Community Engagement Advisory Committee
August 2016

Momentum of Transformation

Marketing/
Community
Engagement

Strategic Planning

Systems/Operations
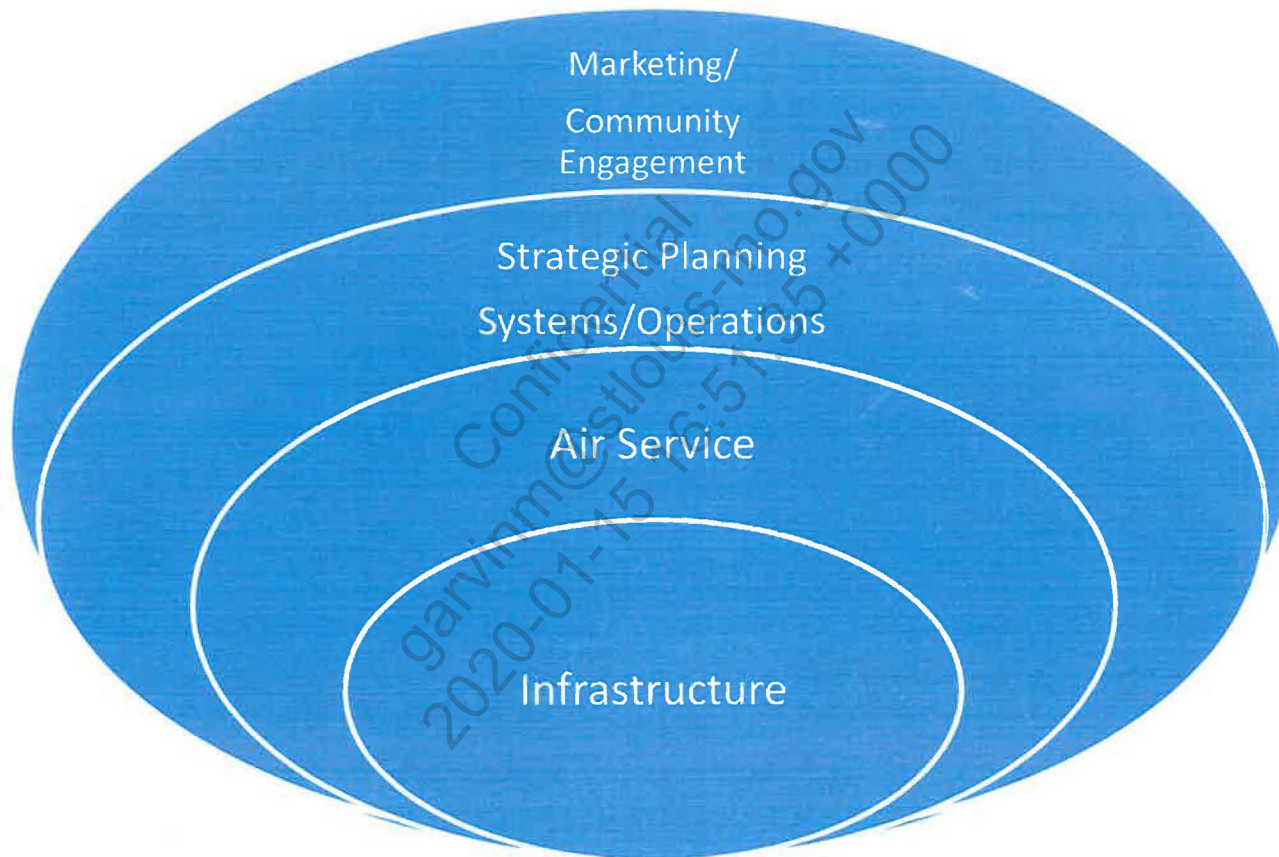
Air Service

Infrastructure

Infrastructure: Airport Experience Program 2008- 2014

Airport Marketing Strategy Review

