

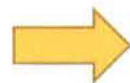


ST. LOUIS LAMBERT  
INTERNATIONAL AIRPORT™

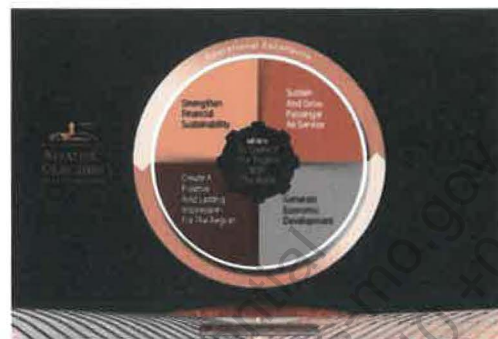
# 2017 Messaging Campaign

# STL Campaign

2012



2015



2016



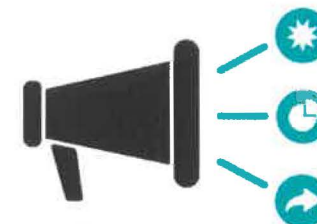
**LAMBERT-ST. LOUIS**  
INTERNATIONAL AIRPORT®

**Community Engagement  
Advisory Committee**

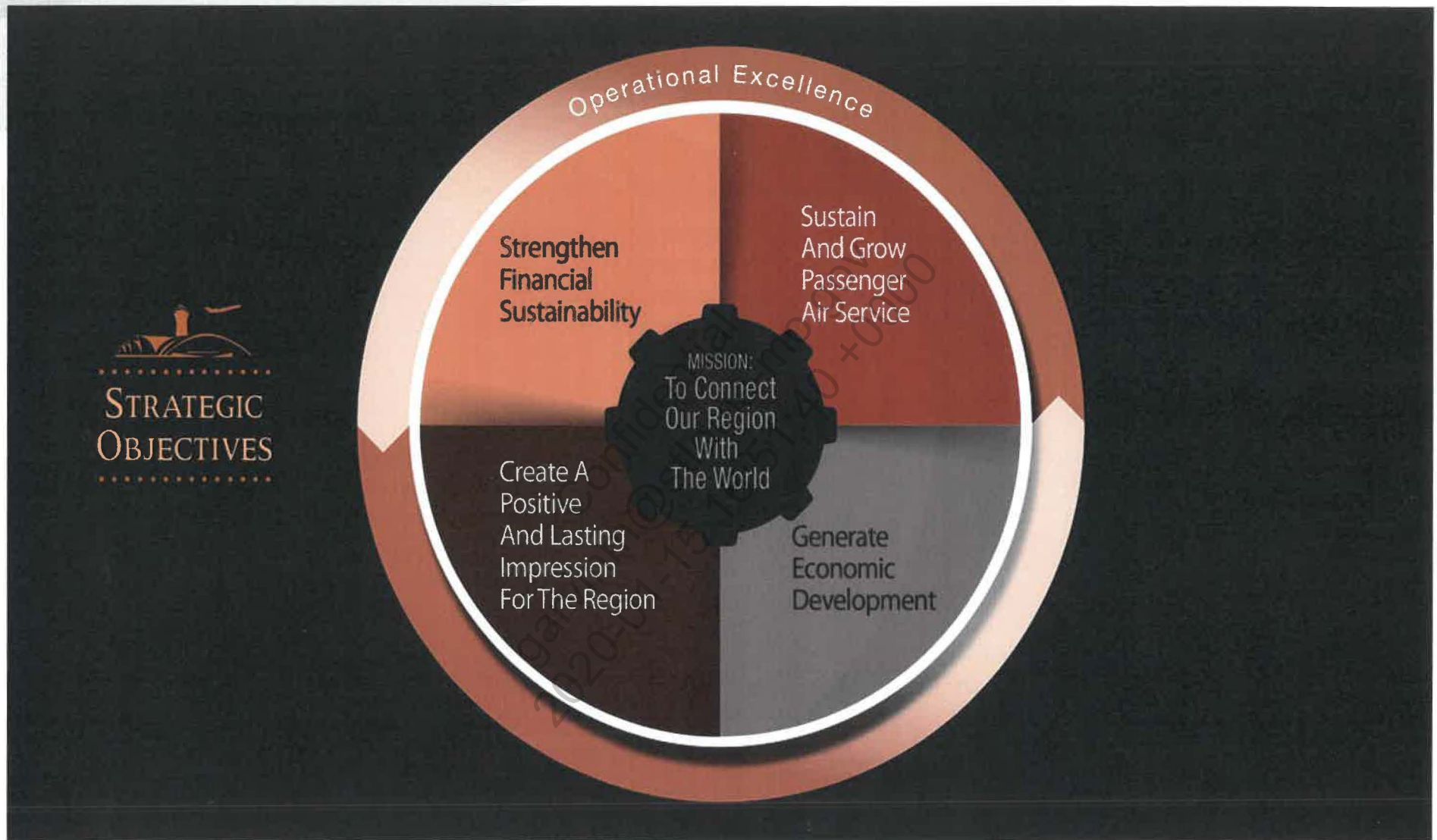
2017



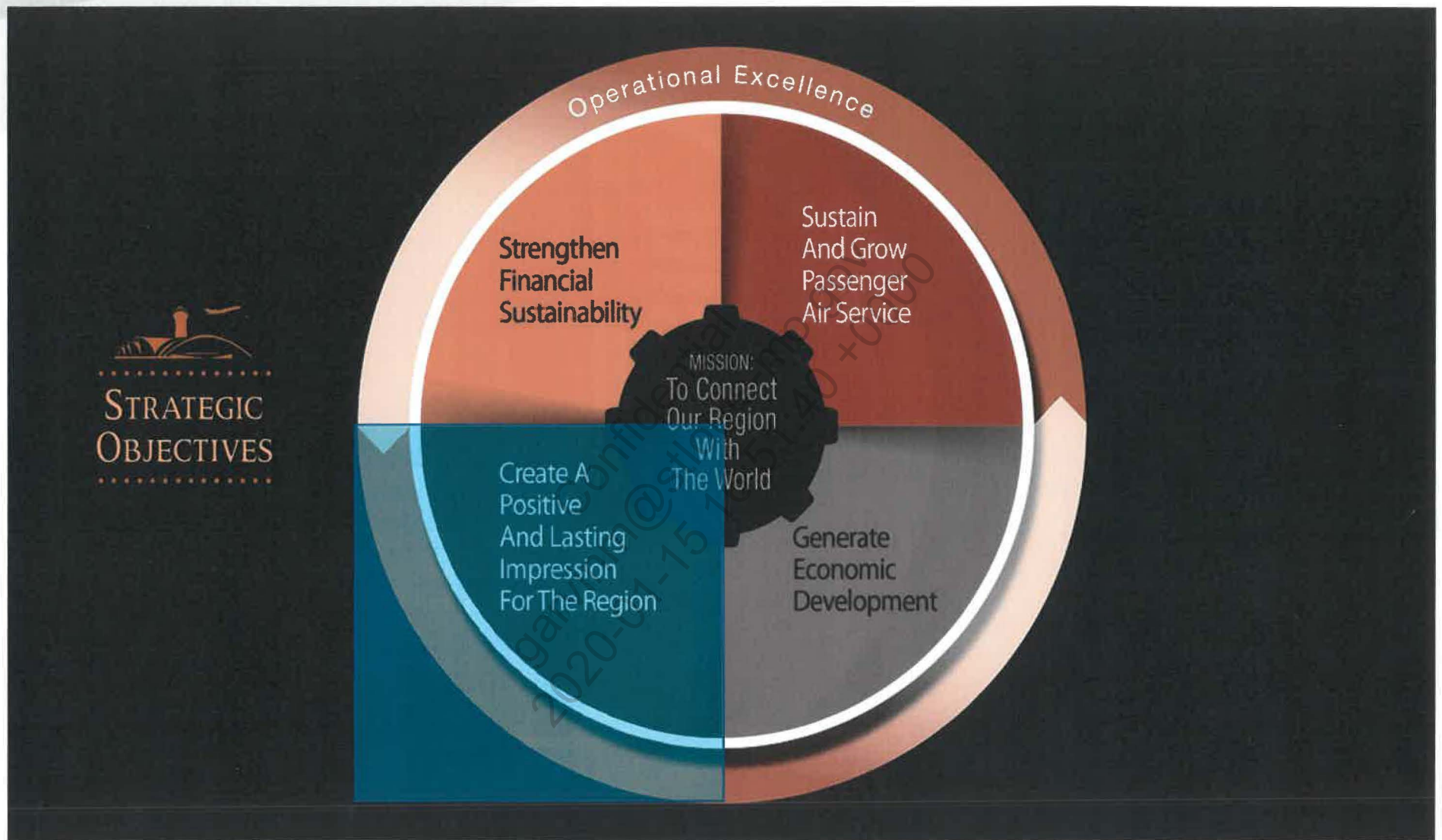
**ST. LOUIS LAMBERT**  
INTERNATIONAL AIRPORT.



