Airport Marketing
How to Market and Increase Activity at Your Airport

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Gold Seal CFII/MEI/CSIP/Glider
AOPA You Can Fly Ambassador
Pat Brown-Presenter

- Gold Seal CFII – MEI – Glider Instructor
- Air Safety Institute Safety Seminar Presenter
- AOPA Event Pilot
- 2013 FAA Southwest Region CFI Of The Year
- Cirrus Standardized Instructor Pilot
- Malibu/Matrix Check Pilot
- Tow Pilot-Greater Houston Soaring Assoc.
- Co-Owner of Houston Light Sport Aviation
- Co-Writer/Editor EAA CFI Guide to Sport Pilot and Sport Aircraft
- Contributing Writer to Rod Machado’s Sport Pilot Textbook
- Contributing Writer Soaring Society Of America Magazine
- FAASTeam Volunteer
- Flight Instructor Refresher Clinic Instructor
AOPA’s Regional Manager Program

What is Marketing?

What are Transient Pilots Looking for

What are Based Pilots Looking for

Your Current Marketing

Marketing Tools

Additional Resources

Q&A
AOPA’s Regional Manager Program

AOPA’s Front Line Advocates

Yasmina.Platt@aopa.org

AOPA’s Front Line Advocates

Yasmina Platt
Home Base – Houston

Alaska
Tom George

Colorado
Central Southwest
Yasmina Platt

Great Lakes
Bryan Budds

Northeast
Sean Collins

Western Pacific
Melissa McCaffrey

Northwest Mountain
Warren Hendrickson

Eastern
Sean Collins

& Jared Esselman
• You may have a wonderful airport but if people don’t know about it, you don’t have business! *Out of sight, out of mind!!!*
Marketing vs Advertising vs Branding. What’s it all mean??
Definitions…

• **Marketing**
  • Who you want to talk to (target audience, customers)
  • What you want to tell them (value proposition)
  • What you want them to do about it (call to action)

• **Advertising**
  • How you communicate what’s special about you in order to influence your target audience
  • Four-part test of effectiveness: Does it tell the audience something that is:
    • New
    • Relevant: What they want to hear
    • Credible: Be factual
    • Unique: what’s different about your airport?

• **Branding**
  • What you want the target audience to think and feel about your airport
    (Google, Kleenex, Xerox)
Who are your Customers? Your Target Audience?

• LOTS OF FOLKS TO SATISFY!!

• Citizens (airport neighbors)
• City Council
• County Commission
• Transient pilots
• Airport tenants/based pilots
• Airport operators

Knowing that… what are your Four Rights?
The Four Rights (also called “The Four Ps”)

- Right Product/Service (what they need)
- Right Place (where they need it)
- Right Time (when they need it)
- Right Price (what they are willing to pay)

- How about Right Promotion? (promotions, advertising, public relations…)
- Target marketing locally, regionally, and nationally

- The Four Ps…Price, Product, Promotion, Placement (Distribution)
What Transient Pilots are Looking for
Not much you can do about that 😊!

- But you can do other things to attract the “no-destination” ones to your airport
  - Events
  - Things to do/see
  - Friendly place
  - Paved and grass runways *in good shape*
Providing a friendly, clean and safe aviation gateway

Good to know, but… it also says:

Open Mon - Fri 8 - 5
Closed Weekends & Holidays

Not very convenient!!
Fuel

- 100LL
  - Self-serve, with credit card
  - Available 24 hrs
  - Self-serve should always be cheaper
- Have competitive prices!!!
- Keep your prices up to date on the different websites/apps!!
- “Frequent fueler” cards
  - AVTRIP
  - Shell AeroClass
  - UVair
  - …
- If out of fuel or fuel is unavailable for any reason
  - Notam it as such
  - Add a note to the ATIS/AWOS/ASOS system
### FBO Information

**GEORGETOWN MUNI (KGTU)**  
Georgetown Municipal Airport  
Georgetown, TX  
Phone: 1-512-930-3600

**Hours of Operation**  
Open After Hours on Request  
Weekdays: 7:00 am to 7:00 pm  
Weekends: 7:00 am to 7:00 pm

**Fuel Information**  
(as of 01/24/2016 19:06)  
Serving: Avgas fuel

100LL  
Self Service: $3.00/Gal

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### Current Weather Conditions

**Temperature**  
50°F  
**Dewpoint**  
28.4°F

**Wind**  
From the N (360°) at 10 kt

**Visibility**  
10 sm

**Clouds**  
Scattered at 8000 ft  
Overcast at 9000 ft

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### Lowest Nearby 100LL Fuel Prices:

