



**long beach**  
airport

where the going is easy®

## Public Affairs Highlights and Initiatives November & December 2022

### Advertising/Marketing

Long Beach Airport (LGB) continues to market itself and its nonstop destinations through a variety of advertisements including a 30-second commercial running during California State University, Long Beach basketball games on ESPN+, a full-page full-color ad in Condé Nast magazine, a junior quarter-page full-color ad in the year-end issue of the Long Beach Business Journal, a half-page full-color ad in the Mayor Garcia Farewell program and a half-page full-color ad in the 2022 Long Beach Inauguration program. We designed and produced new LGB banners for the Dia de los Muertos Parade and other parades, as well as a new free-standing branded banner to enhance our presence at indoor events.



## Community Outreach

We published our monthly edition of the Business Partner Brief. In November, our featured partner was Lieutenant Aaron Alu who oversees the Airport Police Section at Long Beach Airport.



NOVEMBER 2022

### LGB Business Partner Spotlight: Aaron Alu, Long Beach Police Department

This month we'd like to shine a spotlight on Lieutenant Aaron Alu, Airport Police Section Lieutenant. He's been with the Long Beach Police Department since 1996, having worked in a variety of roles – including being on downtown bicycle patrol, supervising LBPd's Vice Investigations Night Team, and serving on the S.W.A.T. team – before joining us here at LGB.



In November, we conducted two tours focused on Long Beach Airport's role in aviation history for 57 people from a home school and an adult transition school. Volunteers conducted an airport familiarization tour for five people, including an 18-year-old student who is visually impaired and preparing for her first independent travel experience on a commercial flight. In December, two tours were conducted for a total of 39 people, including a group of Poly High School Special Education students.



Long Beach Airport had a presence at several community events, including the Long Beach City College Job Fair, Dia de los Muertos Festival and the inaugural Dia de los Muertos Grand Parade, Port of Long Beach Women in Trade Conference, Construction Network Forum, the Belmont Shore Christmas and Daisy Avenue Christmas Tree Lane Parades, the International Tamales Festival, the Second Council District's Open House

and a career day at the California Academy of Mathematics and Science, a high school in the Long Beach Unified School District. We were thrilled to take home the “Most Festive Float” award at the Belmont Parade!





## Customer Experience

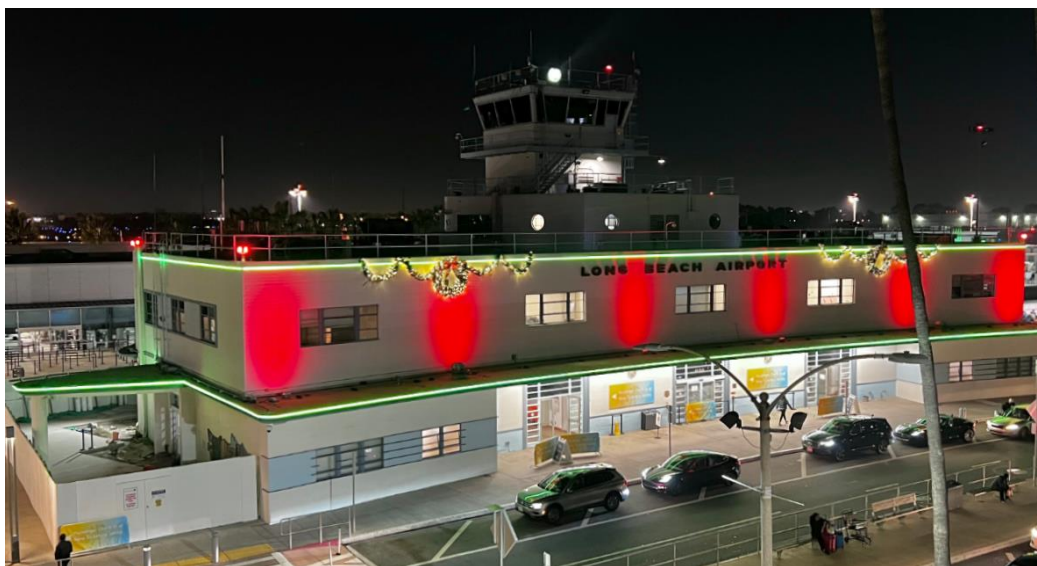
At the beginning of the holiday travel season, Long Beach Airport was honored to be listed by Forbes Advisor as the No. 1 Best Airport for Holiday Travel in the country. The publication used federal transportation data and scored the nation's 100 busiest airports based on key metrics, including customer complaints, flight delays, cancellations, increases in ticket costs and more. Long Beach Airport's perfect score boasted: the third-lowest average airfare increase between the months of October and December; the fifth-lowest percent of flight cancellations on average; and the eighth-lowest price increase of just .25% on airfare prices between the third quarter and fourth quarter of the year, representing an increase of just 16 cents, the ninth-lowest dollar increase in airfare. We're so proud to receive this national recognition!

