we recognize that.

The mailing piece will also describe

will provide a face to face opportunity to acquaint him or her with "Vacation Excitement '73." During these visits, the sales representative will provide the agents with promotional display material to help sell our vacation destinations.

A key part of our travel agent program is making it easy for him to sell our destinations and service. Often the difference between a travel agent selling an air vacation to Yosemite or Hawaii, instead of to Yellowstone, is the degree of difficulty in making the tour booking.

#### THE HOT LINE

Frontier intends to make it easy for the travel agent to obtain tour information and make reservations with Frontier. To help do this, we have established the "Vacation Excitement Hotline", which will utilize a nationwide WATS line restricted to inbound calls from travel agents for ground and air travel tour arrangements.

The line will terminate in the Denver CRO (Central Reservations Office) and be serviced by a Frontier vacation expert. This will contribute, at a minimum of expense, to our leisure program's success and travel agent relations.

## Vacation Excitement To Include Commercial Travel

Selling vacations isn't limited to families planning their annual two week holiday. Vacation travel is now an important element in business planning — for company conventions, recreation, and employee incentive programs.

Vacation Excitement is geared to capitalize on these business plans by firmly establishing Frontier in the commercial leisure and incentive market.

A tour program incorporating year-round tours, particularly as exciting as group travel, will be developed, along with recommended marketing procedures to sell these programs to major corporations as employee vacation plans.

"Employee Vacation Excitement" will be designed as a tool for employee benefit programs. Corporate savings plans or credit unions will be associated with vacation travel as a method to encourage employees to use their vacation time as an exciting holiday.

#### CONVENTION EXCITEMENT '73/74

Conventions are being used more and more frequently for incorporating business with a tax deductible vacation. To encourage using Frontier to convention sites and vacationing before or after the event, "Convention Vacation Excitement '73/74" will offer selected tours designed to accommodate the convention. These programs may be customized to satisfy a particular convention.

#### INCENTIVE PROGRAMS

As Frontier employees are well aware, vacation and leisure travel are highly sought and appreciated rewards and incentives to motivate employees. A travel incentive program will be included under the Vacation Excitement banner. This program, besides outlining Frontier's destinations, will also describe the steps necessary in preparing a company travel incentive program. Promotional material will also be provided to assist the program.

## Free Flying Lessons & Other Prizes

## Vacation Excitement Sweepstakes Open To Frontier Employees

Frontier Airlines employees will have an opportunity to win "Vacation Excitement" prizes in a company-wide sweepstakes which will be held during late April and early May. To enter the sweepstakes, the employee will be required to complete a questionnaire that tests his knowledge of the Frontier "Vacation Excitement" program. Answers to the questions can be obtained by thoroughly reading this copy of Frontier News. All questions will be based on the "Vacation Excitement" information contained in this paper. Entry blanks of employees correctly answering the questions will be eligible for the grand prize drawing.

**GRAND PRIZE —** Flying lessons for private pilot's license.  
(Provided by Cessna Pilot Center)

**SECOND PRIZE —** Mountain climbing expedition and training course.

**THIRD PRIZE —** Covered wagon trip in Wyoming

Watch for additional details on the sweepstakes and save this issue of FRONTIER NEWS!!!

# Tour Package Plans — Variety To Vacation Excitement '73

Tour brochures, hanging displays and scores of vividly-colored posters will be in evidence throughout Frontier's system this summer promoting Vacation Excitement '73.

Vacation Excitement '73 is part of the most extensive summer promotion ever offered by Frontier. It is part of an aggressive, three-year strategy designed to insure that Frontier captures the leisure market in the carrier's sixteen-state system.

The basic element in promoting Vacation Excitement '73 to the vacation-bound traveler is the tour package.

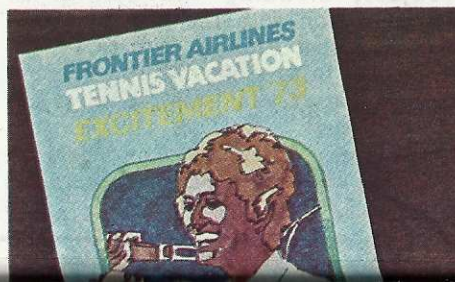
Vividly portrayed through colorful tour brochures, each vacation destination folder is designed to get the customer's attention, but the content of the folder must do the selling. The objective in designing the folder was to look at it through the consumer's eyes. First we sell the vacation destination, then sell him Frontier Airlines.