Air Service: 2015-2016

12 new destinations – STL's top 6 target cities get non-stop service

AUS · MKL · PDX · SNA · LIT · FOD · PIT · DSM · ICT · OAK · CLE · LIR

Top 10 in U.S. airports in seat capacity growth – 9.1%

733,000 more seats

70 non-stop destinations

Passenger Traffic – 9% increase in CY2016

Southwest surpasses 100 flight/day – 43 destinations

CY 2015- 12.8 million passengers (best since 2010)
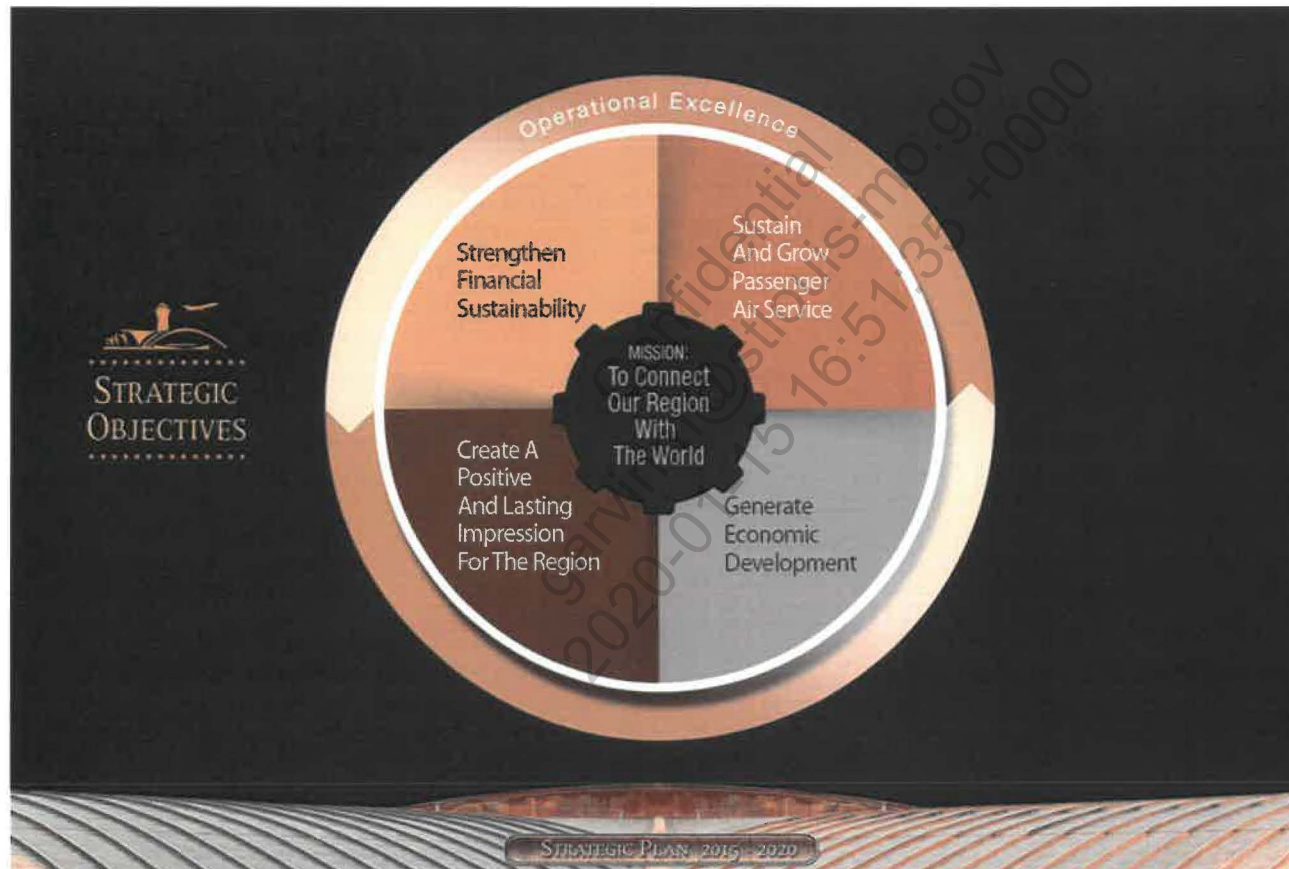
2010- 12.3 million passengers
       1.1 million fewer seats
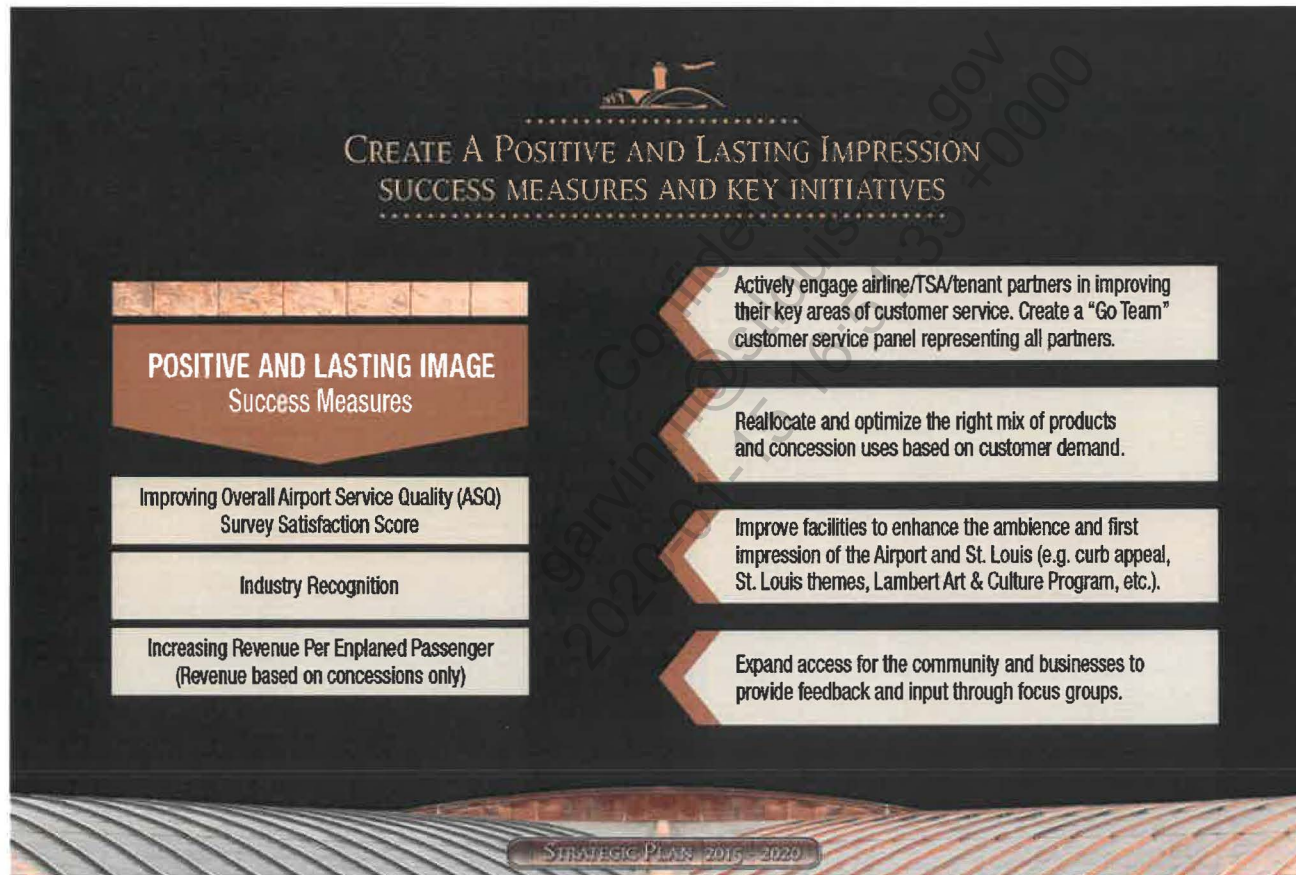   54 non-stop destinations (April 2010)

