



City of Santa Barbara
Airport Department

Meeting: 6/20/18
Agenda Item No. 10

DATE: June 20, 2018
TO: Airport Commission
FROM: Hazel Johns, Airport Director *HJ*
SUBJECT: Airport Marketing Program Update

RECOMMENDATION:

That Commission receive a presentation about the Airport's marketing program to support air service growth, including plans for the upcoming fiscal year.

DISCUSSION:

The Airport introduced its "Depart Differently" marketing campaign in 2017 with new messages and imagery intended to emphasize the superior air travel experience that Santa Barbara offers.

The Airport's investments in media advertising also were recalibrated to more narrowly target likely local travelers.

In fiscal year 2018, the Airport will continue to work toward developing the most cost-effective and impactful marketing program possible with limited resources.

The Airport's marketing firm, Hiltachk Marketing Group, will provide an update about planned marketing efforts in conjunction with the entrance of new air carriers and a recently completed Request for Proposals process to determine the Airport's advertising investments in 2018-19.

PREPARED BY: Business Development & Marketing