<table>
<thead>
<tr>
<th>Airport</th>
<th>FBO Name</th>
<th>100 LL Self</th>
<th>100 LL Full</th>
<th>Last Updated</th>
<th>Dist/Brng from KGTU</th>
</tr>
</thead>
<tbody>
<tr>
<td>KT74</td>
<td>City of Taylor Municipal Airport</td>
<td>$3.15</td>
<td></td>
<td>Jan 13, 2016</td>
<td>15NM @ 117°</td>
</tr>
<tr>
<td>KAQO</td>
<td>Llano Flying Service, Inc. (KHYI)</td>
<td>$3.25</td>
<td></td>
<td>Jan 11, 2016</td>
<td>58NM @ 277°</td>
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<tr>
<td>KHYI</td>
<td>Berry Aviation, Inc.</td>
<td>$3.34</td>
<td>$3.49</td>
<td>Jan 26, 2016</td>
<td>55NM @ 191°</td>
</tr>
<tr>
<td>KBMIQ</td>
<td>Faulkner's Air Shop, Inc. (KBMIQ)</td>
<td>$3.40</td>
<td></td>
<td>Jan 6, 2016</td>
<td>33NM @ 277°</td>
</tr>
<tr>
<td>K88R</td>
<td>Spicewood Aviation</td>
<td>$3.40</td>
<td></td>
<td>Jan 11, 2016</td>
<td>29NM @ 241°</td>
</tr>
<tr>
<td>KLHB</td>
<td>Hearne Municipal Airport</td>
<td>$3.45</td>
<td></td>
<td>Jan 26, 2016</td>
<td>64NM @ 77°</td>
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<tr>
<td>KILE</td>
<td>Flightline Service</td>
<td>$3.45</td>
<td></td>
<td>Jan 13, 2016</td>
<td>28NM @ 359°</td>
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<tr>
<td>KLZZ</td>
<td>City of Lampasas</td>
<td>$3.50</td>
<td></td>
<td>Jan 26, 2016</td>
<td>42NM @ 313°</td>
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<tr>
<td>KCFD</td>
<td>City of Bryan - Coulter Airfield</td>
<td>$3.65</td>
<td>$4.05</td>
<td>Jan 20, 2016</td>
<td>80NM @ 88°</td>
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<tr>
<td>K34R</td>
<td>City of Hallettsville</td>
<td>$3.75</td>
<td></td>
<td>Jan 13, 2016</td>
<td>98NM @ 154°</td>
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<tr>
<td>K11R</td>
<td>Southern Flyers, Inc</td>
<td>$3.79</td>
<td>$4.19</td>
<td>Jan 20, 2016</td>
<td>83NM @ 112°</td>
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<tr>
<td>K3T8</td>
<td>Fayette Aero</td>
<td>$3.80</td>
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<td>Jan 26, 2016</td>
<td>68NM @ 140°</td>
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<tr>
<td>KGYB</td>
<td>Sills Aviation Services</td>
<td>$3.85</td>
<td></td>
<td>Jan 26, 2016</td>
<td>54NM @ 130°</td>
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<tr>
<td>K84R</td>
<td>Fayette Aero</td>
<td>$3.85</td>
<td></td>
<td>Jan 20, 2016</td>
<td>54NM @ 145°</td>
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<tr>
<td>KRWW</td>
<td>Caldwell Flying Service</td>
<td>$3.88</td>
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<td>Jan 26, 2016</td>
<td>59NM @ 101°</td>
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<tr>
<td>KTPL</td>
<td>Central Texas Regional Airport</td>
<td>$3.90</td>
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<td>K77F</td>
<td>Clifton Aero</td>
<td>$3.95</td>
<td></td>
<td>Jan 20, 2016</td>
<td>78NM @ 4°</td>
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<tr>
<td>KNNZ</td>
<td>Hamilton Av Fuel</td>
<td>$3.95</td>
<td></td>
<td>Jan 11, 2016</td>
<td>73NM @ 337°</td>
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<tr>
<td>K3R9</td>
<td>Lakeway Airport</td>
<td>$3.97</td>
<td></td>
<td>Jan 28, 2016</td>
<td>29NM @ 220°</td>
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<tr>
<td>K1T7</td>
<td>Aloha Aviation Services</td>
<td>$3.99</td>
<td></td>
<td>Jan 26, 2016</td>
<td>74NM @ 216°</td>
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<tr>
<td>KERV</td>
<td>Kerrville Aviation</td>
<td>$4.00</td>
<td>$4.00</td>
<td>Jan 13, 2016</td>
<td>96NM @ 239°</td>
</tr>
<tr>
<td>KGTU</td>
<td>GTU Jet</td>
<td>$4.00</td>
<td></td>
<td>Jan 26, 2016</td>
<td>0NM @ 0°</td>
</tr>
<tr>
<td>K1T8</td>
<td>Anderson Aviation</td>
<td>$4.05</td>
<td></td>
<td>Dec 30, 2015</td>
<td>79NM @ 215°</td>
</tr>
<tr>
<td>KE70</td>
<td>Veracity Aviation</td>
<td>$4.15</td>
<td>$4.15</td>
<td>Jan 13, 2016</td>
<td>76NM @ 194°</td>
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<tr>
<td>KGTU</td>
<td>Longhorn Jet Center</td>
<td>$4.15</td>
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<tr>
<td>KBAZ</td>
<td>City Terminal Flight Services</td>
<td>$4.25</td>
<td>$4.45</td>
<td>Jan 26, 2016</td>
<td>70NM @ 197°</td>
</tr>
</tbody>
</table>