Strategic Planning: Launched 2014

Airport Marketing Strategy Review

Strategic Planning

CREATE A POSITIVE AND LASTING IMPRESSION
SUCCESS MEASURES AND KEY INITIATIVES

POSITIVE AND LASTING IMAGE
Success Measures

Improving Overall Airport Service Quality (ASQ) Survey Satisfaction Score

Industry Recognition

Increasing Revenue Per Enplaned Passenger (Revenue based on concessions only)

Actively engage airline/TSA/tenant partners in improving their key areas of customer service. Create a "Go Team" customer service panel representing all partners.

Reallocate and optimize the right mix of products and concession uses based on customer demand.

Improve facilities to enhance the ambience and first impression of the Airport and St. Louis (e.g. curb appeal, St. Louis themes, Lambert Art & Culture Program, etc.).

Expand access for the community and businesses to provide feedback and input through focus groups.

STRATEGIC PLAN 2015 - 2020

Community Engagement Advisory Committee: September 2015

Staff:
- Rhonda Hamm-Niebruegge, Airport Director
- Brian Kinsey, Assistant Director, Marketing and Business Development
- Jeff Lea, Public Relations Manager

Airport Commission:
- June Fowler, Sr. Vice-President Corporate and Public Communications, BJC HealthCare
- Sean Fitzgerald, Vice President Airport Properties and Relations for Enterprise Holdings

Community:
- Brian Hall, Chief Marketing Officer at St. Louis Convention and Visitors Commission
- Chris Zimmerman, President/CEO Business Operations, St. Louis Blues

LAMBERT-ST. LOUIS INTERNATIONAL AIRPORT®

Community Engagement Advisory Committee

Special Focus
1 Year or less

Target Objectives-

- Review current airport marketing and community outreach programs and strategies

- Define key marketing strengths and attributes of B2C and B2B marketing efforts

- Identify key tactics to improve airport's public and industry perceptions/positions

- Recommend new marketing strategy and goals that align with 2015-2020 Strategic Plan
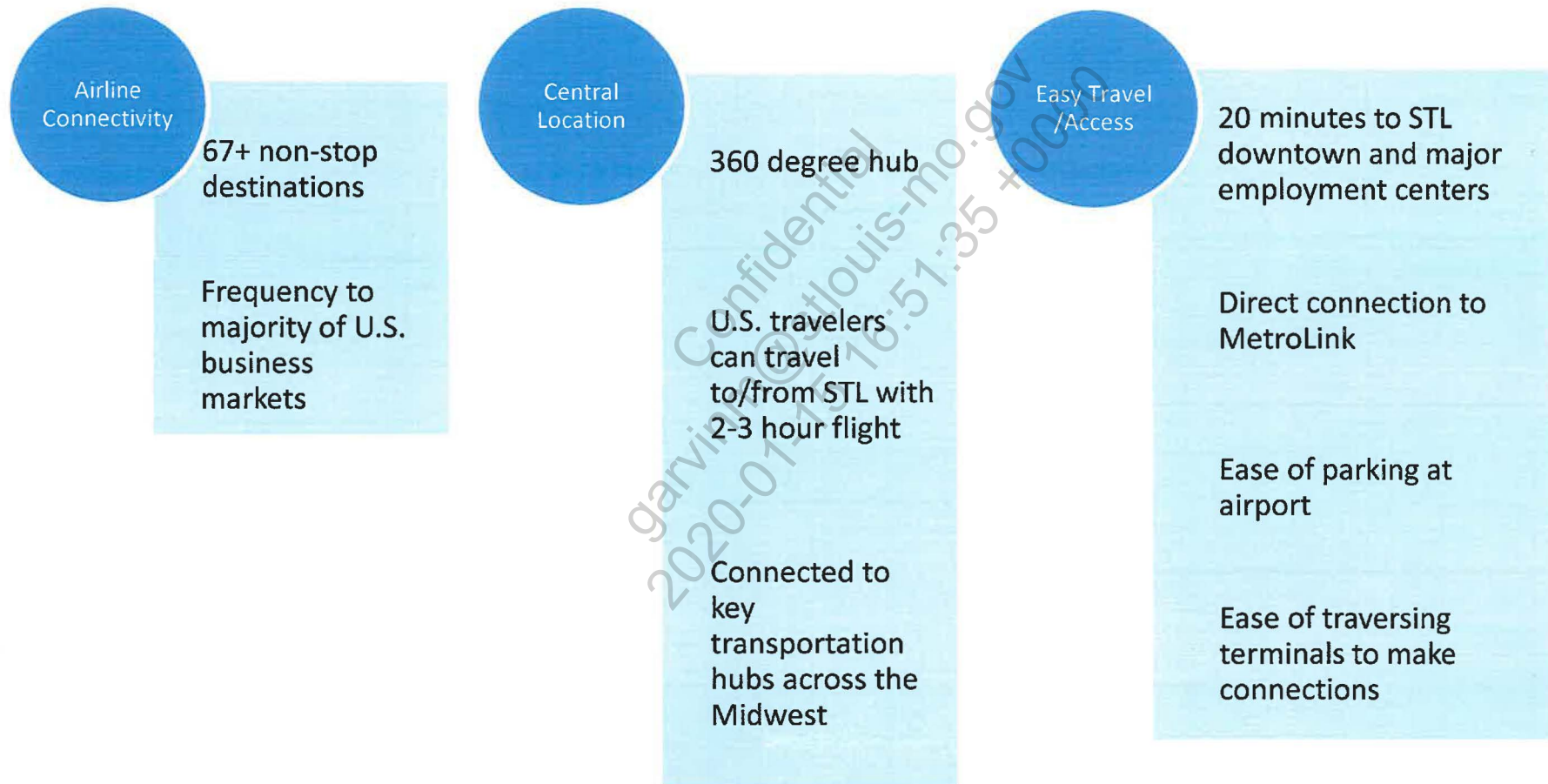
Community Engagement Advisory Committee

