



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives October 2022

Advertising/Marketing

LGB was recognized by Airports Council International – North America (ACI-NA) during its annual Excellence in Airport Marketing, Communications and Customer Experience awards ceremony. Long Beach Airport won the Digital Advertising category among stiff competition from airports across the United States and Canada. The award recognized LGB's digital advertising campaign in 2021, which focused on promoting LGB as the best launching point in Southern California for Hawaii travel and introducing Long Beach Airport to several new markets with new, nonstop service to Austin, Chicago and Dallas. LGB was also honored as a finalist in the Print Communications and Promotional Items categories.



LGB continues to market itself and its nonstop destinations through a variety of advertisements including a junior half-page full-color ad in the Long Beach Business Journal Travel and Tourism issue, a full-page color ad in the Gahr High School Music Program and a half-page full-color ad in the Long Beach Historical Society Cemetery Tour Program. We updated our "Seat Upgrade" promotion with California State University, Long Beach, to "First Class Fans" in the Pyramid for sporting events.



LGB promoted its Festival of Flight via social media boosts, an electronic billboard signage along the 405 Freeway, the City's intranet and internet sites and postcard-size flyer distribution to City employees and individuals at community events.



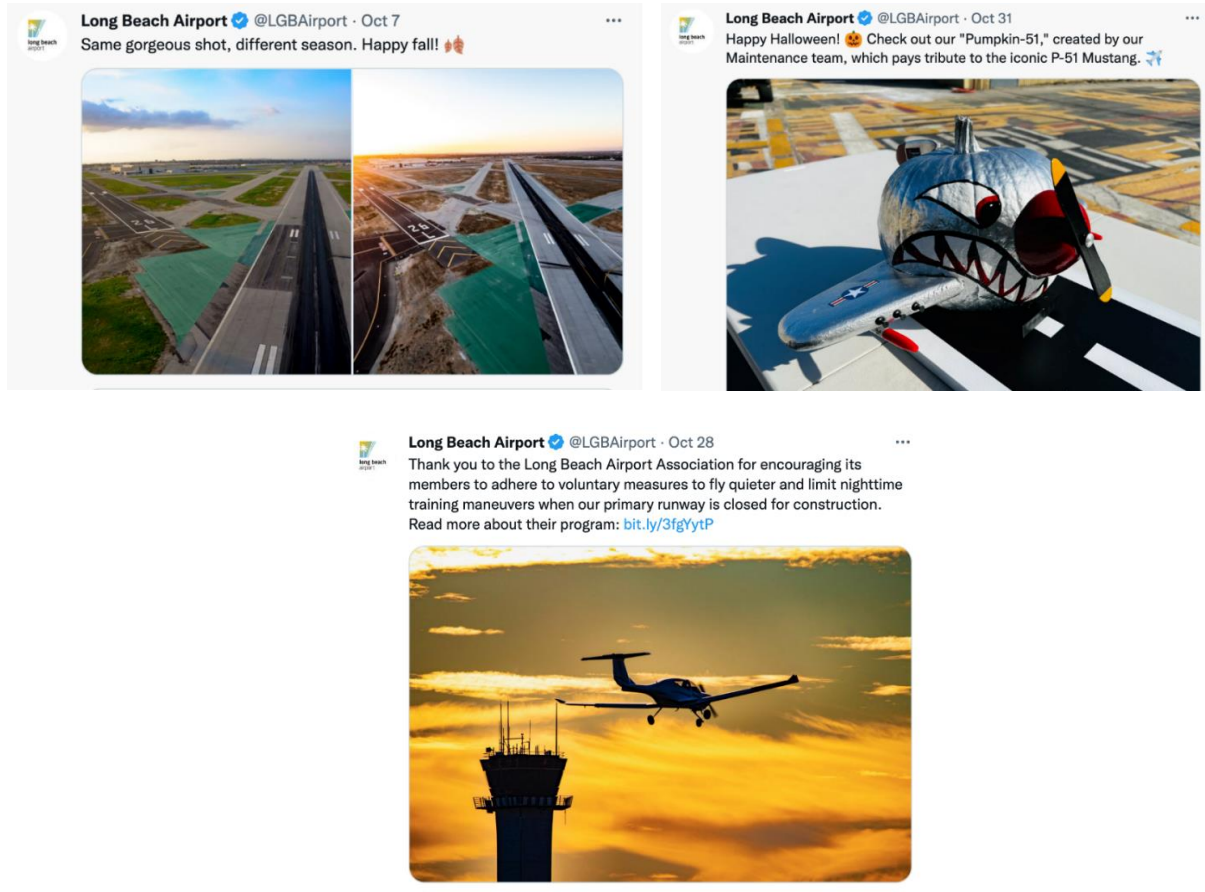
Community Outreach

On October 29, we presented our award-winning Festival of Flight! Approximately 13,000 people enjoyed static aircraft on display, children's activities, live music, food, beverages and helicopter rides.