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**More Nearby Prices**

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[www.100LL.com](http://www.100LL.com)
ForeFlight, GARMIN Pilot, FlyQ… other iPad apps
AOPA’s Flight Planning Tools

- AOPA Airports: Directory of airports
- AOPA’s flight planning tools
  - Online
  - AOPA GO app
- Includes information collected from business managers, airport managers, certificated flight instructors, flight schools, and pilots. Fuel prices are provided by individual business managers who sell fuel.
- Nearly 7,000 FBOs and airport businesses
- Over 31,000 restaurant and hotel listings
- More than 14,000 car rental and taxi service listings
- Approximately 12,000 local attractions
- Visitor comments
- Make sure the information is up to date!!
Weather Capabilities

- Important to have weather information (ATIS/AWOS/ASOS), especially on marginal/IFR days or windy days

- Important to have IFR approaches into the airport on marginal/IFR days
  - GPS/WAAS approaches are easy and cheap to get now; do not require on-site equipment
Terminal

• Available 24 hours
  • Can be locked but have lock box or keypad available (using the CTAF frequency or VFR squawk is popular)
• Clean restrooms
• Pilot lounge
  • Free wifi (if secured, with code on the wall so it’s easy to find)
  • Tables & chairs
  • Phone (sometimes cell phone signal is bad in some areas)
• Presentation/décor/comfort
• Other services offered
Ground Transportation

- Complimentary airport courtesy car
Ground Transportation

- Clean and safe taxis
  - 24 hrs?
  - Provide phone number
- Uber?
- Shuttles
- Rental cars
  - What are their hours of operation? Are they open on Sundays and holidays?
  - Do they have cars onsite or do they need to bring them in?
  - Do they require reservation?
Parking Options and Other Fees

- Tie-down and hangar availability
- Cost of parking
  - Ramp fee
  - Tie-down fee
  - Hangar fee
- Other fees
  - Security fee
  - Handling fee
- Do you waive any fees? With minimum fuel purchase?
No weather information
Airport Facility Directories (AF/Ds)

BROWNWOOD RGNL  (BWD)(KBWD)  5 N  UTC–6(–5DT)  N31°47.62’ W98°57.39’

1387  B  SE  FUEL  100LL, JET A  NOTAM FILE BWD
RWY 17–35  H5599X100 (APSH)  S–30  MIRL  0.3% up N
RWY 17: MALS. PAPI(P4L)—GA 3.0° TCH 52.’
RWY 35: PAPI(P4L)—GA 3.0° TCH 45.’ Trees.
RWY 13–31: H4608X101 (APSH)  S–25  MIRL
RWY 31: Trees.


AIRPORT MANAGER: 325-643-1482
WEATHER DATA SOURCES: AWOS—3 118.325 (888) 297–9399.
COMMUNICATIONS: CTAF/UNICOM 122.8
RCO 122.5 (FORT WORTH RADIO)
FORT WORTH CENTER APP/DEP CON 127.45
RADIO AIDS TO NAVIGATION: NOTAM FILE BWD.
(L) VOR/DME 108.6 BWD Chan 23 N31°53.55’
W98°57.45’ 172° 5.9 NM to fld. 1574/8E.
LOC 109.1 I–BWD Rwy 17. LOC unmonitored.

SAN ANTONIO
H–6H, L–19C

AOPA
Where to eat? Where to stay?

- **Restaurants**
  - $100 hamburger
  - Do you have one onsite? With views of the airport?
  - Do you have a list of nearby ones? Do you have menus handy for visitors to review?
  - Do nearby restaurants offer crew discounts?
  - Do you have a discount card?

- **Camping?**
  - Onsite? Under the wing?

- **Hotels**
  - Do they have a shuttle?
  - Do they offer crew discounts?
Build Partnerships with Local Businesses

- Ensure your local businesses know there is an airport in their town
- Build partnerships with them: restaurants, hotels, stores, etc
  - Provides discounts for pilots
  - Brings business to local companies
  - And the businesses/employees know there is an airport
What to do? And see?

- Local area attractions
- Airport attractions
  - Onsite restaurant
  - Playground
  - Museum
  - Events
  - ...
- Have brochures
- Have a list of things to do/places to visit
  - Chambers of Commerce and Office of Tourism can help
  - Offer directions from the airport
Good Customer Service

• ForeFlight, GARMIN Pilot, FlyQ… other iPad apps
• AirNav.com
• Word of mouth!!
Good Customer Service (comments from AirNav.com)

Comments from AirNav users
Comments are submitted by their authors and do not reflect the opinion of AirNav, LLC. All comments must adhere to AirNav’s Policy on Comments.