To spread good cheer during the holiday travel season, the Airport featured live musical performances by local artists on Friday evenings and Sunday afternoons as part of its

LGB Live! seasonal music series. And Santa and Mrs. Claus made special appearances where travelers received complimentary hot cocoa, courtesy of Paradies Lagardère.



The Historic Terminal was illuminated in a variety of colors to commemorate significant events: Nov. 3 blue for Alzheimer Foundation of America Day, Nov. 11 red, white and blue for Veterans Day, Nov. 20 blue, white and pink for Transgender Day of Remembrance, Nov. 24 orange for Thanksgiving. Red and green lights were aglow for the holiday season throughout the month of December, in addition to Dec. 1 red for World AIDS Day, Dec. 18 the first night of Hannukah and Dec. 26 for the first night of Kwanzaa.



We celebrated Southwest Airlines' inaugural daily nonstop flight to Nashville International Airport (BNA) on Nov. 6 with California country singer-songwriter Victoria

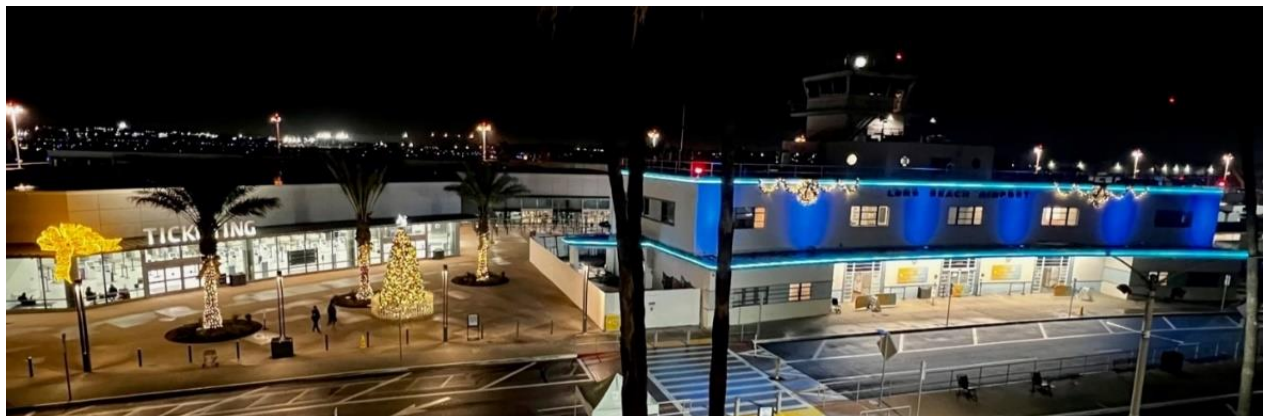
Bailey performing honky-tonk tunes for departing passengers, and those on the flight received customized commemorative cookies!



New Wi-Fi signs were installed in the Ticketing Lobby and Concourse and graphics were installed on the construction barricade walls to enhance wayfinding.



Holiday décor in the Ticketing building area, the concourse, the exterior of the Historic Terminal and the monument sign enhanced the experience for all visitors this season. The new Ticketing building graced our holiday card and we even added a special greeting to the Gate Information Display System in the concourse!





