

MARCH 2024

Strategic Air Service Marketing:

Elevating Airports through Targeted Campaigns and Customer-Centric Initiatives



Focused exclusively on airports and aviation clients.

Meet Team Aviatrix



Katie Franco, C.M.
Owner, Principal

- 16 years airport branding, public outreach, and communications
- 6 years at SAN in Public Relations
- Airport Business "40 Under 40"
- BA, English, UC Santa Barbara



Kyle Elliott, C.M., A.C.E.
VP, Technology

- 12 years airport website development and marketing
- 6 years of airport operations experience
- Custom airport web product development
- BA, Airport Administration, UVU



Kimberly McNeil
Director of Operations

- 20 years of marketing, branding, and project management, including SAN
- Urban Land Institute RNDC – Gold Product Council
- BA, Communications, University of Central Florida



Crystal Heavers
Creative Developer

- 11 years aviation branding and marketing communications
- 7 years Director of Marketing at ACI Jet
- 6 years FBO, aircraft charter and management
- BA, Communications, University of Colorado, Boulder



Rosemary Barnes, A.A.E.
Public Relations Manager

- 10 years PR Manager, San Jose Airport
- 25 years FBO, airport operations and outreach at SNA, OAK, SJC
- Crisis comms at SJC and OAK
- MS, Mass Communications, SJSU



Kari Goetz
Marketing Manager

- 25 years of aviation marketing, branding, and public relations
- 8 years Director of Marketing, TPA
- MA, Communication, University of South Florida
- BFA, Theater, University of Florida



Our Services



Web Design
& Development



Brand Strategy
& Identity Design



Crisis Communications
& Media Training



Campaign Development
& Media Planning



Public Outreach



Marketing Collateral
Development



Social Media Strategy
& Management



Content Strategy
& Creation



MHT Infographic & Catchment Study

Memorable ways to tell the airport's story to airlines.

Air Service Development Support

Graphic Design, Brand Management, Data Integration

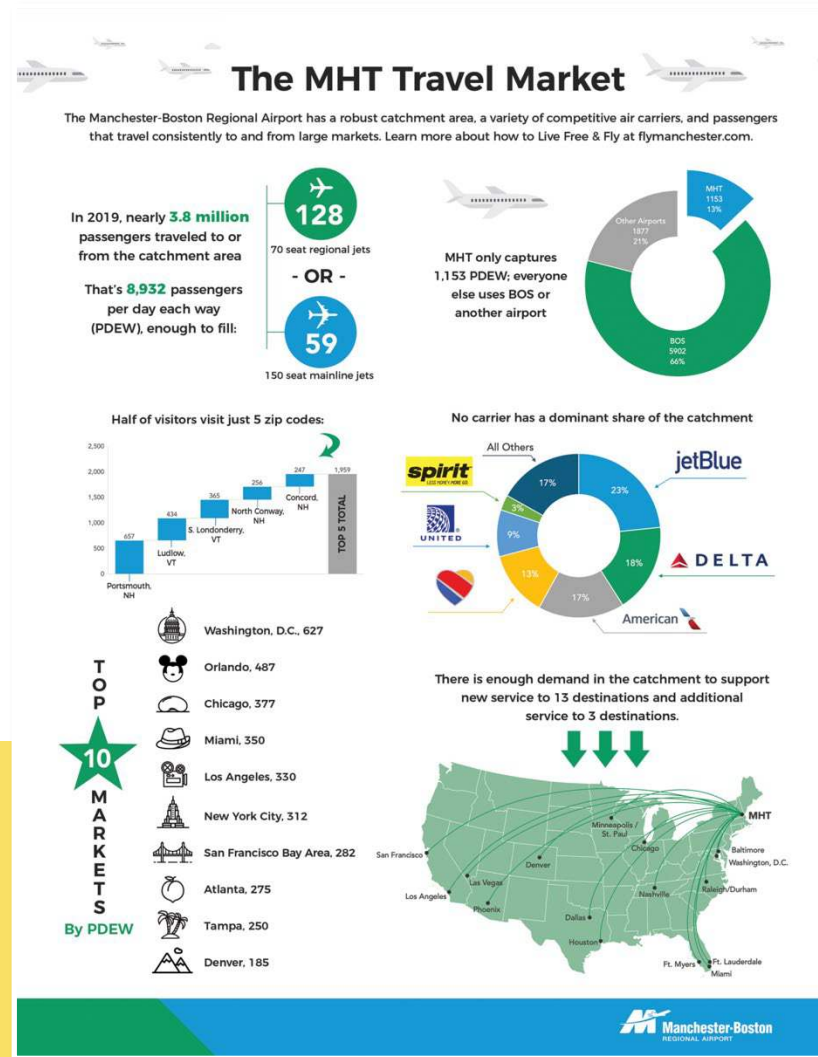
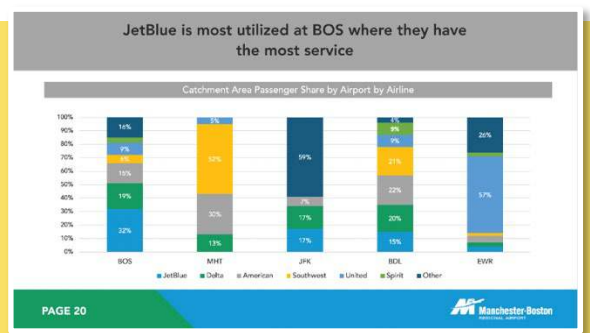