From Kevin Ebsen on 26-Jan-2016
★★★★★ I stopped at Jet Center 1/24/2016 for Avgas. Great price, fast service and friendly folks. Will stop again.

From Austin Walden on 21-Jan-2016
★★★★★ We were headed to Taos and diverted to SAF for a storm. Previously had used the other FBO but ended up at Jet Center. Since I fly GA I was hoping my piston single wouldn’t be destroyed on gas prices. The people were INCREDIBLE ago me. Line guy had a warm vehicle for us to take shelter in while unloading the plane. The inside of the FBO had a warm fireplace. The office person was in the phone arranging us a rental car or shuttle to Taos. I was just so impressed with this place. Go to this FBO. Seriously.

From Craig Jimenez on 04-Jan-2016
★★★★★ Very effective and pleasant folks. We didn’t want to leave the cozy lounge with the fire to fly home.

From Ryan Coberly on 04-Jan-2016
★★★★★ The Jet Center at Santa Fe was prompt and courteous through out my entire experience. I was very impressed with how quickly they handled a rental car for my passengers. The linemen were professional and organized. This is a five star FBO by far!

From Richard Greb on 11-Dec-2015
★★★★★ I flew my wife and her two girlfriends to KSAF for a day trip of lunch and shopping. Jet Center staff was all over us as we arrived. Several line guys marshaled us in, carpet placed at the stair door, and assisted all the ladies from the plane. No attention to detail was missed. Desk personal were just as attentive, offering all complimentary soft drinks and bottled water. Plans were to call UBR for ride into town but staff arranged for a limo driver that had just dropped off some passengers to do the return trip for us at UBR rate. Neither I, nor my passengers have anything but the highest of praise for our treatment at Jet Center. It’s so refreshing to see the KSAF is now a friendly airport again.

From Paul M. Ferroni on 10-Dec-2015
★★★★★ Stopped in on 12-6-15 and experienced the same great service I have previously received at the Jet Center. I was parked in front of the building and my requests were handled quickly. I like this place.

From Sean Fortenbaugh on 29-Nov-2015
Just another great experience with the Jet Center. I needed to plug my plane in for pre-heat and they took care of it. Everything was perfect.

From Bruce Buhr on 14-Nov-2015
★★★★★ I stopped at the Jet Center coming and going on my way to the West Coast in my PA-46. Troy and his team were extremely helpful in arranging a place to stay overnight, and offering suggestions on places to eat. They arranged for alternate transportation when their crew car was in use. They really went out of their way to be accommodating and helpful. A first class operation!!

From Pascal Reid on 26-Oct-2015
★★★★★ The BEST FBO I have experienced in my travels around the country. SFJC worked with Hertz to have my car delivered to them, as soon as I landed they guided me to it. I tied down, they offered a few drinks and told us to relax. They drove the car to my plane, and immediately proceeded to unload the plane and put everything in the car. When I departed the exact same experience in reverse. They fueled up my plane and had it ready to go by the time I showed up two days later. The amenities and crew at this FBO were also first rate. They recommended restaurants and suggestions during my stay in Santa Fe. I travel from California to the East coast and have parked at executive FBO’s, they are decent and expensive and usually not catered to GA aircraft. Santa Fe Jet center caters to the executive level and they extend that same professionalism to the smaller GA pilots at a very reasonable price for fuel, overnight stay and offer all the amenities the corporate clientele receive.

- Do you know what your customers are saying?
- What are pilots saying they like at other airports?
## Minneapolis/St. Paul Metro Area

<table>
<thead>
<tr>
<th>Service</th>
<th>Code</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIGNATURE FLIGHT SUPPORT</td>
<td>KMSP</td>
<td>9.3</td>
</tr>
<tr>
<td>SIGNATURE FLIGHT SUPPORT</td>
<td>KSTP</td>
<td>9.3</td>
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## Fargo Metro Area

<table>
<thead>
<tr>
<th>Service</th>
<th>Code</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>FARGO JET CENTER</td>
<td>KFAR</td>
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## Kansas City Metro Area

<table>
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<th>Score</th>
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</thead>
<tbody>
<tr>
<td>ATLANTIC AVIATION</td>
<td>KMKC</td>
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## St. Louis Metro Area

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<th>Code</th>
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<tbody>
<tr>
<td>MILLION AIR</td>
<td>KSUS</td>
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<tr>
<td>SIGNATURE FLIGHT SUPPORT</td>
<td>KSTL</td>
<td>6.9</td>
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</table>
What Based Pilots are Looking for
Incentives

- Affordable and competitive hangar rates
- Fuel discount for based tenants
- Breakfast on Saturdays
- Celebration aviation milestones (solos, new certificates…)
- Encourage the usage of airport facilities
- Encourage the start of flying clubs and flight schools
- Encourage safety education
- Host events
  - Fuel discount for Angel Flights, Young Eagles, and such flights
Encourage the Formation of Flying Clubs

How many of you have active Flying Clubs on your field?