## Government Affairs

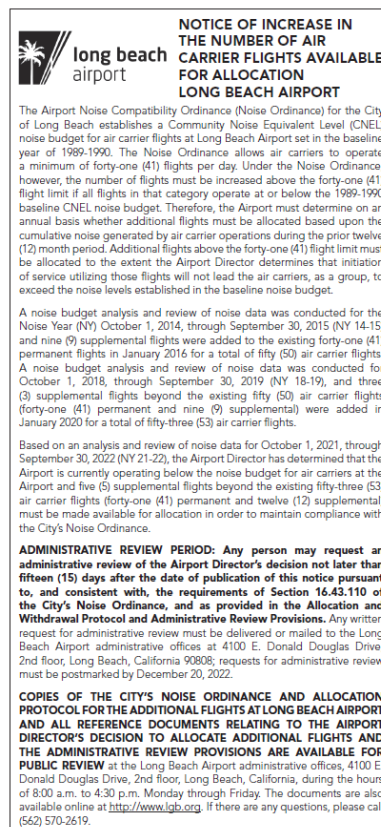
LGB recently purchased a new Aircraft Rescue Fire Fighting (ARFF) vehicle, which will be operated by the Long Beach Fire Department and housed at Fire Station 16. The new Oshkosh Striker 6x6 holds 3,000 gallons of water, up to 420 gallons of foam and 550 pounds of dry chemical extinguishing agent. It also sports 360-degree cameras with infrared thermal imaging to help personnel see through steam.



A dedication plaque to commemorate the opening of the new Ticketing Lobby was installed in the facility.



A public notice related to the increase in the number of air carrier flights available for allocation was published in the Press-Telegram to seek public comment.



## Media

In November, there were 191 earned media placements. The stories that garnered the most interest included Southwest Airlines' team recovering a forgotten phone at LGB,

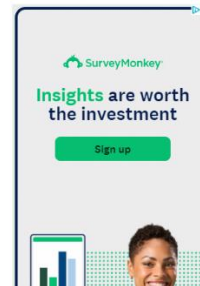
the inaugural flight to Nashville and the new Aircraft Rescue Fire Fighting vehicle. In December, there were 154 earned media placements. The dominant stories focused on Southwest Airlines' cancellations across their network, including LGB. Other top stories included LGB as the #1 Airport for holiday travel, Southwest initiating service from LGB to Orlando and the addition of five new supplemental flight slots.



NEWS

## 1st nonstop flight to Nashville takes off from Long Beach Airport

by Tess Kazenoff November 7, 2022



## Social Media

We continued to engage with the community via our social media channels. In November, we celebrated Aviation History Month by recognizing the legendary flight of the Spruce Goose in Long Beach, Veterans Day and Thanksgiving. And we announced LGB achieved Level 2 Airport Accreditation renewal and Southwest Airlines was awarded one permanent and one supplemental flight slot at LGB. In December, we commemorated Pearl Harbor Remembrance Day, highlighted the development of a 30,000 sq. ft. hangar with its sustainable design and Southwest Airlines' new weekly non-stop flight from LGB to Orlando, shared images of our holiday décor and celebrated the first nights of Hanukkah and Kwanzaa.



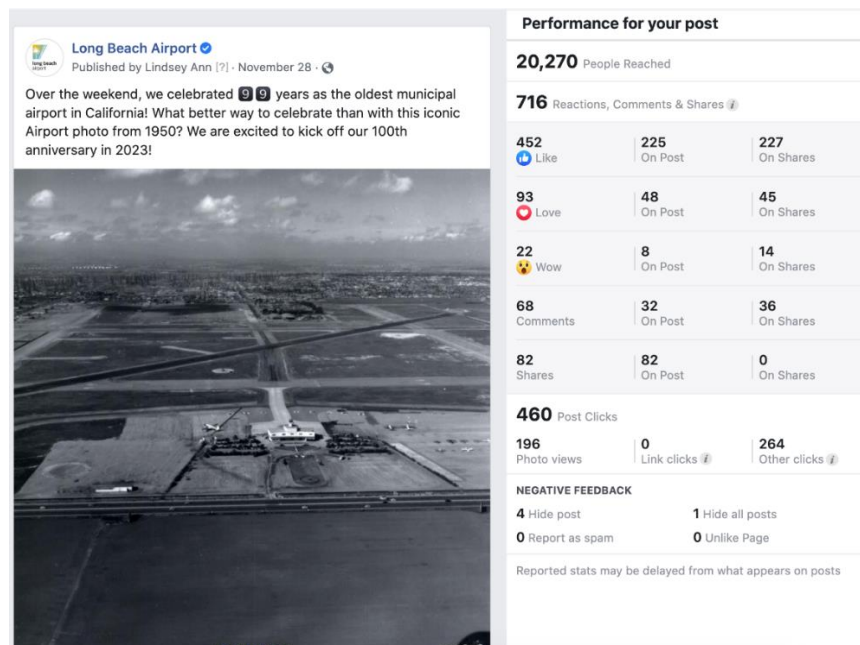


Long Beach Airport @LGBAirport · Dec 22, 2022  
Warmest wishes for a Happy #Hanukkah from LGB! 🕎