Key Findings:

- Airport's current marketing strategy is split between public and business/industry audiences and lacks global cohesive messaging

- Airport should focus on key marketing positions

- Marketing should incorporate best assets of city/region

- Airport name should be more clearly linked to city/region
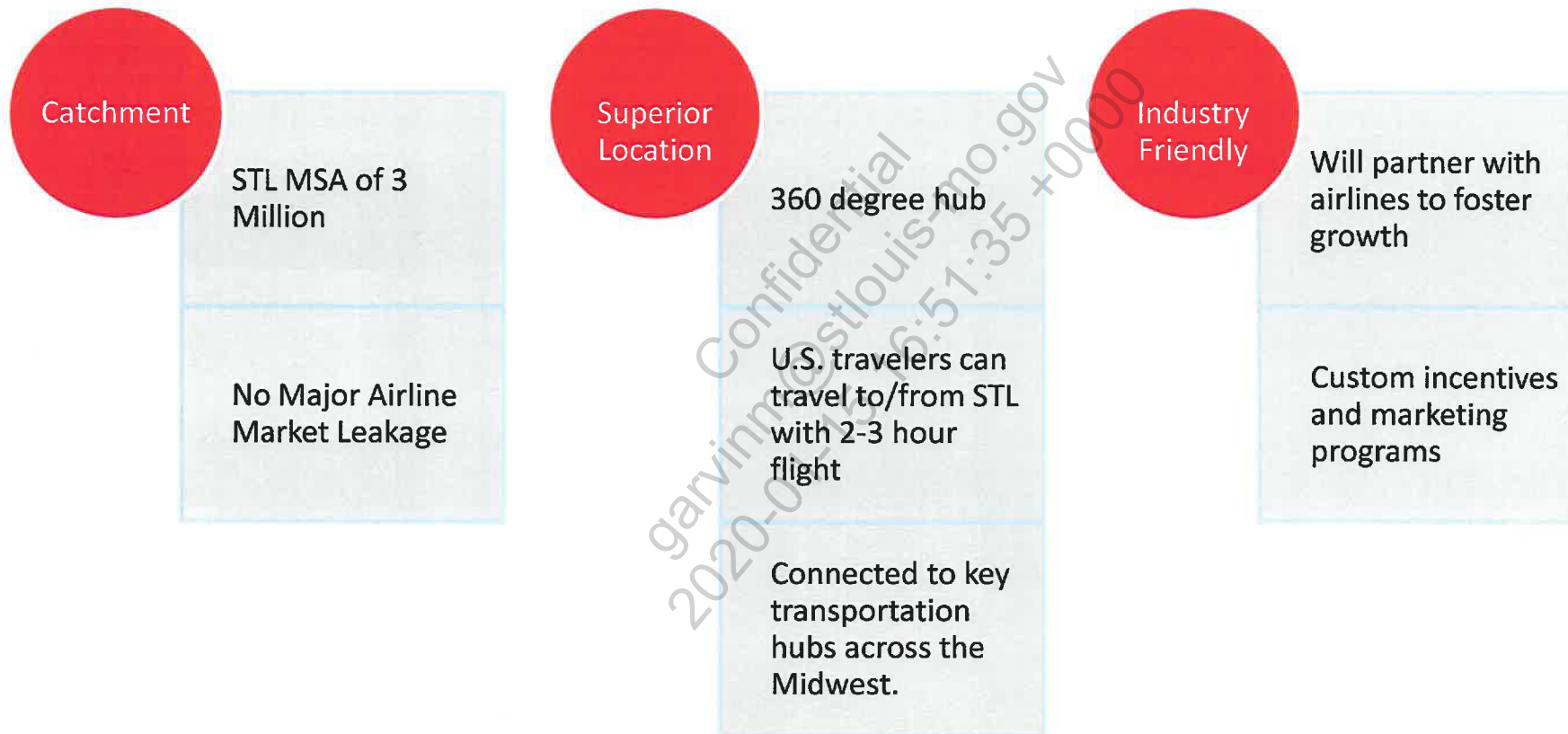
Airport Marketing Strategy Review