• Reduces the cost of flying
• Has positive social implications
• Increases the chances that student pilots (who join clubs) are more likely to complete flight training.
• Increases activity on your airport
• How many ‘hangar queens’ are on your field? Could be leased to a flying club!!

• MAXIMUM FUN/MINIMUM COST SEMINAR!!
Conduct a Rusty Pilots Seminar

• **How many of your POTENTIAL CUSTOMERS are licensed, but lapsed, pilots??**
• AOPA Rusty Pilot seminars starts the process of getting current again
  • Cover changes in regulations, avionics, airspace, etc., over the years (in a very general way).
  • Attendees leave with a logbook endorsement that states they’ve fulfilled the ground portion of the Flight Review requirement.
  • Linked with a local CFI or flight school/flying club to continue with their flight portion.
• Over 4000 seminar attendees in the past 18 months….25% have completed the process & are flying again!
How many of you have an ASNV?

• Maybe you have one and don’t know it!
• If not, happy to assign one
• Survey your tenants
• Maybe your ASNV can help you with local initiatives
Your Current Marketing
Think About Your Current Marketing Strategy

- What kind of marketing do you do? Have you done?
- Who does your marketing?
  - Airport manager?
  - Marketing manager?
  - Economic Development department?
  - FBO?
  - Volunteer?
  - Sometimes fuel providers can partner with you
- Does your airport have an appropriate name? branding? logo? website?
- Who is your target audience? Who are your customers?
- Do you know what businesses utilize the airport?
Who are Your Customers? (1/3)

• Do you have a good list?
• Based tenants
  • Included aviation (maintenance shop, FBO, etc) and non-aviation (hospitals, banks, law enforcement, etc) companies
  • Include organizations, such as EAA chapters
  • Include military
• Other local individuals/organizations/groups that utilize the airport
  • Groups that utilize your conference room
  • Families that picnic by the airport
  • Families that eat at the airport restaurant
  • Families that play at the airport playground
  • etc
Who are Your Customers? (2/3)

- Transient tenants
  - www.flightaware.com

- Arrivals
- Departures
- Scheduled departures
- Scheduled arrivals

Insert your Airport ID (ex. SGR)
Who are Your Customers? (3/3)

• Resources to help collect data
  • FAA’s Airmen Database
  • FAA’s Aircraft Registry

Aircraft Certification

Aircraft Registration

• Renew a Reserved N Number Online
• Search Aircraft Registration Information
Pictures of Airport Activity

• Whatever type of marketing you use or intend to use... you need pictures of airport activity!!
  • Based tenants
  • Transient traffic
  • Events
  • …
Traditional Marketing Tools
Advertising and Media

- Newspapers
- Radio
- TV
- Magazines, such as tourism
- AOPA Media*
- State Aviation Newsletter*

- Cultivate and maintain good relationships with the news media.
- Train them to consider you the go-to aviation expert. Or have them call AOPA Media Relations – see our online course on dealing with the media.
Black women make their mark on aviation

Bessie Coleman was one of the first black female pilots, over and moving to France, where she learned to fly. The Department of Transportation reports making a living as a pilot. However, a number of black female pilots have had distinguished careers. 

Curve magazine online (3/1)

Watch online or through Roku

Aviation eBrief’s daily newsletter:

Open to everybody, not only AOPA members

Includes stories from local newspapers:

AOPA Live This Week
*State Aviation Newsletters*

- **Fly New Mexico!**
  - Meg Williamson, megwill@unm.edu
  - [http://www.dot.state.nm.us/content/dam/nmdot/Aviation/Winter14FNM1web.pdf](http://www.dot.state.nm.us/content/dam/nmdot/Aviation/Winter14FNM1web.pdf)

- **Oklahoma Open Skies**
  - Harve Allen, HAllen@oac.ok.gov
  - They haven't done one since the Summer of 2012:

- **Kansas Aviation Newsletter**
  - Jesse Romo, KDOTAviation@ksdot.org

- **Missouri**: ??