Let's look at each one separately . . .

**ALL ABOARD EXCITEMENT '73** — These tours are prepared for the history buff as well as the rail fan who wants to ride the historic steam trains through colorful ghost towns along the way.



**TENNIS VACATION EXCITEMENT '73** provides the tennis buff a chance to improve his game and enjoy an unusual vacation at tennis resorts and training ranches from Arizona to Steamboat. These tour packages will generate travel revenue associated with this fast-growing sport.



**FISHING EXCITEMENT '73** is designed to appeal to the large number of fishermen who are interested in that sport's exciting destinations on Frontier's system.

**SUN COUNTRY EXCITEMENT '73** provides packaged programs to the winter sunshine of Arizona. Year-around golfers, swimmers and people who just can't stand the cold will enjoy a trip to the sun through Frontier's unique Sun Country tours.

**FALL VACATION EXCITEMENT '73** will be developed to offer off-season and shoulder-period tours. This package provides fun, yet restful excitement, to vacationers after the hustle and bustle of

Vacation Excitement '73 tour folders will take on a new easy to read format. Each tour is described on a separate individual folder page which opens up like a book rather than folding like a puzzling road map. Each tour sales message highlights exactly what the customer wants to know — the destination — number of days — price and — what the tour includes. It's easy to read and quickly about each vacation and of course, sells him Frontier.

## Four Seasons Travel

## New Film Tells Of Excitement

Frontier has produced a new film to depict the theme and destinations of Vacation Excitement to the travel agent, interline employee, and other interested groups.

For the first time, Frontier will have a travel film depicting all four seasons of vacation destinations. Unifying the film will be a central character, the eight-year old son of a Frontier captain.

The 12 minute color film is designed to be shown quickly and to make a lasting impression on the interline employee and travel agent.

Visual sequences show the boy skiing down a slope, — color scenes of Mt. Rushmore, the Tetons, Rocky Mountain

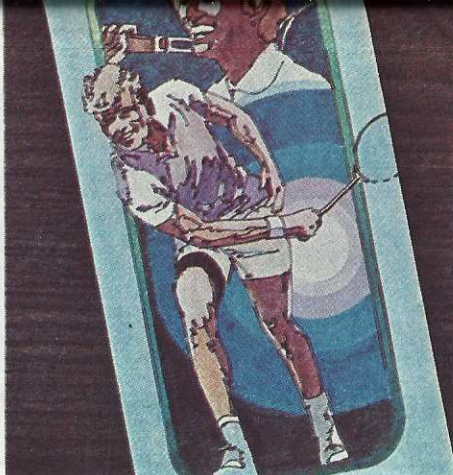
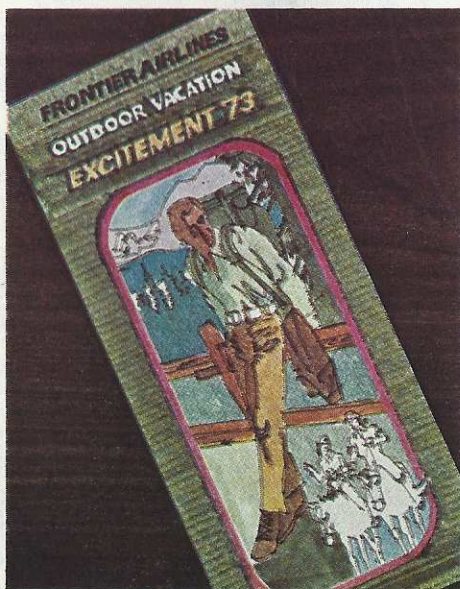
ride the historic train through colorful ghost towns along the way.

