



**City of Santa Barbara**  
Airport Department

Meeting: 09/20/17  
Agenda Item No. 10

**DATE:** September 20, 2017  
**TO:** Airport Commission  
**FROM:** Hazel Johns, Airport Director  
**SUBJECT:** Alaska Airlines Social Media Promotion

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**RECOMMENDATION:**

That Airport Commission receive a presentation about a recently completed social media promotion of Alaska Airlines' new mainline Boeing 737 direct service to Seattle.

**DISCUSSION:**

The Airport was pleased to learn earlier this year that Alaska Airlines intended to upgauge its direct service to Seattle with the introduction of service on Boeing 737-800 aircraft. This daily service would add an additional 83 seats per departure and entailed a significant new investment by Alaska in the Santa Barbara market, with new ground equipment and a near doubling of leased space in the ticketing area of the terminal.

Alaska Airlines offered two round trip Santa Barbara – Seattle tickets to the Airport for a social media promotion. The promotion started with the introduction of the new aircraft on August 28. Generous amounts of TV news, newspaper, and web news outlet coverage helped drive Santa Barbara area residents to the Airport's Facebook page where they could enter to win the tickets. The promotion was a tremendous success with over 2,200 people entering to win. A winner was drawn on September 12.

**PREPARED BY:** Business Development/Marketing