# STL Campaign



# STL Campaign





Travelers want an easy, smooth experience.

**EASY**  
**EFFICIENT**  
**FRIENDLY**  
**CONVENIENCE**  
**CONNECTED**  
**COMFORTABLE**  
**RELAXING**  
**STREAMLINED**  
**ENJOYABLE**  
**MODERN**  
**SPEEDY**  
**HOSPITABLE**

STL scores the highest in ease and convenience with an average of 4.5 out of 5.



Airport Service Quality

Check in waiting time.

Efficiency of staff.

Courtesy of check-in staff.

Courtesy of security staff.

Safe/secure feeling.

Security waiting time.

Thoroughness.

Ease of finding way.

Ease of connections.

Courtesy of airport staff.

## What STL stakeholders are saying...

### **Regional Asset**

*"It's a huge regional asset, and it has a lot to give this city."*

### **Midwestern Flavor**

*"It's kind of that Midwestern thing. We are big enough to get you where you are going, but we are small enough to know you and care for you."*

### **Ease & Convenience**

*"What is especially nice is that it is this robust airport and yet it is easy to get in and out of, it isn't crazy like you would think an airport might be."*



## What STL stakeholders are saying...



## **RATIONAL BENEFIT**

An easier journey.

## **EMOTIONAL BENEFIT**

Confidence – a better travel experience.



We are over 7,000 strong, supporting 25,000 jobs, generating \$3.6 billion in economic impact for the St. Louis region. Every day, we fly 40,000 passengers 322,000 miles- to the moon and beyond - to keep our community moving.