## NATIONAL PARKS EXCITEMENT '73

"Frontier serves over 50% of America's National Parks and therefore, this program is the most popular of all of Frontier's tour packages. Featured are travel packages to exciting vacation destinations like, Yellowstone and the Grand Canyon. Tours include both motor coach and fly/drive programs.

For many years, golf has been an option on many of Frontier's vacation packages. "Vacation Excitement '73" will recognize golf as a primary motivation for vacation planning. GOLF VACATION EXCITEMENT '73 provides year-around golfing programs to destinations throughout Frontier's system. From the arid Southwest to Chet Huntley's Big Sky in Montana, golfers will delight in the awesome display of golf resorts through Golf Vacation Excitement '73.

**OUTDOORS EXCITEMENT '73** — a tour folder selling dude ranches, motor home camping, mountain climbing, raft trips and other outdoor vacations.



The winter programs focus on WINTER SPORTS EXCITEMENT '73 offer skiers, skaters and snowmobilers their style of excitement. These tour packages will provide skiers with a choice of 47 major Rocky Mountain ski areas in which to ski. From Aspen to Taos, skiers will soon find that Frontier exclusively serves the popular ski areas of the United States.

# The Interline Employee - An Important Friend

"The largest potential of vacation travelers for Frontier's destinations come from off our systems."

Thus it becomes "perfectly clear" that the connecting air carrier and interline employee becomes the intermediary between the consumer, or travel agent, and Vacation Excitement '73.

To acquaint and sell this very important interline employee, Frontier will make use of the unique 8 mm film (see separate story) that will be shown to airline reservations agents during a break. The film will acquaint the interline agent with some of Frontier's top Vacation Excitement locations.

Negotiations will be conducted with the connecting carriers to insure that Frontier's schedules to the resort and vacation destinations are included in their computers. Attempts will also be made to

shoulder-period tours. This package provides fun, yet restful excitement, to vacationers after the hustle and bustle of the normal tourist season. It's a perfect time for the camera buffs to film the colorful turning of the Aspen, and Frontier's got it.

Of course, the most exciting and most popular of all of Frontier's vacation programs is LAS VEGAS EXCITEMENT '73. It is Frontier's largest destination resort largely because of its facilities for conventions, and vacationers year-round. Las Vegas is also a primary sports destination because of its fine weather and large sports facilities providing the finest in swimming, tennis and golf.

All of these are under the same umbrella — "FRONTIER AIRLINES VACATION EXCITEMENT '73".

Frontier plans to introduce several new leisure time adventures to broaden the base of vacation appeal, especially between peak periods of tourist travel.

place "Vacation Excitement '73" tour information in the interline carriers' computer displays.

To gain further exposure with the interline reservationist and to reach public contact personnel outside reservations, we will have an exciting sweepstake twice during "Vacation Excitement '73". The contest will require becoming familiar with Frontier's tours and destinations before an entrant is capable of completing the questionnaire. Prizes, including up to \$1500 of flying lessons, and snowmobiles, will be "exciting" enough to gain the attention of the interline employees.

Those promotional efforts combined with displays in interline ticketing locations will help take the "Vacation Excitement '73" story offline.

Visual sequences show the boy skiing down a slope, — color scenes of Mt. Rushmore, the Tetons, Rocky Mountain National Park, and shots of golf, tennis, boating and horseback riding. It features the Arizona Sun Country, and Las Vegas. The film boosts our special services for passengers — such as Snow Club, and shows footage of Frontier's in-flight service, and first class legroom and twin seat comfort for all passengers.

The film ends with sequences from the "All Aboard Train" trips, and with the boy dreaming of some of these Exciting Vacations.

## "Snow Business Like Show Business"

# Frontier Ski Shows Big Success

Four years ago, Frontier Airlines went into show business. Frontier sponsored its first ski show.

Frontier was able to put together a meager list of exhibitors, sponsors and local ski buffs to open the Dallas show. During the next few years, the list of cities grew with St. Louis, Kansas City and Fort Worth joining the circuit. Omaha and Phoenix joined Frontier's ski Shows for the 1972-73 tour, bringing the total of Ski Show cities to six.