Table of Contents

- Data Explanation & Catchment Definition
- Passenger Type Breakdowns
- Airport & Airline Marketshare
- Market Detail





SBD-LAS Inaugural Celebration

Star-studded onsite event management to celebrate inaugural service.

Air Service Event Support

Event Planning, Logistics Management, Event Promotion, Program Development, Media Management, Post-Event Follow-Up





PSC-LAX Inaugural Celebration

From the Beach Boys to the beach toys, we made this nonstop launch unforgettable.

Air Service Event Support

Event Planning, Logistics Management, Event Promotion, Program Development, Media Management, Post-Event Follow-Up





COLORADO SPRINGS
AIRPORT

COS INBOUND CAMPAIGN

Compelling content to encourage visitors to choose
Colorado Springs Airport.

Advertising and
Media Services

Campaign Development, Graphic Design, Copywriting, Asset Management



COLORADO SPRINGS
AIRPORT

FROM LANDING
TO BOARDING

Easy access
to ski resorts from
Colorado Springs

FLY COS →

A skier in an orange jacket and red helmet is shown in a dynamic pose, jumping or landing on a snowy slope. The background is a dark blue gradient with a white geometric shape.

COLORADO SPRINGS
AIRPORT

FROM PLANESIDE
TO RIVERSIDE

Access whitewater
rafting just 90 minutes
from Colorado Springs
Airport

LET'S GO →

A group of people wearing life jackets are seen from behind, rafting down a river with white water rapids. The background is a dark blue gradient with a white geometric shape.

COLORADO SPRINGS
AIRPORT

FROM AIRPORT
TO ALTITUDE

Start your
next trail in just
20 minutes

FLY COS →

A person in a dark jacket and light pants is standing on a rocky outcrop, looking out over a vast mountain range under a blue sky. The background is a dark blue gradient with a white geometric shape.

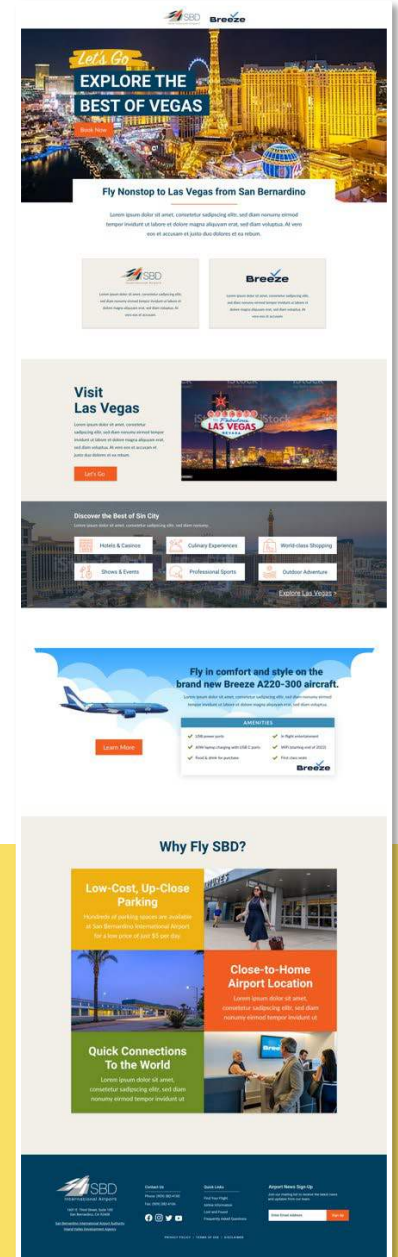
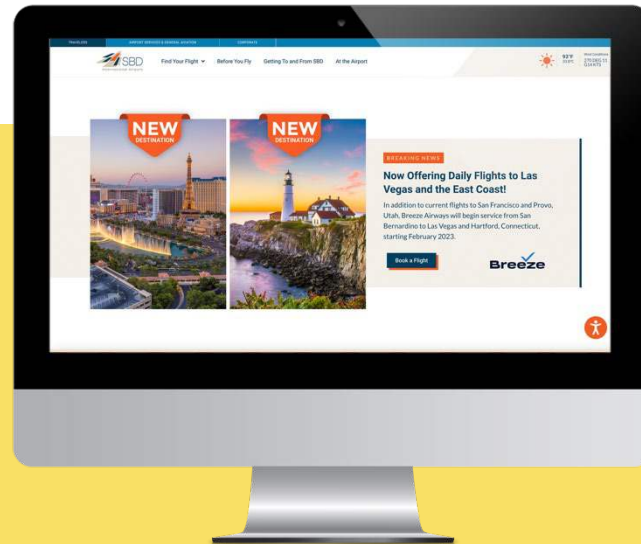