- **Nebraska PIREPS**
  - Rob Markise, rob.markise@nebraska.gov

- **Arkansas (no specific name)**
  - Jerry Chism, Jerry.Chism@arkansas.gov

- **Louisiana (Aviation Newsletter)**
  - Brad Brandt, Brad.Brandt@LA.GOV
  - [http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Multimodal/Aviation/Pages/default.aspx](http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Multimodal/Aviation/Pages/default.aspx)

- **Texas Wingtips**
  - Chris Sasser, csasser@tamu.edu

- **Iowa**: They send one every once in a while that they prepare and they also send news articles when they have any of interest (these are always from local newspapers).
  - [http://www.iowadot.gov/Aviation/index.html](http://www.iowadot.gov/Aviation/index.html)
  - Tim McClung, Tim.Mcclung@dot.iowa.gov
Airport Signs
Printed Marketing

- Brochures/one-pagers
- Press Releases
- Business cards*

- Info to include: airport data, users, pictures, economic development numbers, how the community benefits, etc
- Share with chambers of commerce, Economic Development departments, churches, Toastmasters, civic clubs, etc.

- You can also make presentations to those same groups
- Keep fresh and up to date!
- Aerial picture
- Airport info (airport layout, runway length/width/direction, taxiway system, instrument approaches, etc)
- Economic development information / airport impact statement
- Businesses on the field (aviation and not)
- Businesses who use the airport (hospitals, labs, cargo, etc)
- Services available (fuel – 24hr?, courtesy car, pilot lounge, etc)
- Hours of operation
Airport Newsletter (1/2)

• Good way to communicate with your tenants
  • What’s happening
  • Upcoming construction
  • Upcoming changes
  • Upcoming airport meetings
• To celebrate
  • New aviation accomplishments (first solos, new certificates, new ratings…)
  • New based aircraft
• To advertise
  • Based companies/individuals (independent CFIs/mechanics)
  • Upcoming events
  • New flying clubs
  • Aircraft for sale
Runway 13/31 Temporarily Striping

As mentioned in last month's newsletter, a coal tar seal will be applied to Runway 13/31 before permanent striping is done. However, because we're approaching the colder months, we've been informed that the seal will not occur until the spring. Until then, the runway will remain open.

Due to safety concerns, we have requested to TxDOT that a temporary centerline and numbers be striped. If approved, striping would occur within the next three weeks.

Please continue to check NOTAMS and don't hesitate to give us a call if you have any questions. We thank you for your continued patience.
Clothing

- T-shirts
- Hats
- etc
Airport Events
Airport Events for Your Customers

• Engage your customers/pilots/tenants/operators!!
• Ask them what they’d like to see (they may also be willing to help organize it)
• Monthly/quarterly/annual events and programs
  • Fly-ins (breakfast fly-ins, for example)
  • Wings and Wheels
  • Movie nights
  • Speakers (in coordination with a local aviation organization, for example)
  • Contests and games (aviation bingo, aviation trivia, etc)
  • Celebrate new pilots
  • Rusty pilot programs
  • Pinch Hitter programs
  • Air races
  • Poker runs
  • etc

And you are providing great services at the same time…
• The best way to show the public where the airport is, the types of activities that go on, the economic impact it generates, etc. is to bring them to the airport.
• **Absolutely must invite the public to the airport at least once a year!!!**
• Quarterly/Annual events
  • Airport Open House
  • Airshow
  • Fly-in
  • Wings and Wheels
  • Young Eagles/Scouts
  • School events
  • Learn to fly days
  • Airport tours
  • “Book club” review via library or local group
  • Adventure/outdoor clubs
  • GA Rally
Bringing the Public to the Airport (2/3)

- An airport is a public facility
- Provide year-round facilities
  - Playground
  - Picnic area
  - Restaurant
  - Meeting space for local organization meetings
- Food truck park
- Bleachers with CTAF frequency
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<th>Product Description</th>
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<td>Airplane Teeter Totter</td>
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<td>Free Store Pickup</td>
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</table>

Ships Free with a purchase of $49 or more!**
Publicize Airport Events (1/2)

- Local media
  - Newspapers/magazines
  - Radio
  - TV
  - Tourism departments
- Aviation
  - AOPA Calendar of Events*
  - Social Flight
  - Share Aviation
  - www.flyins.com/
  - State aviation department
  - Local aviation groups or target aviation groups (ex. biplanes or war birds)
- www.meetup.com
- Social Media*
Submit your Event at least 2 weeks in advance to appear in ePilot.
Social Media

- Facebook
- Twitter
- YouTube
- Instagram
- etc
Social Media Benefits and Suggestions

- Immediate
- Includes pictures/actions
- "Tag" or add other individuals/entities so they are aware and can also market it for you
- Include "hashtags" (e.g., #genav)
- Include links (newspaper stories, blogs, local org websites, etc)
- Keep it updated and fresh

Information sharing
- Airport closures
- Fuel prices
- Customer feedback

Create engagement
- Picture contests
- History (of airport, for example) contests
- Starts conversations
- It's another way for customers to reach you

"Retweets" help you share your information and name

Hootsuite
- Events
- Create event on Facebook
- Share/invite local groups (aviation and not)
  via social media
Example – West Plains Regional Airport, KS
Example – MPA and Kansas Aviation Expo
Example – Pearland Regional Airport, TX
Join Facebook Groups