**It's all in a day's work.**

## OUR BRAND PERSONALITY

Sophisticated

Confident

Vibrant

Approachable

Modern

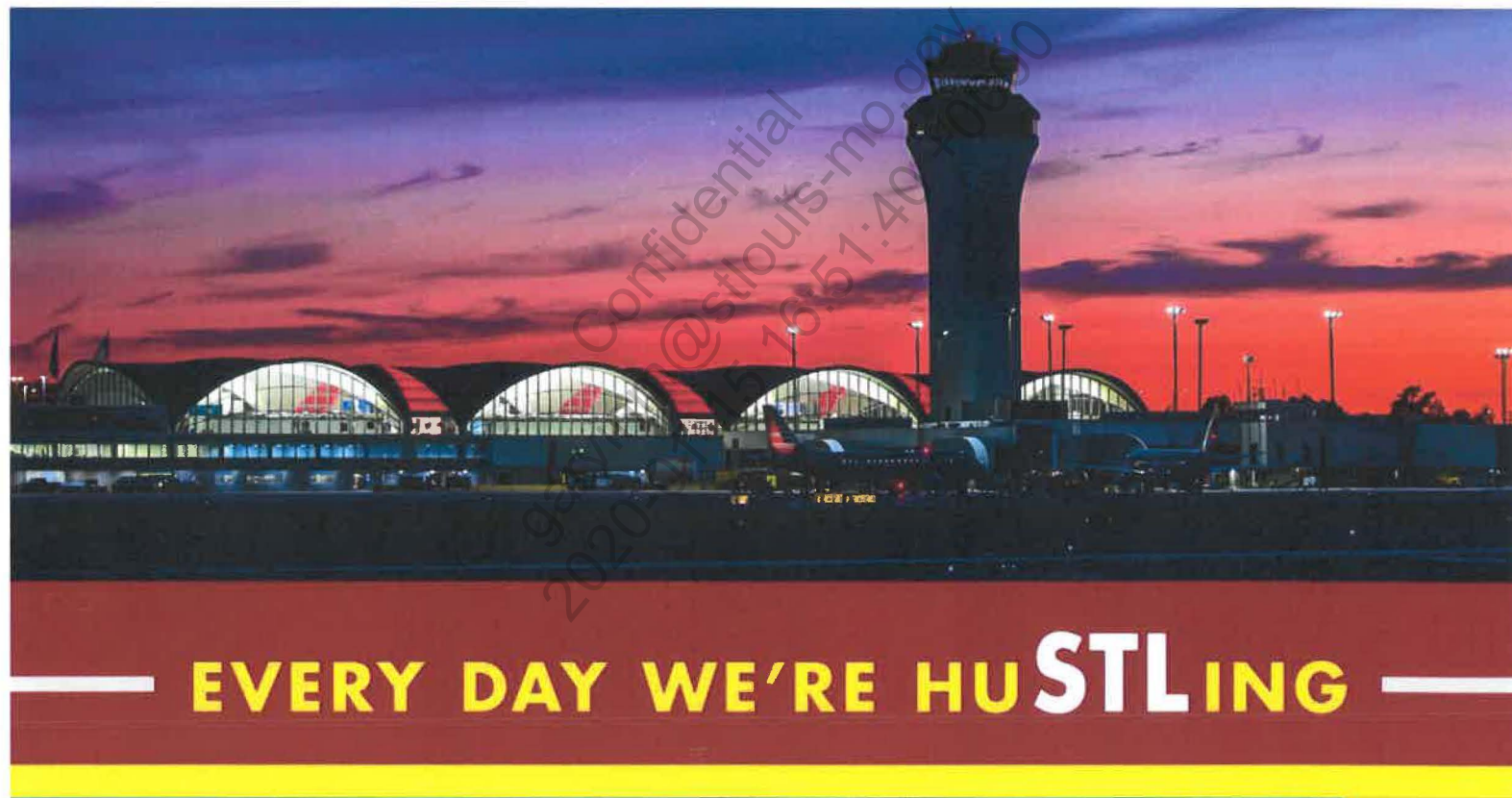
Efficient



## OUR BRAND MESSAGE

Every day we're hu**ST**Ling—  
for you.

## OUR BRAND MESSAGE



## MESSAGE ACTIVATION



## MESSAGE ACTIVATION





## MESSAGE ACTIVATION

— **OVER 6 SQUARE MILES** —

Yet surprisingly easy to get around.



— **IT TAKES A SMALL CITY** —

7,000 employees work here to get you there.



## MESSAGE ACTIVATION



## MESSAGE ACTIVATION

ENJOY THE BU**STL**E  
—NOT THE HASSLE—

Serving 40,000 passengers a day.



TO THE COA**STL**INES  
—AND BEYOND—

500+ flights a day.





## MESSAGE ACTIVATION





# MESSAGE ACTIVATION



## MESSAGE ACTIVATION



## MESSAGE ACTIVATION





## MESSAGE ACTIVATION





## MESSAGE ACTIVATION



## MESSAGE ACTIVATION

**YOU'RE IN THE FAST<sup>STL</sup> LANE NOW**



ST. LOUIS LAMBERT  
INTERNATIONAL AIRPORT.

Where making connections  
is made easy.

**YOUR GATEWAY TO THE COA<sup>STL</sup> LINES AND BEYOND**



ST. LOUIS LAMBERT  
INTERNATIONAL AIRPORT.

We hope to serve  
you again soon!

## MESSAGE ACTIVATION





## MESSAGE ACTIVATION

**STLAirPortal.com**

**Introducing STL's new online resource  
for employees and partners.**

- Stay Informed with the latest **STL** news and operations updates.
- Track arrival and departure dates for upcoming conventions.
- Receive discounts on local concerts and events.