SBD BREEZE CAMPAIGN

A successful advertising campaign to promote both a new commercial airport and new air service.

Advertising and Media Services

Campaign Development, Media Buying, Graphic Design, Copywriting,
Website Development, Asset Management, Data Reporting





SBP ALASKA CAMPAIGN

Strong coordination with the airline led to a seamless campaign to launch two new nonstops.

Advertising and Media Services

*Campaign Development, Graphic Design, Copywriting, Website
Development, Asset Management*



Let's
Flock to
San Diego

Fly Direct to
San Diego from
San Luis Obispo

BOOK NOW

Let's Flock to San Diego

Fly Direct to San Diego from
San Luis Obispo

BOOK NOW

PLAN A PDX-CELLENT
ADVENTURE

Fly Nonstop to Portland from
San Luis Obispo on Alaska Airlines

sloairport.com/portland

PLAN A
PDX-CELLENT
ADVENTURE

Fly Nonstop to Portland
from San Luis Obispo on
Alaska Airlines

BOOK NOW




GJT FRONTIER CAMPAIGN

Highlighting local pain points to encourage travelers to fly out of Grand Junction rather than drive.

Advertising and Media Services

Campaign Development, Graphic Design, Website Design, Copywriting, Asset Management




FRONTIER

More Bearable Than I-70


Low-fare flights from Grand Junction to Denver are now available on Frontier Airlines.

[Learn More](#)



FRONTIER

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FRONTIER

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Low-fare flights from Grand Junction to Denver are now available on Frontier Airlines.

[Learn More](#)





Website Development

An award-winning new website for the Palm Springs International Airport.

Website Design & Development Services

Planning & Research, Design, Content Creation, Accessibility Standards, Testing, Custom Widgets, Custom API, Search Engine Optimization, Maintenance and Support



Excellence in Marketing Communications and Customer Experience Winner - Websites 2023!