We continued to engage with the community via our social media channels. In October, we celebrated fall and Halloween, promoted the Festival of Flight and acknowledged the Long Beach Airport Association's efforts to encourage its members to adhere to voluntary measures to fly quieter and limit nighttime training maneuvers.



We conducted two tours focused on Long Beach Airport's role in aviation history for 33 people. Kate McWatters, Commissioner of the Los Angeles Assessment Appeals Board, her father and a CSULB professor of American Studies, pictured here, enjoyed their tour!



A celebration showcasing the Able ARTS Work public art display in the outdoor garden area was held in October. Nearly 60 artists and their supporters attended the event. The nonprofit Able ARTS Work – which provides inclusive services for individuals with developmental disabilities, autism and all people through creative arts therapies and education – has brightened the way for LGB travelers with 14 works of art in a variety of mediums by local artists.



Long Beach Airport had a presence at three community events: Taste of Bixby Knolls, the LGBTQ Leaders Induction into the Equality Plaza at Harvey Milk Promenade Park and the Long Beach Marathon Lifestyle Expo where we reminded runners that LGB offers the fastest, most convenient options in Southern California.



We published our monthly edition of the Business Partner Brief. In October, our featured partner was “Banner Tow Bob” Dobry, President of AdsThatFly.com, an expert in customized aerial advertising.

LGB Business Partner Spotlight: Banner Bob Dobry

This month we'd like to look up to the sky at pilot Bob Dobry, President of AdsThatFly.com. Better known here at Long Beach Airport as “Banner Tow Bob,” the Long Beach native, with over 38 years of operation, is a recognized expert in creating and selling customized aerial advertising. He and his fleet have flown hundreds of commercial advertisements as well as personal messages in the sky for birthdays, proposals and special occasions.



Customer Experience

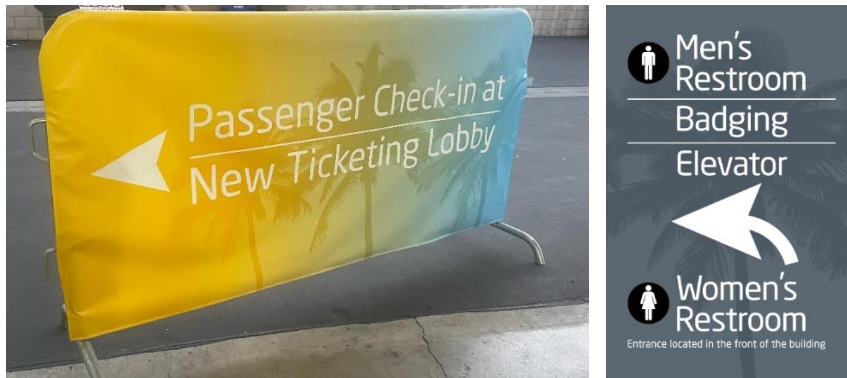
Long Beach Airport is proudly among the Top 10 Best Airports in the United States, based on votes by readers of Condé Nast Traveler Magazine! Ranking eighth nationwide, LGB was called out by the magazine as “easy to fall for” and “charming.”



Our historic terminal was illuminated in a variety of colors to commemorate significant events: Oct. 1 to 30 pink and purple for Breast Cancer Awareness Month and Domestic Violence Awareness Month, Oct. 15 pink and blue for Pregnancy and Infant Loss Remembrance Day, Oct. 17 and Oct. 19 to 21 red and green in support of Iran during recent protests and Oct. 31 orange for Halloween.



New “Passenger Check-in” bike fence covers were placed to direct passengers to the new Ticketing Lobby. And new directional signs were produced and installed to enhance wayfinding to the restrooms and Badging Office in the historic terminal.



Government Affairs

LGB staff and members of the Airport Advisory Commission Sustainability Committee and sustainability consultants visited Orange County’s John Wayne Airport (SNA) to tour the campus, learn about one another’s sustainability initiatives and share best practices.



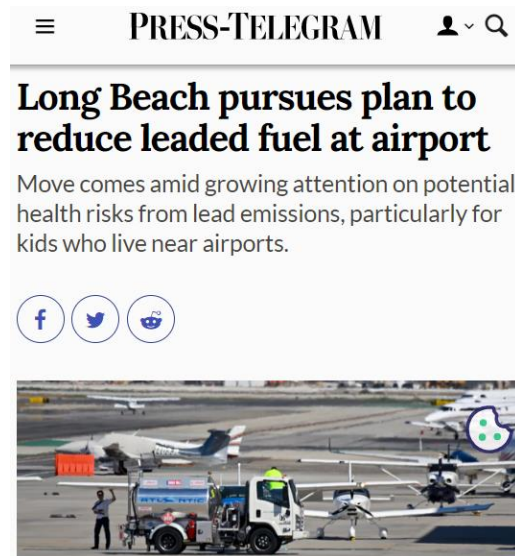
On October 20, the LGB team joined people across California in participating in the Great ShakeOut, an earthquake preparedness drill that reminds everyone to “Drop, Cover and Hold On” during an earthquake.