***STLAirPortal.com puts it all at your fingertips.***





# Online Employee Communications

The screenshot displays the STL AirPortal website. At the top left is the STL logo and the text "AirPortal A Resource for Partners and Employees". A search bar is located at the top right. Below the header is a row of six icons with labels: Badging (shield icon), Properties (key icon), SMS (warning triangle icon), Operations (gears icon), BDD (family icon), and Resources (wrench icon). Below this row are three main content areas. The left area has a red background with the text "— WE'RE — HONESTLY HUMBLD" and "THANK YOU FOR RATING US 4.42 OUT OF 5.00 FOR COURTESY AND EFFICIENCY." The middle area features a "CATCH UP ON GIVING" badge and a "NOMINATE AN AIRPORT EMPLOYEE TODAY" banner. The right area is titled "Recent News" and includes a photo gallery with the headline "Stop and Focus: STL Exhibit Profiles St. Louis City Life and Neighborhoods" and a sub-headline "They call it a Photo Flood. A band of amateur and professional photographers strategically".

STL AirPortal  
A Resource for Partners and Employees

STL AirPortal  
A Resource for Partners and Employees

Badging Properties SMS Operations BDD Resources

— WE'RE —  
HONESTLY  
HUMBLD

THANK YOU FOR RATING US  
4.42 OUT OF 5.00 FOR  
COURTESY AND EFFICIENCY.

LEARN MORE FUN FACTS ABOUT HOW  
STL MAKES TRAVEL A LITTLE EASIER.

CATCH UP ON GIVING  
GREAT CUSTOMER SERVICE  
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

NOMINATE AN  
AIRPORT  
EMPLOYEE  
TODAY

Making Your Day • Joyful Attitude • Solving A Problem • Great Service  
Pride In Performance • Respectful Attention • Exceptional Effort

Recent News

Stop and Focus: STL Exhibit  
Profiles St. Louis City Life and  
Neighborhoods

They call it a Photo Flood. A band of amateur  
and professional photographers strategically

## Online Employee Communications

The screenshot displays the AirPortal website, which serves as a resource for partners and employees. The header features the STL logo and the text "AirPortal A Resource for Partners and Employees". A search bar is located in the top right corner. Below the header, a row of eight icons represents different services: Airlines, Security, Maps, Shop, Dine, Services, Parking, and Transport. Each icon is accompanied by its respective label. The main content area is divided into four sections: "Find Your Flight" with a "Find your flight" button; "Discounts and Events" with a description of airport-wide events and a "See All" button; "FAQ" with a description of flight arrival recommendations and a "See All FAQs" button; and "Conventions/Meetings" with a description of upcoming events and a "Read More" button. The footer includes a weather widget showing "54° | Partly Cloudy" and a navigation bar with links for "Contact Us", "Get our eNewsletter", and "Visit FlyStl.com".

**AirPortal**  
A Resource for Partners and Employees

**STL** | **AirPortal**  
A Resource for Partners and Employees

**Airlines** **Security** **Maps** **Shop** **Dine** **Services** **Parking** **Transport**

**Find Your Flight**  
Find your flight

**Discounts and Events**  
Get the latest information on airport-wide employee events and special offers and discounts for events in St. Louis. ...  
See All

**FAQ**  
How early should I arrive for my flight? The TSA recommends passengers arrive 2 hours prior to their scheduled boarding time. Arriving early can also...  
See All FAQs

**Conventions/Meetings**  
Check out the upcoming conventions and meetings scheduled for the St. Louis Region with key arrival and departure dates....  
Read More