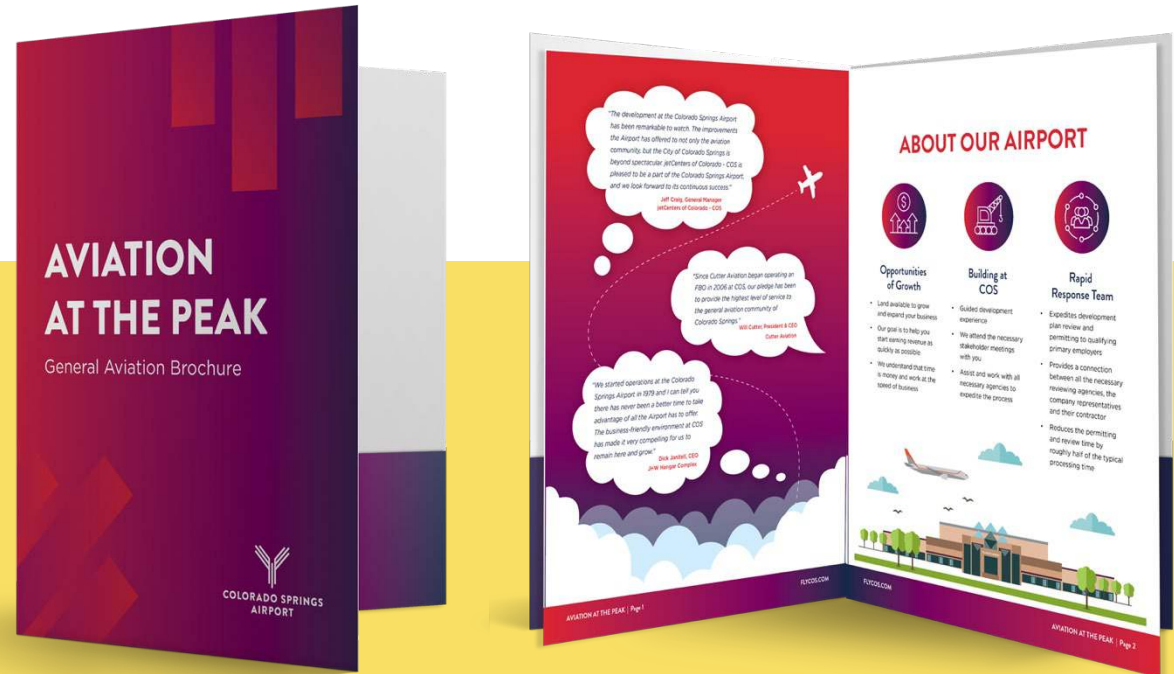
COLORADO SPRINGS AIRPORT

COS General Aviation & Economic Incentives Brochures

Unforgettable collateral to encourage development at Colorado Springs Airport.

Marketing Collateral Design & Development

Branding & Messaging, Design & Layout, Content Creation, Visual Elements, Call to Action (CTA), Print Production or Digital Development





PSP Rebrand

We designed a completely new identity for Palm Springs International Airport and led the charge to bring it to life across all channels.

Brand Strategy & Identity Design

Brand Mission, Vision, & Values, Market Research, Target Audiences, Brand Positioning, Logo Design & Visual Identity, Brand Guidelines, Launch & Implementation, Asset Management





San Mateo County Noise Program

A comprehensive, two-way communications program for both county airports in the Bay Area.

Content Strategy & Creation

Audience Segmentation, Content Planning & Strategy, Copywriting, Graphic Design, Branding, Social Media Management, Website Development, Testing & Optimization



Friendly Approach
County of San Mateo Airports | SQL Winter 2023 Edition

Friendly Approach – Newsy Website
FlySMCFriendly.com is Our Two-way Commun for Neighbors and Pilots

Connect With Us!
The Friendly Approach program makes it easy for community members to have their aircraft-related questions answered in two simple ways:
1. Complete and submit a comment online here, or
2. Call the Noise Comment Hotline at 844-266-6266.

Find Us On Social Media
@SQLAirport @HAFAirport @SMCAirports

Visit Our New Website
flysmfriendly.com

County of San Mateo Airports Innovation Challenge
Prize Money Will be Invested in Electric Aircraft Stations

Upcoming Events and Opportunities

- FAA's Charter 20 Owners Exhibit**
Free flights for kids 10-17 yrs
Every 2nd Saturday of the month (SQL lobby)
Register in advance [here](#)
- Online Fireball Run East**
Sunday, February 12, 2023
10:00 am - 12:00 pm
- Online Fireball Run West**
Sunday, March 12, 2023
10:00 am - 12:00 pm
- Easter Egg Hunt**
Saturday, April 8, 2023
Details and Time TBA
- Hiller's Airport Runway Run**
Sunday, April 16, 2023
Details and Time TBA
- Pacific Coast Ozone Machines**
Sunday, April 20, 2023
10 am - 4 pm
- Unleash Scholarship Program**
Unleash program now accepting Scholarship applications - due February 17, 2023 at 5:00 pm.

FOLLOW US!
Find Us On Social Media
@SQLAirport @HAFAirport @SMCAirports

Meet Our Aviation Alumnus Anthony "Trip" Turner

Learn about the many people who have developed successful aviation careers after learning to fly at the San Carlos and Half Moon Bay airports.

"Local boy makes good, turns American warrior" is an accurate description of Anthony Turner and all he has accomplished. Currently a U.S. Air Force fighter pilot, Anthony literally grew up at the Hiller Aviation Museum, located at San Carlos Airport, volunteering, attending aviation camps, and leading kids as a camp instructor. He flew with his dad, Willie Turner, Hiller's Vice President of Operations and Marketing, in a Charger biplane that Anthony's grandmother built at SQL. Anthony and Willie both soloed in the biplane at Half Moon Bay Airport, 35 years apart.

As a 17-year-old student at the San Carlos Flight Center, Anthony received his private pilot certificate in a Citabria talker. He attended Embry-Riddle Aeronautical University, where he enrolled in the Air Force Reserve Officers' Training Corps. Prior to graduation, Anthony proudly accepted a much-coveted U.S. Air Force fighter pilot slot. He was commissioned as a second lieutenant and continued to Air Force Undergraduate Pilot Training (UPT) at Vance Air Force

Friendly Approach
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