- Join area Facebook Groups to see what others are saying about your airport
- Invite those in the area Facebook Groups to join/like your airport page
  - Austin Pilots
  - Austin Aviation Ladies
  - Central Texas Aviators
  - Central Texas Aviation Professionals
  - Houston Pilots Group
  - Houston Aviation Event Calendar
  - Houston Area Aviators
  - Houston Aviation Photographers
  - Dallas Aviation Social Club
  - ...
- Have an specific type aircraft event coming up? Invite those target groups
  - Ladies love taildraggers
  - Big Tire Pilots - Backcountry Flyers
Other Marketing Tools
Label Courtesy Cars

- Label them with the airport’s logo and name as well as contact info, such as the website

Remind pilots that they are representing the airport when they are driving...
Business Cards to Place in Courtesy Cars

- Develop business cards for pilots/crew/passengers to drop off at restaurants, hotels, stores... whatever they visit so businesses know they are getting that business from the airport (you can leave these in the courtesy car)
- Or… ask pilots to write a note on their receipts
Bikes

• Courtesy bikes or bike rentals
• Provide bike trail information/places to visit

The number of bicyclists is growing rapidly from coast to coast. The number of trips made by bicycle in the U.S. more than doubled from 2001 to 2009. Higher now…
Sonoma, CA Example

Jefferson’s famous mug, during National Tourism Week May 8–16, 2010 and through the end of May.

The campaign shows how tourism dollars move throughout the community, impacting nearly 900,000 jobs in California and generating billions in tax revenues that support communities which residents and visitors enjoy.
Texas Aviation Advisory Committee

The Texas Aviation Advisory Committee provides input to TxDOT on its aviation development programs and serves as its representative among aviation users. Committee members also work with members of the Texas Legislature on various aviation issues.

Current Members:

- James Schwertner, Chairman
- Peter C. Huff, Vice Chairman
- Gordon B. Richardson
- Michael L. Collier
- Michael Schnell
- John V. White

James Schwertner, Chairman

James Schwertner is a graduate of Texas Tech University. In 1974 he earned a Bachelor of Science degree in Agricultural Economics. Schwertner is President and Chief Executive Officer of Capitol Land & Livestock and Chairman of the Board of Schwertner State Bank. He is an airplane and helicopter pilot and holds the Aviation World Speed Record (Piper Navajo). In 2015 he was awarded the Texas Aviator of the Year Award.

Schwertner has served as past chairman of the boards of Cattlemen’s State Bank in Austin (which he organized in 1984), the Jarrell Schwertner Water Supply Corporation and the Texas Cattle Feeders Association. He has served as advisory director of Wells Fargo Bank in Austin, president of Taylor Livestock Auction, chaired Building for the Future at Highland Park Baptist Church and the Del Valle Adopt-A-School Program. He is past director of the National Beef Board and the Capitol Area Diabetes Association. He also served on the executive committee of the National Cattlemen’s Beef Association, was president of the Texas Livestock Market Association and is currently a member of the Williamson County Water Visionary Committee.

Schwertner is presently Director of Texans for General Aviation, chairman of the Seton Hospital, Williamson Foundation Board of Trustees and past director of the Texas Beef Council. He is a partner in the Lockhart Livestock Auction and the Mid Tex Livestock Auction in Navasota. In 2005, he was appointed to the Texas A&M Board of Regents by Governor Rick Perry.

Schwertner received the 2010 Distinguished Alumni Award from Texas Tech University’s College of Agricultural Sciences and Natural Resources. Past honors include Man of the Year in Agriculture in Williamson County (1994) and Man of the Year in Texas Agriculture (1995). In 2005, he received the AOPA Distinguished Pilot Award.
Does Your Tourism Office Know What Your Airport Can Offer Tourists? (1/3)

- Does your airport offer sightseeing trips, such as helicopter or balloon tours? How about skydiving? Do you have a hotel? A Restaurant? Camping?
- Ensure your Office of Tourism knows and helps publicize

Could we be the Next Napa Valley?

Visit Scenic & Historic Tehachapi

Tehachapi is located 120 miles North of Los Angeles

Please visit our website for more information:
www.tehachapiwinegrowers.com

The Tehachapi Mountain Valleys Wine Growers Association
785 E. Tank Road, Suite C, P.O. Box 339
Tehachapi, CA 93561
Contact: ass@tehachapiwinegrowers.com

Tehachapi

Wine Tasting & Area Attractions

AOPA
Hangar Hotel in Fredericksburg
Southern Flyer in Brenham
Quick Cab Ride to the Riverwalk from Stinson in San Antonio
BBQ in Austin, Lockhart, Stephenville and on and on and on…..
States across the country offer incentive programs to encourage GA pilots to explore different airports around them. The rules and sponsors for these programs vary, but each offers one more reason to get out and fly.