☀ 54° | Partly Cloudy

Contact Us | Get our eNewsletter | Visit FlyStl.com



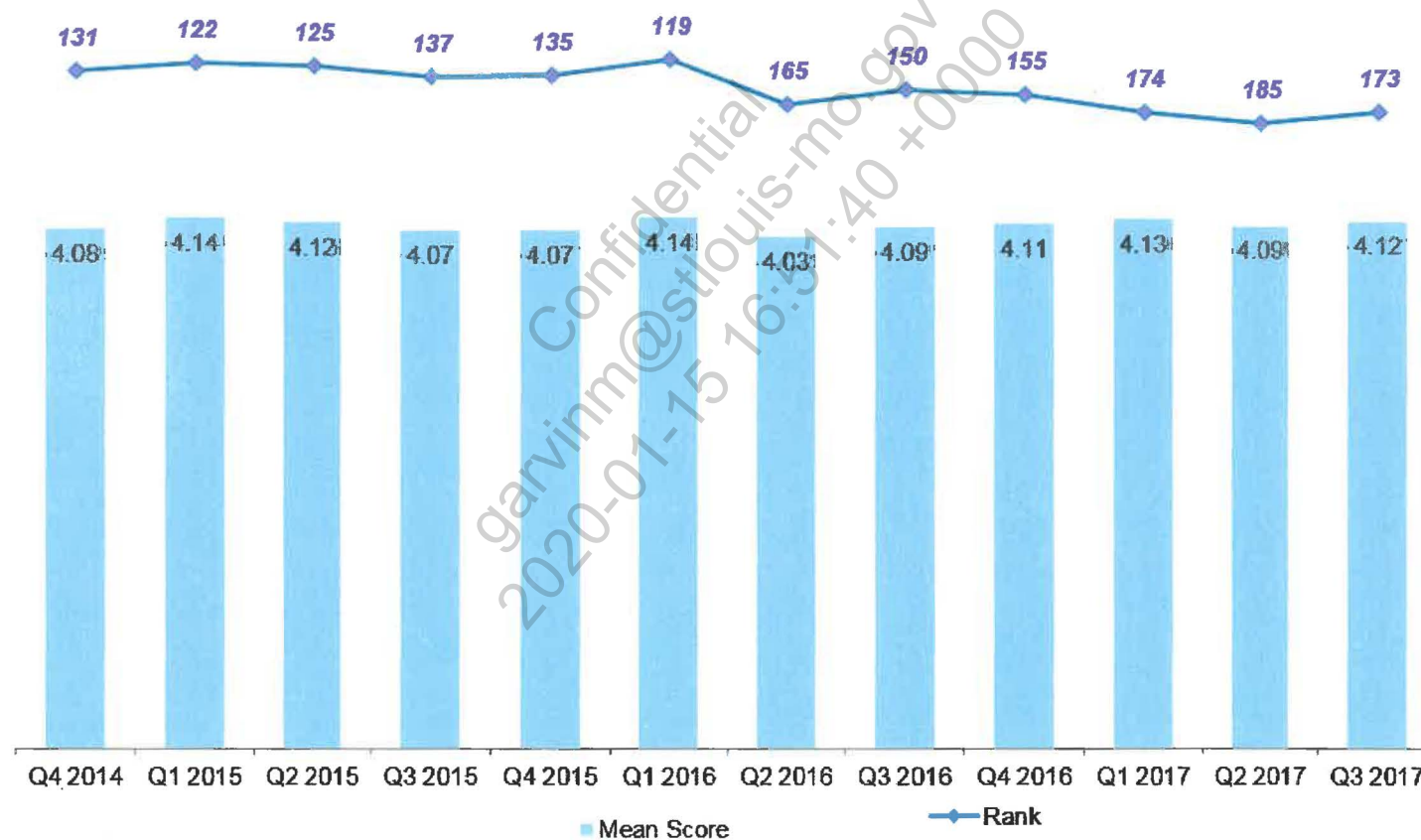
# Passenger Satisfaction Report **STL – Group Benchmark**

