



**long beach**  
airport

where the going is easy®

## Public Affairs Highlights and Initiatives January 2020

### Advertising/Marketing

Long Beach Airport (LGB) continued to market itself with Adopt-A-Highway and large Airport signs along the 405 Freeway, pole banners on Donald Douglas Drive, signage in the Walter Pyramid at Long Beach State, and electronic signs with LGB's Travel well. Travel Long Beach. messaging in the baggage claim area.

An updated route map includes LGB's newest Southwest Airlines service to Maui. It was widely distributed via social media, as well as posted on the website.



### Nonstop Destinations from Long Beach Airport (LGB)

#### American Airlines

- Dallas/Ft. Worth, TX
- Phoenix, AZ

#### Delta Air Lines

- Salt Lake City, UT

#### Hawaiian Airlines

- Honolulu, HI
- Maui, HI

#### Southwest Airlines

- |                        |                       |                  |
|------------------------|-----------------------|------------------|
| • Austin, TX           | • Houston, TX (Hobby) | • Reno, NV       |
| • Chicago, IL (Midway) | • Las Vegas, NV       | • Sacramento, CA |
| • Dallas, TX (Love)    | • Maui, HI            | • St. Louis, MO  |
| • Denver, CO           | • Oakland, CA         | • San Jose, CA   |
| • Honolulu, HI         | • Phoenix, AZ         |                  |



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\* Service begins March 2021

\*\* Service begins April 2021

All destinations subject to change | Rev. 1/21

## Community Outreach

We continued to engage with the community via our social media channels. In January, we announced the launch of the Airport's two new COVID-19 testing sites; highlighted our sustainability efforts; continued to recognize passengers and visitors who #MaskUp to slow the spread of COVID-19; remembered Dr. Martin Luther King Jr. on MLK Day; announced Southwest service to Maui; shared Bob Senske's new art that is displayed throughout the concourse; celebrated the launch of Aeroplex/Aerolease Group's new solar energy project; and promoted our ACI Airport Health Accreditation.

We published our monthly edition of the *Business Partner Brief*. Our featured business partner in January was ABM.



### LGB Business Partner Spotlight: ABM

This month we'd like to introduce Mahmud Patel, ABM's General Manager at LGB. He recently hit his 30-year anniversary with the company, first starting out in 1990 as a shift manager at LAX and then working his way up through various roles. This is his second stint at LGB and is in charge of all airport parking operations.



Director Cynthia Guidry spoke and flipped the ceremonial switch at Aeroplex/Aerolease Group's virtual ribbon-cutting ceremony for their new solar energy project. The virtual event streamed on Long Beach Airport's Twitter and Facebook accounts.



**Customer Experience**

Two COVID-19 testing sites began operation at Long Beach Airport in January. In partnership with Hawaiian Airlines, the Airport's first COVID-19 testing site is available exclusively for the airlines' guests traveling to the Hawaiian Islands. For this testing site, Hawaiian partnered with Long Beach-based Worksite Labs. The Airport's second testing site is adjacent to the Hawaiian Airlines testing location. It will be administered by Covid Clinic and made available by appointment to any ticketed LGB traveler.



## Government Affairs

Two Airport Public Affairs staff members continued to assist with the City's response to COVID-19; one supports the Joint Information Center and the other has been reassigned to the Health Department as part of the COVID-19 surveillance unit.

Long Beach Airport achieved accreditation from the leading trade organization for airports for its commitment to ensuring the health and safety of its passengers and employees since the start of the COVID-19 pandemic. Airports Council International administers the Airport Health Accreditation program and assesses cleaning and disinfection, physical distancing, staff protection, physical layout, passenger communications and passenger facilities. This accreditation affirms the Airport's hard work, especially by the Maintenance and Building Services teams. We announced the good news on social media and will continue sharing a series of posts related to the accreditation while thanking the Airport staff who made it possible.



## Media

There were 86 earned media placements in January. The top two stories focused on Long Beach Airport's COVID-19 testing sites and the new Southwest Airlines destination to Maui.

## Social Media

**Facebook** was up to 18,408 likes in January. The post with the greatest reach (5,164):

**Long Beach Airport**  Published by Lindsey Ann [?] · January 7 · 

Spotted: A KC-10 performing a touch and go earlier this week at LGB. 🙌





**5,164** People Reached

**376** Reactions, Comments & Shares 

<b>271</b> Like	<b>87</b> On Post	<b>184</b> On Shares
<b>29</b> Love	<b>7</b> On Post	<b>22</b> On Shares
<b>12</b> Wow	<b>6</b> On Post	<b>6</b> On Shares
<b>45</b> Comments	<b>3</b> On Post	<b>42</b> On Shares
<b>20</b> Shares	<b>20</b> On Post	<b>0</b> On Shares

**349** Post Clicks

<b>34</b> Photo Views	<b>0</b> Link Clicks 	<b>315</b> Other Clicks 
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on page 

Twitter was up to 13,650 followers in January. Tweets in January generated 85,500 impressions. The Twitter post with the most interest:

**Long Beach Airport**  @LGBAirport

Here's a closer look at some of the new [#LongBeach](#) inspired paintings by Bob Senske that hang throughout our airport. Can you recognize any of these classic LB locations? 🌴🌊



Impressions times people saw this Tweet on Twitter	5,363
Total engagements times people interacted with this Tweet	323
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	194
<b>Detail expands</b> times people viewed the details about this Tweet	76
<b>Likes</b> times people liked this Tweet	40
<b>Retweets</b> times people retweeted this Tweet	3
<b>Hashtag clicks</b> clicks on the hashtag(s) in this Tweet	3

**Instagram** was up to 8,307 followers in January. The posts averaged 176 likes each. The most popular Instagram post:

LGBAIRPORT  
**Posts**



**igbairport** ✓  
Long Beach Airport

...



View Insights

Promote

♡
💬
📍

...

🔖

Liked by liveinlbc and others

**igbairport** Spotted: A KC-10 performing a touch and go earlier this week at LGB. 🍷

♡  
321

💬  
11

📍  
23

🔖  
6

28  
Profile Visits

3,240  
Reach

Interactions ⓘ

28

Actions taken from this post

Profile Visits

28

Discovery ⓘ

3,240

Accounts reached  
44% weren't following igbairport

Follows

3

Reach

3,240

Impressions

3,516

From Home

1,975

From Explore

1,361

From Profile

131

From Other

49