- Three levels of “Ambassadors” in Arkansas’ program are rewarded with rebate checks ($100.00 to $300.00!!!)
- Participants in an EAA fly-in series in Louisiana are entered into a free drawing for door prizes.
- Virginia “Passport” program
Take Your Elected Officials Flying

• Show them what GA is all about
  • Show them why it’s important to have instrument approaches, for example
  • Show them their town from a 3D perspective
• Not a pilot? Encourage your pilots/tenants to do so.
Texas Legislative General Aviation Caucus
P.O. Box 177
Seguin, Texas 78155
POC: Brittney Madden, Chief of Staff for Rep. John Kuempel (brittney.madden@house.state.tx.us)

TEXAS HOUSE MEMBERS
"Doc" Anderson          Eric Johnson    Chris Pddie    James White
Rodney Anderson         Jim Keffer      Dennis Paul   Paul Workman
Cecil Bell             Kyle Kacal       Larry Phillips  
Dwayne Bohac            Susan King      John Raney    
Travis Clardy           John Kuempel (Chair)  Armando "Mando" Martinez
Myra Crownover          Lyle Larson     Ruth Jones McClendon
John Cyrier             Armando Martinez Eddie Rodriguez
Gary Elkins             Rick Miller      David Simpson
John Frullo             Geanie Morrison  Wayne Smith
Patricia Harless        John Otto       Stuart Spitzer

For a list of House members: http://www.capitol.state.tx.us/Members/Members.aspx?Chamber=H

TEXAS SENATE MEMBERS
Bob Hall
Charles Schwertner

For a list of Senate members: http://www.capitol.state.tx.us/Members/Members.aspx?Chamber=S
Aviation Day at the Capitol

• Network with your legislators
• Let them know what’s important to you
• Do we have one in Texas??
Aviation Proclamations

• Aviation Proclamations
  • “General Aviation Appreciation Month”
  • By Governors, Mayors, etc
  • Show the importance of GA to a state/city/county

Example: Shreveport, LA’s Mayor Proclamation
Additional Resources
# AOPA Central Southwest’s List of Friendly Airports

## AOPA Views From the Regions

### AOPA’s Central Southwest Region

**Friendly Airports**

*Updated: June 10, 2014*

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</table>

- **Looking for a camp take off or a list of the IA?**

- **List of friendly airports:**

- **Note:** The info before using you can always Hamburger’s book and website: [http://www.100dollarhamburger.com/](http://www.100dollarhamburger.com/)

For more on-airport camping or nearby camping facilities, you might find the American Air Campers Association helpful: [http://aaca.pilotgetaways.com/](http://aaca.pilotgetaways.com/)

Additional feature destinations, weekend getaways, romantic getaways, and escapes can be found at: [http://pilotgetaways.com/article-index-map](http://pilotgetaways.com/article-index-map)
Additional Resources

- Report 28: Marketing Guidebook for Small Airports
- AOPA's Flying Club Network: [http://www.aopa.org/Pilot-Resources/Flying-Clubs](http://www.aopa.org/Pilot-Resources/Flying-Clubs)

Airport Development and Management
- ACRP Report 18: Guidebook for Managing Small Airports
- ACRP Synthesis 1: Innovative Finance and Alternative Sources of Revenue for Airports
- ACRP Synthesis 19: Airport Revenue Diversification
- ACRP Report 77: Guidebook for Developing General Aviation Business Plans
- ACRP Synthesis 4: Counting Aircraft Operations at Non-Towered Airports
- ACRP Synthesis 3: General Aviation Safety and Security Practices
- ACRP Report 28: Marketing Guidebook for Small Airports

Minimum Standards for Commercial Aeronautical Activities - The FAA urges airport sponsors to establish reasonable minimum standards that are relevant to the aeronautical activity being proposed. These minimum standards are intended to protect the level and quality of services offered to aircraft owners, pilots, and the public at large.
- ACRP Report 56: Airport Industry Familiarization and Training for Part-Time Airport Policy Makers
Additional Resources

AOPA's Airport Support Network (ASN)

Resources:

Transportation Research Board's (TRB) Airport Cooperative Research Program (ACRP):
http://www.trb.org/acrp/acrp.aspx

Report 28: Marketing Guidebook for Small Airports

AOPA's Flying Club Network:
http://www.aopa.org/Pilot-Resources/Flying-Clubs
- AOPA’s Airport Support Network (ASN) Resources: 
  http://www.aopa.org/Advocacy/Get-Involved/AOPA-Resources
- Transportation Research Board’s (TRB) Airport Cooperative Research Program: 
  http://www.trb.org/acrp/acrp.aspx
- Report 28: Marketing Guidebook for Small Airports
- AOPA’s Flying Club Network: 
  http://www.aopa.org/Pilot-Resources/Flying-Clubs
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Texas You Can Fly Ambassador

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https://www.facebook.com/pat.ycfly