Q3 2017



# Overall Satisfaction

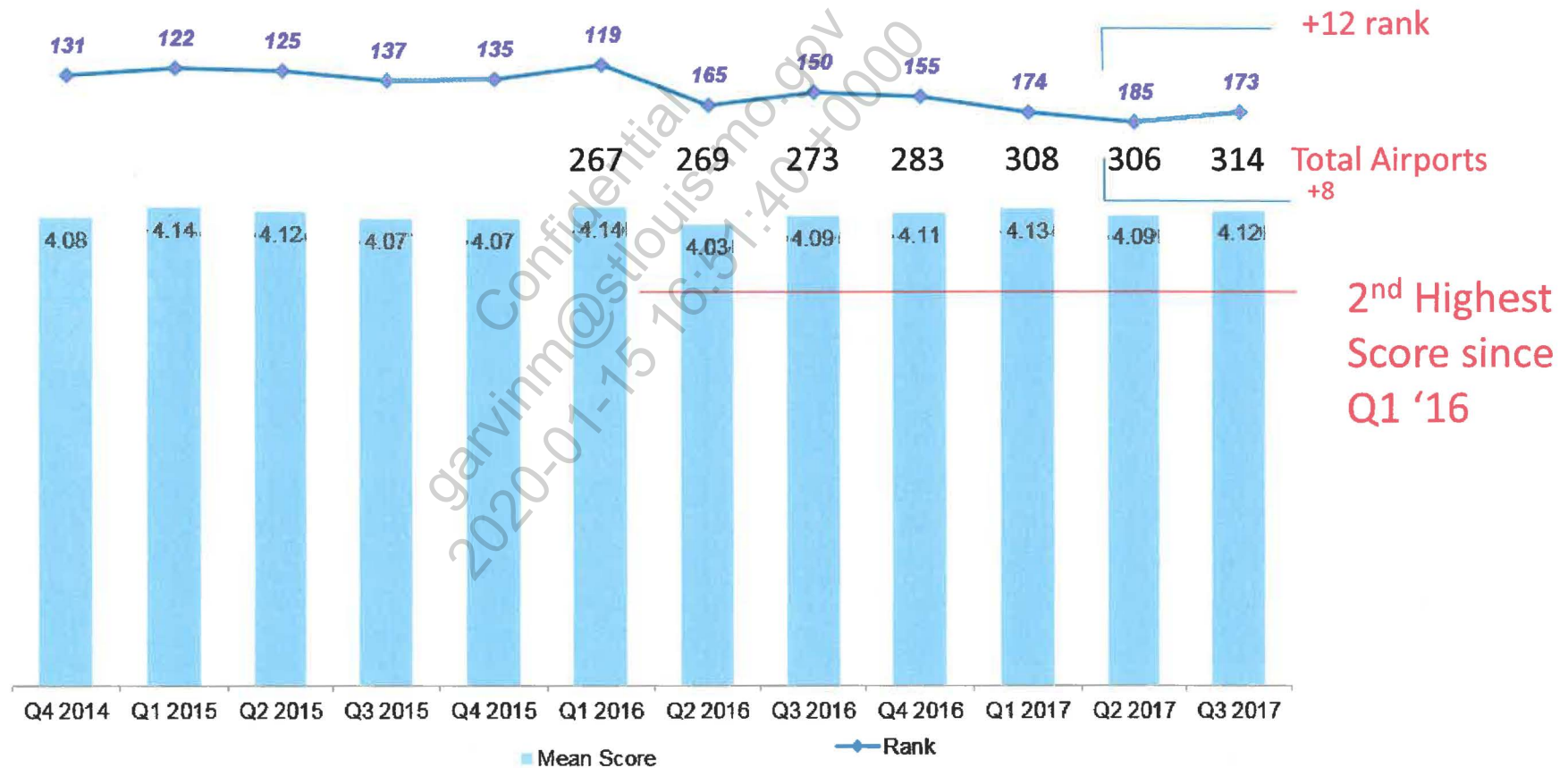
Overall Satisfaction with the Airport





# Rank and Score Trend

## Overall Satisfaction with the Airport



## Top 10 vs Panel 27 Airports

Category	Panel Rank
Ground Transportation	8
Parking Facilities	9
Value of Parking Facilities	9
Wait Time in Check-in	7
Efficiency of Check-in	6
Courtesy of Check-in Staff	8
Waiting Time at Passport ID	3
Courtesy of Inspection Staff	8
Courtesy of Security Staff	8
Thoroughness of Security Inspection	6
Waiting time at Security Inspection	4
Feeling Safe and Secure	7
Flight Information Screens	8
Walking Distance Inside the Terminal	10
Ease of Making Connections	8
Courtesy of Airport Staff	9
Customs Inspection	9

17/34

## Contact Info

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Public Information Manager

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jrlea@flystl.com



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