The list of exhibitors has grown remarkably to 35. Most of the major Rocky Mountain areas are represented at the ski shows as well as famous manufacturers of ski apparel and equipment.

The response has been overwhelming. In large part, the ski show has grown with the popularity of skiing. But a major contribution to the success of the ski shows is the total involvement in ski promotion by Frontier.

Frontier is unique. It is the only airline sponsoring its own ski show and schedules over 50 special weekend ski flights to Rocky Mountain ski areas.

Continued page 4

## Full Scale Attack

# Advertising, Publicity, Promotion To Support Vacation Excitement

A program of the scope and size of Vacation Excitement must be promoted to the fullest by every means Frontier has at its disposal. This includes maximum advertising, publicity and promotion.

## ADVERTISING

Frontier's Advertising Department is launching a major campaign in Travel Agency, Interline, and Consumer markets.

Consumer advertising will receive detailed attention and planning. Vacation Excitement ads will be placed in various publications read by the traveling public.

Ads will continue the strong central Vacation Excitement theme of the tour folder, posters and promotional material furthering the image of this program.

A series of ads in travel agent publications is planned to create the association between "Vacation Excitement '73" and Frontier. The ads will also spell out the value of the promotion to the travel agent.

Widely-read interline magazines will also carry the message of Vacation Excitement. These ads will attract attention because they are visually exciting and because they will feature the interline sweepstakes.

To enter the interline contest, interline personnel are required to become familiar with Frontier's tours and destinations before entering the contest. Once entered, they can win thousands of dollars worth of prizes. This contest should interest interline people throughout the country and spread the

Another promotional item is a seat pocket map that touts year-around Vacation Excitement while the passenger tracks his route of flight.

For the business traveler who regularly or occasionally flies Frontier and is also a potential vacation travel customer, "Vacation Excitement '73" literature will be placed regularly in the seat pockets of the airplane to promote vacation travel and Frontier's exciting package tours.

To take advantage of the thousands of letters mailed by the company, all correspondence, tickets by mail, and other items, will have affixed a special mailing sticker promoting vacationing via Frontier.

Advertisements about the entire spectrum of "Vacation Excitement '73" and related to the season, will be placed in a limited number of regional editions of national magazines like Better Homes and Gardens and newspaper supplements.

Negotiations are being conducted to determine the opportunity for a joint newspaper advertising campaign in selected offline cities. These newspaper campaigns would be with a connecting carrier such as, TWA; a credit card company like, American Express and a resort like, the Yellowstone Park Company.

Another joint advertising area being evaluated is advertising in inflight publications of connecting air carriers.

## COUPON ADS

Consumer advertising used to promote "Vacation Excitement '73" will provide a new source of direct sales opportunities. Each ad will contain a coupon requesting additional information on a Vacation Excitement destination. These coupon requests will demand special attention and set into motion a systematic follow up.

After receiving the coupon, the tour



**ATTRACTIVE STEWARDESS** Gloria Staves serves Irish Mist, a Snow Club favorite, to passengers on their way to a skiing holiday. Frontier's successful ski shows have helped promote the carrier's Snow Club flights to over 40 major Rocky Mountain ski areas. Frontier's 1973 ski shows will provide the same successful person-to-person meeting with the skier.

Continued from page 3

"Snow business" is also a major venture into show business. Two 14-foot trucks must travel over 6,000 miles to the shows. Scores of people must be contacted and coordinated through a complete promotional program. In this sense, Frontier's ski show resembles a carnival and road show.

Frontier Airlines' Ski Show is a major project, blending the best in air transportation with the best in skiing. The fact that Frontier goes to all this effort to bring skiing to the Midwest proves that there's "snow business like show business."

This next year, Frontier's trail-blazing exclusive ski shows will provide that same

successful person-to-person meeting with the interested skier. 1973 will see a new improved Skiing Excitement show in six online cities with long-haul travel potential. This year's shows will feature a traveling fashion production, musical entertainers and skiing personalities. Skiing Excitement '73 ski shows will use the "Vacation Excitement '73" theme to build continued continuity for the promotion. Also in keeping with the commitment to recommend travel agents, the shows will incorporate a special travel agency booth.