Top Marketing Positions/Strengths- Public

Airline Connectivity

67+ non-stop destinations

Frequency to majority of U.S. business markets

Central Location

360 degree hub

U.S. travelers can travel to/from STL with 2-3 hour flight

Connected to key transportation hubs across the Midwest

Easy Travel /Access

20 minutes to STL downtown and major employment centers

Direct connection to MetroLink

Ease of parking at airport

Ease of traversing terminals to make connections

Airport Marketing Strategy Review

Top Marketing Positions/Strengths- Business &Industry

Catchment

STL MSA of 3 Million

No Major Airline Market Leakage

Superior Location

360 degree hub

U.S. travelers can travel to/from STL with 2-3 hour flight

Connected to key transportation hubs across the Midwest.

Industry Friendly

Will partner with airlines to foster growth

Custom incentives and marketing programs

Top Marketing Positions/Strengths- Regional Impact

Airport Ranking

150/3,824 airports in the world

Top 4%

31/457 U.S. airports ranking in passengers

Top 7%.

Economic Catalyst

$3.6 billion impact on 15-county region

25,000 jobs supported

Prime real estate for commercial development with airfield access.

January 2016- Passenger Survey: Insights Strategic Marketing and Research

Key Findings: Name Recognition

- Awareness vs familiarity of "Lambert" name

- 70%-High awareness- understand there's a connection to STL

- 63% -Low familiarity – don't know why the name is connected to STL.

- 56% of locals had no familiarity with Lambert name

- Less than 17 out of 600 respondents correctly identified connection and relevance of Lambert's name and the reason the Airport was named after Albert Bond Lambert.

January 2016- Passenger Survey: Insights Strategic Marketing and Research

Key Findings: Continued

- Name associations- Former mayor, restaurant, a baseball player, "Just the airport", a wealthy individual, Lindbergh, "It's where I grew up."
- Response: "I need to fly to St. Louis, not 'Lambert'. Placing 'Lambert' first causes delays in locating airport via electronic searches."

Split Marketing Programs

Lambert-St. Louis International
Airport since 1971

Air Service Marketing- B2B-
branding since 2008

Recommendation:

- Airport's primary marketing focus should be the St. Louis (STL) region, which has tremendous marketing power and recognition

- Airport's name should emphasize St. Louis first, because the Airport markets nationally and internationally for passenger, cargo and other business.

- St. Louis as the primary focus gives global audience an instant geographic marker for the region.

- St. Louis as the primary name is more compatible with airport code (STL) and connects easier with global audience for online ticket purchases or information searches.

- Lambert name should be repositioned in the official name- keep historical link to Airport namesake

- STL airport code should be the key airport identifier in all marketing messaging which promotes both Airport and region as a whole

Recommendation:

1. "St. Louis International Airport at Lambert Field"

- Regional and destination identity
- More direct and effective national and international marketing
- Makes it easier for customers/passengers to find information, connect to airport and/or book tickets.
- Continue to honor and celebrate history of founder Albert Bond Lambert
- Retains local identity- important to community

2. Core Brand Identity - STL
- Airport code
- Regional identifier
- Use across communication elements and platforms