




City of Santa Barbara
Airport Department

DATE: September 21, 2022
TO: Airport Commission
FROM:  Brian D'Amour
SUBJECT: Airport Marketing & Communications Program Update

RECOMMENDATION:

That Commission receive a presentation about the Airport's strategic marketing and communications program to support air service growth and community engagement efforts, including a review of the previous year and plans for the upcoming fiscal year.

DISCUSSION:

The Airport's Marketing and Communications Program utilizes a strategic plan to inform the catchment area of SBA's superior air travel experience and services. Investments in media, digital, outdoor, radio and social media advertising are among the avenues the Airport markets these services.

Marketing & Communications Measurements:

- Website traffic & engagement
- Airline website traffic through FlySBA.com
- Load Factors
- Social Engagement
- Additional media metrics to be assigned in final plan

Marketing & Communications Objectives:

- Encourage air travel among leisure (primary) and business (secondary) travelers who reside in the catchment area.
- Position SBA as the airport of choice among residents of the catchment area.
- Use social media to reinforce the access and ease of use message, and position SBA as a valuable community asset.
- Create new, and nurture existing, community partnerships resulting in enhanced public perception and overall awareness

The Airport's marketing agency, Hiltachk Marketing Group, will provide an update on the results of the FY22 strategic marketing and communications plan and plans for the upcoming FY23.

PREPARED BY: Airport Marketing Division