Taking a cue from the success of the ski shows, two new test programs for golf and tennis will also be produced this summer.

before entering the contest. Once entered, they can win thousands of dollars worth of prizes. This contest should interest interline people throughout the country and spread the word about Frontier's Vacation Excitement '73.

#### PUBLICITY

Publicity is, in effect, advertising that doesn't cost the company money. However, to achieve publicity — that is, news stories in the print media, and mentions on the broadcast media — careful planning is required.

Throughout each stage of Excitement '73, blanket support will be provided by Frontier's Public Relations Department. News releases and photos will be developed that tell the Vacation Excitement story and dispatched to vacation-oriented consumer publications, newspapers, travel supplements, and travel agent and interline magazines.

From time to time, key travel, outdoor and business writers may be invited to sample the wonders of Frontier's vacation excitement packages and destinations, and will write about them for their publications.

#### PROMOTION:

To support the tour folders and attract consumer attention, "Vacation Excitement '73" utilizes a series of colorful promotional items. Like the tour folder, the promotional material conveys the same excitement idea by using the same basic layout, color and theme.

Excitement conveying displays will be used as point of purchase items for travel agencies, and at Frontier and interline ticketing locations. Included is a twelve-sided hanging display that features Frontier's four seasons of vacation excitement, colorfully and vividly portrayed in photographs.

A new set of colorful posters will promote "Vacation Excitement '73", with Las Vegas, Outdoors, The Tetons, Skiing and Sun Country each featured on a separate poster. Frontier's Public Communications Department (Advertising and Public Relations) scoured the best photo sources for these outstanding poster photos.

The posters will convey the Vacation Excitement program directory to the consumer at numerous retail and airport display areas.

Excitement destination. These coupon requests will demand special attention and set into motion a systematic follow up.

After receiving the coupon, the tour folder requested will immediately be mailed to the potential customer. The coupon will then be sent to a pre-selected online or offline travel agent who had, from previous agency mailings, indicated an interest in participating in the plan. Included with the sales lead will be a return card for the agent to designate a positive or negative sale. If no response is received from the agent, a second letter will be sent reminding him to make the sales call. This action of providing sales leads to travel agents is an additional step in our travel agent support program.

### Frontier Sponsors Golf Meet, Tennis Show

# Leisure Activities Help Capture New Vacation Revenue Source

Frontier has announced it will sponsor the Frontier Invitational Golf Tournament at the Hiwan Country Club in Evergreen, Colo. Aug. 22-23-24.

The three day pro-am tournament will be the first Frontier has ever sponsored. Tentative plans call for 40 professionals to compete for first place prize money of \$2,000 and team money of \$500, and 120 amateurs to compete for prizes valued at \$5,000.

According to Ken Stemler, Director-Market Planning & Development, sponsoring this prestige tournament, first of its kind in the Rocky Mountain area, will be an excellent kick-off for Frontier's Golf Tour program, part of the company's Vacation Excitement program.

Our backing this major tournament should afford an entree for our sales efforts into golf and country clubs throughout the Frontier system, Stemler said.

It is planned that the Frontier Invitational be an annual event, with locations of future tournaments to be held at different golf clubs on the system.

exclusive ski shows will provide that same summer.

Each employee's personal involvement is essential and with the many natural wonders in Frontier's system, Vacation Excitement '73 will be a highly successful revenue program for Frontier.

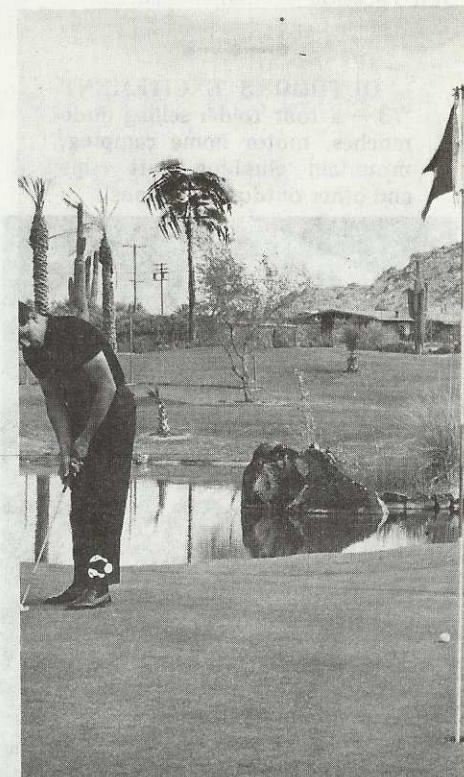
In the amateur portion of the tournament, most of the spots will be by invitation only and directed to golfers who can influence travel on Frontier.

