



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives May 2022

Advertising/Marketing

Long Beach Airport (LGB) installed new billboard-size signs along the 405 Freeway, both northbound and southbound.



Community Outreach

We continued to engage with the community via our social media channels. In May, we celebrated Star Wars' #MayTheFourth (Be with You) and Memorial Day, provided construction updates, shared more new coloring sheets from our design contest and congratulated California State University Long Beach graduates.





May is Asian American and Pacific Islander Heritage Month, which pays tribute to the generations of Asian and Pacific Islanders who have enriched America's history. Katherine Cheung defied racial and gender bias during the early years of aviation and became the first licensed Asian American female pilot in the United States, helping to pave the way for future generations.



LGB hosted a booth at the Ronald McDonald House Charities Walk for Kids where we engaged families and distributed promotional items.



We published our monthly edition of the Business Partner Brief. In May, our featured partner was Delta Air Lines Station Manager Quincy Lagrone, who is contracted through Unifi Aviation, the largest ground handling and aviation services company in North America.



LGB Business Partner Spotlight: Quincy Lagrone

This month we'd like to spotlight Quincy Lagrone, Delta Air Lines Station Manager, contracted through Unifi, the largest ground handling and aviation services company in North America. Delta offers direct flights at LGB connecting Long Beach to Salt Lake City.



We partnered with California State University, Long Beach, for an LGB-branded shirt giveaway at a Dirtbags baseball game on May 1.



We hosted an in-person Airport tour for 40 people from the Bixby Knolls Strollers group on May 21.



Customer Experience

Our brand-new Ticketing Lobby and Checked Baggage Inspection System (CBIS) facility officially opened for business on May 4. Features of the 16,700-square-foot facility, which is anticipated to receive a Leadership in Energy and Environmental Design (LEED) Silver certification, include:

- Common use ticket counters and self-service kiosks for greater flexibility according to flight schedules and demand.
- Ticket counters and well-positioned kiosks with non-porous, anti-microbial surfaces.
- Ample square footage for improved passenger circulation.
- Improved baggage checking.
- Optimized energy performance, LED lighting and reduced indoor and outdoor water usage.

The state-of-the-art CBIS facility, at 6,545 square feet and connected to the Ticketing Lobby, allows the Transportation and Security Administration (TSA) to more efficiently screen checked baggage.



Explosive Detection System units used for checked baggage screening at Long Beach Airport.

Wayfinding signage to guide departing passengers to the new check-in location was installed.



A new directory, which includes the Ticketing Lobby, has been installed to assist visitors.



The Historic Terminal was illuminated in red, white and blue lights to commemorate Memorial Day!

The Little Brass Café remains open, until the historic terminal closes for construction this fall, and is now accepting orders from its outdoor cart.



Our LGB Live! Summer Concert Series returned on May 27. Thirty local musical acts are scheduled to entertain travelers on Friday evenings and Sunday afternoons through Labor Day weekend.



Government Affairs

Director Cynthia Guidry joined Southwest Airlines Vice President Dave Harvey on a tour of Long Beach Airport for corporate travel managers. LGB's many attractive amenities for business travelers, such as its convenient parking, the quick time from curb to gate and the beautiful outdoor space were highlighted.



Long Beach Airport was recognized as Organization of the Year by the California Transportation Foundation. The award highlights the excellent work of the LGB team and reflects our many recent accomplishments, from the completion of major construction projects to improved sustainability efforts and overall passenger experience – even during a pandemic!



Aeroplex Group Partners recently created and hosted the Aviation Professional Workshop, intended to provide a no-cost day session for college students to learn fundamental skills, including interview skills and resume writing. Presentations were provided by several regional airport management professionals, including Airport Director Cynthia Guidry.




Media

There were 148 earned media placements in May. The stories that garnered the most interest focused on the opening of the new Ticketing Lobby, wearing masks in public transportation hubs to deter the spread of COVID-19 and a mention of Long Beach Airport on Jimmy Kimmel Live!, as well as nearly 100 news stories broadcast on ABC affiliates showing the guest host filming himself at LGB when he found out that he would be hosting!

