

January 29, 2016

ICAS Air Shows Calendar Achieves Top Ranking on Google Search

LEESBURG, Va. - The International Council of Air Shows (ICAS) today achieved an important milestone to demonstrate its commitment to increasing the general public's awareness of air shows and expanding exposure for its members. The organization's 'By Date' air show calendar is now listed as the top resource on Google for people seeking information about air show events in their area.

"This time last year, our calendar was not generating the kind of visibility and awareness for individual air show dates that we wanted," said ICAS communications director, Matt Warnock. "Since then, we have focused on using our calendar as a catalyst to raise the general public's awareness of air shows as an entertainment option and call attention to the dozens of world-class aerial entertainment events that our members will organize and conduct in the coming months."

An upgraded, indexed website which was rolled out in January 2015, along with the continual updating of information provided in the calendar, has elevated ICAS's page rank on Google across the board whether a person is searching for air shows generally or, more specifically, air show calendar.

Though ICAS's website still has some user interface and user experience issues to refine, Warnock said that the organization's members are providing invaluable assistance by maintaining up-to-date information about their events and performers to populate the calendar.

ICAS's 2016 air show calendar currently lists 235 member and non-member air shows from around the world and will continue to increase in size as the season approaches. The organization estimates that approximately 12-to-13 million people in North America alone attend air shows each year.

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