#### GOLF EXCITEMENT

The tournament will be sponsored by Frontier and sanctioned by the PGA. A PGA member will serve as the organizer. The prime purpose of the tournament will be its leverage to gain access to country clubs to promote the new Golf Vacation Excitement '73 tour program.

#### TENNIS EXCITEMENT

A "Tennis Excitement '73" show will be conducted in Denver in July or August. The program probably to be held at an indoor Racket Club in Denver, will include exhibits by tennis resorts, tennis equipment manufacturers, a tennis fashion show and professional tennis demonstrations. This untried approach to selling tennis vacations should capture new local travelers for Frontier.



# **VACATION EXCITEMENT '73**

## **EMPLOYEES SWEEPSTAKES**

### **COMPLETE THE QUESTIONNAIRE**

ANSWERS CAN BE FOUND IN THE MARCH SPECIAL EDITION OF "FRONTIER NEWS"

1. What is the name of the nationwide WATS line installed for use by travel agents? \_\_\_\_\_
2. The leisure market is estimated to exceed how much in 1973? \$ \_\_\_\_\_
3. Frontier is negotiating with connecting air carriers to place our schedules and VACATION EXCITEMENT tour information in their reservations computers. Name two other ways interliners will be acquainted with VACATION EXCITEMENT. \_\_\_\_\_
11. Cessna's program is laid out in learning...  
\_\_\_\_ days \_\_\_\_\_ type of aircraft  
\_\_\_\_ 40 hours \_\_\_\_\_ blocks
12. Which three VACATION EXCITEMENT packages will establish Frontier in the commercial leisure and incentive market?  
\_\_\_\_\_  
\_\_\_\_\_
13. Name the five special VACATION EXCITEMENT promotional \_\_\_\_\_

3. Frontier is negotiating with connecting air carriers to place our schedules and VACATION EXCITEMENT tour information in their reservations computers. Name two other ways interliners will be acquainted with VACATION EXCITEMENT.

\_\_\_\_\_  
\_\_\_\_\_

4. For many years, which popular sport has been an option on many of Frontier's vacation packages, but will be featured in its own VACATION EXCITEMENT brochure in 1973?

\_\_\_\_\_

5. Cessna Pilot Centers use a new "\_\_\_\_\_" system of flight training.

6. Complete the following advertising theme for travel agents, "Vacation Excitement Begins \_\_\_\_\_  
\_\_\_\_\_. "

7. What does the twelve-sided promotional hanging display feature? \_\_\_\_\_

8. The Colorado School of Mountaineering has been acclaimed one of the most famous mountain climbing schools in...  
\_\_\_the World \_\_\_North America \_\_\_Western U.S.

9. How many special weekend ski flights are scheduled by Frontier?  
\_\_\_Over 30 \_\_\_Over 50 \_\_\_Over 70

10. Who is the central character of the special 12 - minute VACATION EXCITEMENT color film?  
\_\_\_Stewardess  
\_\_\_Well-known television personality  
\_\_\_Eight-year old son of a Frontier captain

12. Which three VACATION EXCITEMENT packages will establish Frontier in the commercial leisure and incentive market?

\_\_\_\_\_  
\_\_\_\_\_

13. Name the five special VACATION EXCITEMENT promotional posters.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. The three-day unique tour of Wyoming includes travel in the true Western Style of...