Social Media


Facebook was up to 19,829 likes in May. The post with the greatest reach (31,025):


Long Beach Airport

Published by Kate Kuykendall [?] · May 25 · 🌐

Two U.S. Navy F/A-18 aircraft will conduct operations at LGB this weekend. We anticipate they will arrive in the afternoon on Friday, 5/27, conduct flyovers for [Los Angeles Fleet Week](#) over the weekend, and depart in the morning on Tuesday, 5/31. They are significantly louder than aircraft that typically operate at LGB.

Due to the unique nature of the mission, military aircraft are exempt from noise regulations, but they will be using noise abatement procedures in the Long Beach area (modified arrival and departure flight profiles and minimum use of afterburners).




Performance for your post

31,025 People Reached

865 Reactions, Comments & Shares ⓘ



563 Like	166 On Post	397 On Shares
67 Love	27 On Post	40 On Shares
6 Wow	1 On Post	5 On Shares
2 Sad	0 On Post	2 On Shares
3 Angry	0 On Post	3 On Shares
129 Comments	44 On Post	85 On Shares
95 Shares	95 On Post	0 On Shares

Twitter was up to 14,452 followers in May. Tweets generated 47,400 impressions. The post with the most interest:


Long Beach Airport

@LGBAirport

[#MayTheFourthBeWithYou!](#) Visitors from a galaxy far, far away came to celebrate the opening of our new Ticketing Lobby. ✨

1:45 PM · May 4, 2022 · Twitter Web App

[View Tweet analytics](#) [Promote](#)

9 Retweets 1 Quote Tweet 40 Likes

Impressions 5,489

Total engagements 255

Media engagements 102

Detail expands 86

Likes 40

Profile clicks 13

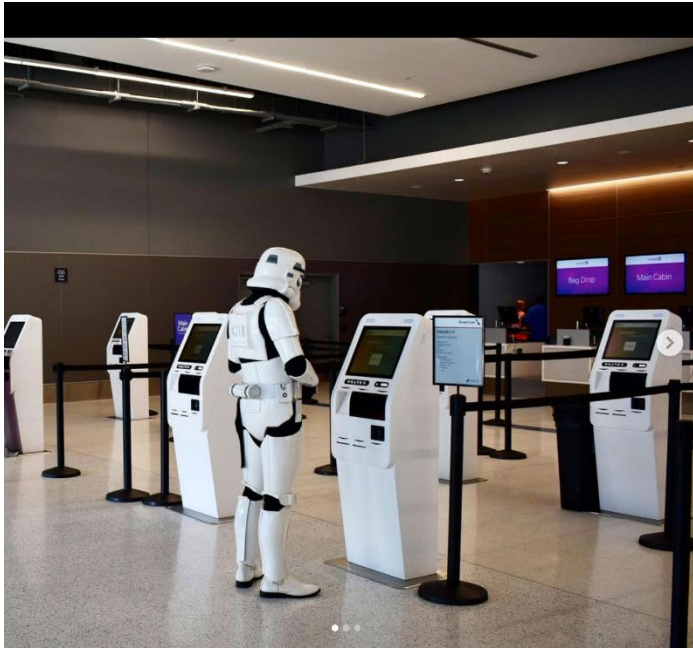
Retweets 10



Hashtag clicks 2



Replies 1

Link clicks 1


Instagram was up to 10,043 followers in May. Posts averaged 161 likes each. The most popular Instagram post:




**Igairport** 
Long Beach, California


**Igairport**  **#MayTheFourthBeWithYou!** Visitors from a galaxy far, far away came to celebrate the opening of our new Ticketing Lobby. ✨

4w


**darkroast247** TSA really stepped it up today ;)


4w 1 like Reply




**mary...lenz** 🤖

4w Reply







**happilybeardedafter** This is epic! 🙌🙌



4w Reply



[View insights](#)





 Liked by **kenmason562** and **363 others**


MAY 4


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Post Insights


×


Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)


364


6


85



7

Interactions 

43
Actions taken from this post

Profile Visits

43

Discovery 

2,113
Accounts Reached
17% weren't following Igairport

Impressions

2,558

From Home

2,080

From Profile

285

From Explore

12