Media

In Fiscal Year 2022, Long Beach Airport was featured in more than 1,000 news clips, including more than 130 broadcast segments. Broadcast media showed the largest year-to-year increase, up to 132 mentions in FY22 compared to 52 mentions in FY21.

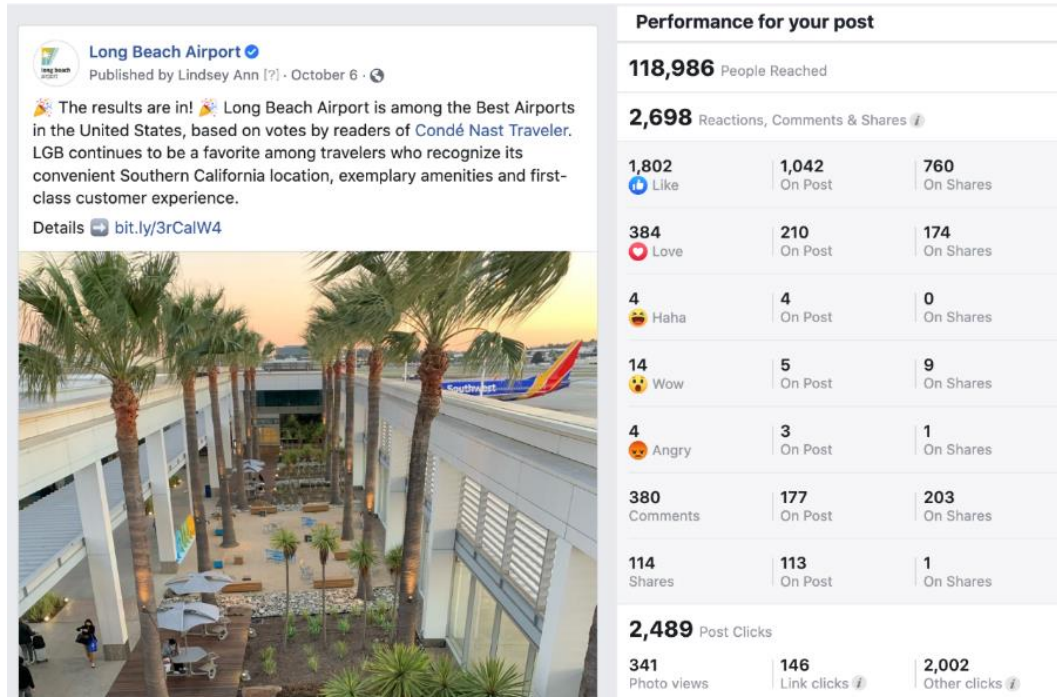
In October, there were 80 earned media placements. The stories that garnered the most interest focused on advance coverage of the Festival of Flight, the City of Long Beach

pursuing a plan to reduce leaded fuel at the Airport and LGB being among the best airports in the U.S.



Social Media

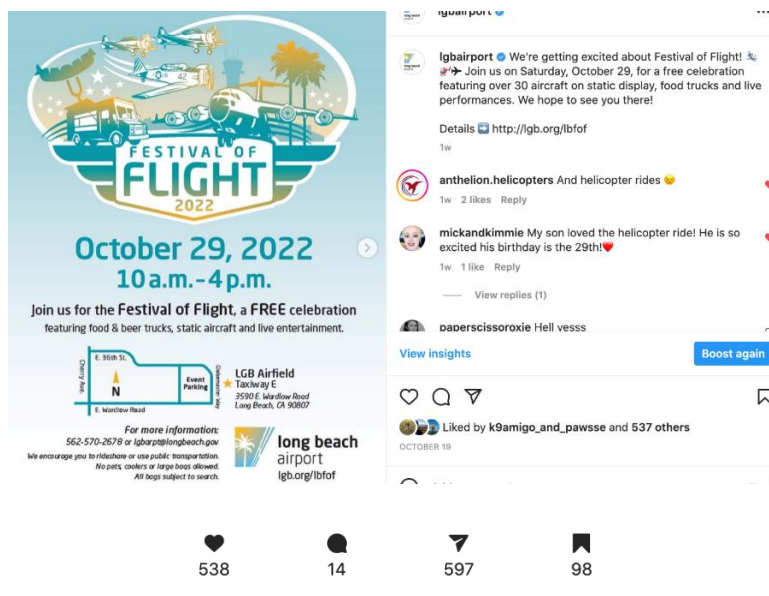
Facebook was up to 20,892 likes in October. The post with the greatest reach (118,986):



Twitter was up to 14,663 followers in October. Tweets generated 33,100 impressions. The post with the most interest:



Instagram was up to 10,941 followers in October. Posts averaged 222 likes each. The most popular post:



Interactions ⓘ

1,082
Ad taps

Website taps	580
100% from latest ad	
Profile visits	248
100% from latest ad	
Business Address Taps	4
100% from latest ad	