\_\_\_ Covered Wagon \_\_\_ Stagecoach  
\_\_\_ Historical Trail

15. Is it planned for the annual Frontier Invitational Golf Tournament to be held at the same golf club each year?  
\_\_\_Yes \_\_\_No

16. Frontier's tennis show will include four types of exhibit, what are they?

\_\_\_\_\_  
\_\_\_\_\_

17. VACATION EXCITEMENT consumer advertising will contain a coupon for use in requesting additional information. After the tour folder is mailed to the potential customer, where will the coupon be sent?

\_\_\_ Connecting air carrier  
\_\_\_ Pre-selected travel agent  
\_\_\_ Local Frontier sales office

18. The Cessna curriculum is written around the...

\_\_\_ Cessna 172  
\_\_\_ Cessna 150  
\_\_\_ Cessna 185

List name and location code below and forward to DEN SP by May 25, 1973.

Name \_\_\_\_\_ Location Code \_\_\_\_\_

Grand Prize

## Private Pilot's Training Course

Frontier is awarding a Cessna private pilot's course to be given at a Cessna Training Center near the winner's home.

The prize includes up to 60 flight hours in preparation for your private pilot's license.

There are two environments for learning to fly — on the ground and in the air. Until now, flight students have managed to learn everything they needed to know, but not necessarily in the most desirable order or at the most appropriate phase of training.

The new Cessna Pilot Center Integrated Flight Training System has taken the many steps involved in learning to fly and placed each in its proper environment and in the proper sequence. The flight student learns everything he needs to know at the appropriate time and place.

Research and testing of the new integrated system has been accomplished over a period of several years. In addition, the system has been monitored by the Federal Aviation Administration. The result is a complete new, professional approach to flight training. The system is available only through Cessna dealers who have been licensed to use it.

The system is integrated in the sense that every element that affects or contributes to flight training becomes an integral part of a broad instructional program. The elements of the system include the instructor, the airplane, the student text, the student's ground preparation — whether individual home study or in a classroom — and the student himself.

The curriculum is written specifically around the Cessna Model 150, which will be the primary training aircraft in each Cessna Pilot Center. The student text, a detailed manual of flight, is backed up by audio/visual training materials for home or

# Here's What You'll Win!



times as is necessary to achieve understanding. The Audio Book's "built-in" simplicity makes it both flexible and useful in a variety of ways. There are 33 Audio Books in the training system.

—The Light Responder, used in medium to large classroom learning situations. This is a color-coded device which is flashed by a student in response to frequent "mini exams" which are interspersed throughout flight preps. It permits an instructor to tell exactly which students are understanding and which are not understanding the material being presented.

—A special slide film projector and tape cassette player with a "programmed stop" feature which automatically stops at programmed points to permit the instructor to conduct periodic quizzes.

In addition to student materials, there is an instructor's guide that is a thorough manual on the profession of flight instructing. It covers in detail such

subjects as the theory of learning, the additive process of learning, analyzing the student, and salesmanship, as well as detailed instruction on the technical aspects of flight training within the Cessna integrated flight training system.

In order that every instructor understands the system, Cessna will conduct chief flight instructor academies at which participants will be thoroughly trained in how to teach the Cessna Integrated Flight Training System. These academies are starting in the fall.

## Second Prize

### Mountain Climbing Adventure

An exciting seven-day Colorado mountain climbing expedition at the Colorado School of Mountaineering will be the second prize for Frontier's sweepstakes winner.

The school, located in the heart of the beautiful Colorado Rockies, has been acclaimed one of the most famous mountain climbing schools in North America. The week includes guided ascents of many famous Rocky Mountain peaks with time for fishing, enjoying the scenery and living with nature. It is truly one of Frontier's unique Vacation Excitement areas.

## Third Prize

### Covered Wagon Adventure

The third prize winner of the Frontier Airlines sweepstakes will enjoy a three-day unique Vacation Excitement expedition in the form of a covered wagon tour of Wyoming.

The tour includes some fabulous western Rocky Mountain scenery while traveling in the true western style of a covered wagon. What a relaxing change of pace for a jet airline employee to be able to sit back and enjoy the great outdoors in its natural best. True western campfire cook-outs and good western friendship are to be enjoyed by the winner of this prize.

# VACATION EXCITEMENT '73

# SWEEPSTAKES

The curriculum is written specifically around the Cessna Model 150, which will be the primary training aircraft in each Cessna Pilot Center. The student text, a detailed manual of flight, is backed up by audio/visual training materials for home or classroom study. The student himself becomes a part of the system by virtue of built-in student response techniques. The flight instructor, who will have special training to qualify for teaching the Cessna system, is involved in every phase of the training, not just when he is giving dual flight instruction; a complete instructor's guide is tied directly into the system.

Core of this integrated training system is a curriculum/logbook for the student which presents the flight training program in a logical, efficient sequence designed to conserve time. By consulting the curriculum log book, the student will know in advance exactly what each flight consists of, what the objectives are, what he's expected to know, and what he is to prepare for.

Before flying, the student learns exactly what he needs to know in order to prepare himself for a particular flight lesson. This preparation, known as "flight prep," lets the student acquire knowledge and develop understanding so that the flying skills can be learned more efficiently and quickly. Flight prep replaces the traditional concept of ground school as a more logical, practical method of learning based on the need-to-know hypothesis. Flight prep may be taken in a classroom situation or in individual home study; class and home study materials are interchangeable.

The curriculum is laid out in seven "blocks" of learning, each block containing a mixture of flight lessons and flight preps designed to bring the student up to a certain level of proficiency. Quizzes and flight phase checks test the student's progress during each block of instruction.

Each block of learning becomes a goal to be achieved by the student, giving him confidence and holding his interest.

A number of specialized learning tools have been developed for use by Cessna Pilot Centers, including:

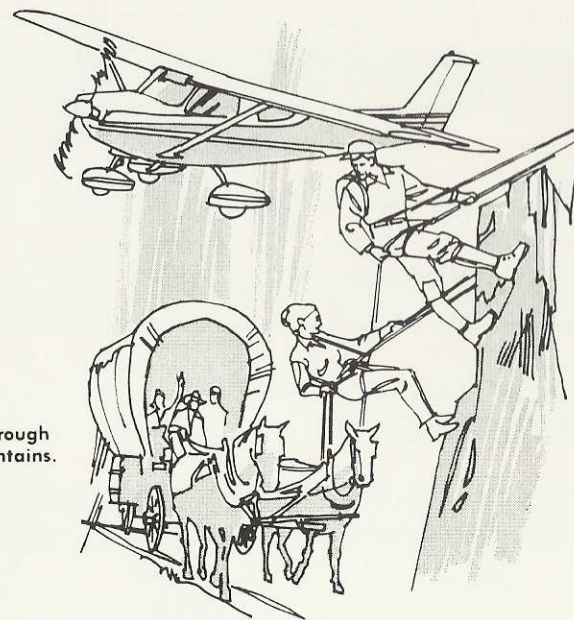
—The Audio Book, a combination flip chart and cassette tape player. Students may use the Audio Book individually or in small groups. This system allows the student to cover any subject area as many

**Grand Prize:** Complete private pilot's training course at a Cessna Pilot Center (up to 60 flight hours).

**2nd Prize:** Seven-day Colorado mountain climbing expedition and school for two.

**3rd Prize:** Three-day wagon train trip for two through the scenic back trails of Wyoming's mountains.

**Next 10 Prizes:** Frontier positive space passes for 2 to any destination on our route.



We're holding a Sweepstakes to call your attention to a new 3-year program called "Vacation Excitement". Vacation Excitement is Frontier's marketing method to meet the competition from other vacation areas and the new charter programs being promoted by trunk carriers.

We need your help in selling and servicing the customers the Vacation Excitement program will generate. So we're holding this contest as a way to encourage you to learn more about "Vacation Excitement".

### Rules

Vacation Excitement Sweepstakes is open to all full-time employees of Frontier Airlines. Winners will be chosen by a drawing. Winning entries must have answered all questions correctly. Prizes may be used by winning Frontier employees or their immediate family only.

CONTEST CLOSSES - May 25th

DRAWING WILL BE HELD - June 4th

COMPLETE THE ENTRY ON REVERSE SIDE