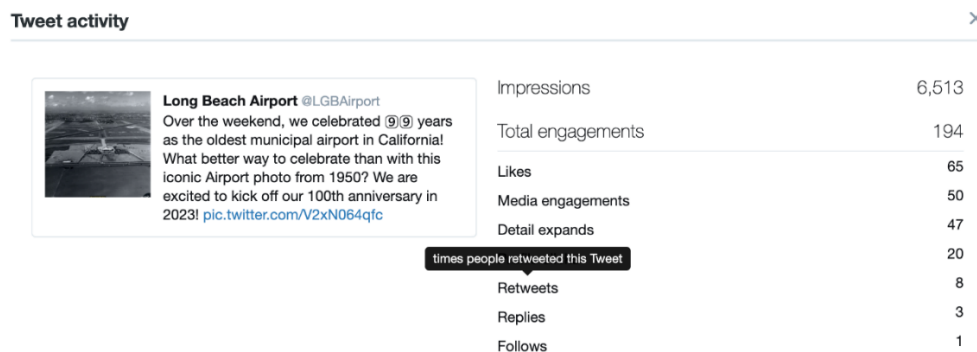


Long Beach Airport @LGBAirport · Dec 26, 2022  
Wishing a Happy #Kwanzaa to all those who celebrate!

Facebook was up to 20,989 likes in November. The post with the greatest reach (20,270):



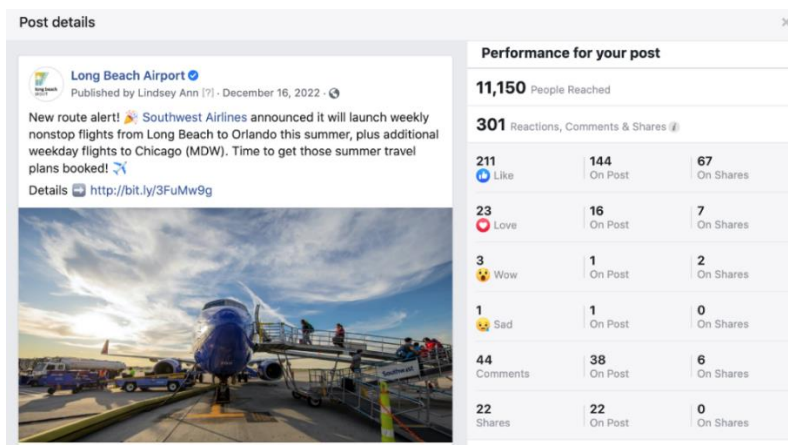
Twitter was up to 14,653 followers in November. Tweets generated 38,400 impressions. The post with the most interest:



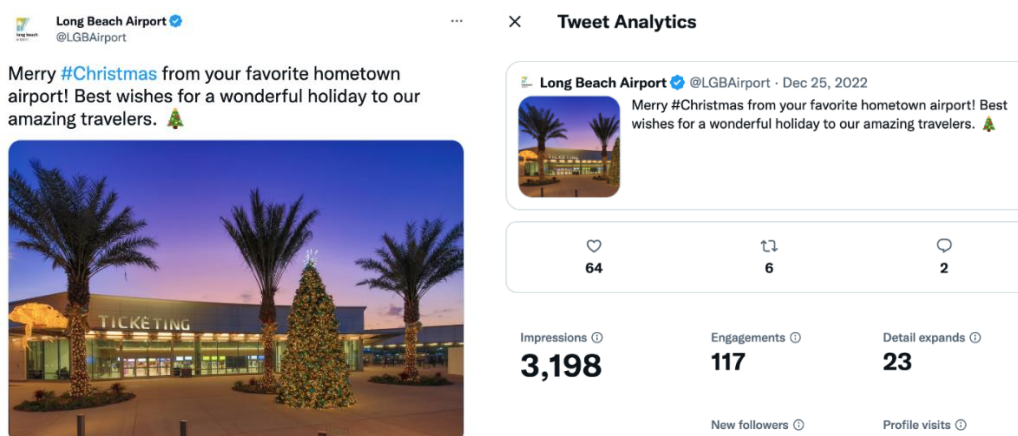
Instagram was up to 11,038 followers in November. Posts averaged 186 likes each. The most popular post:



Facebook was up to 21,049 likes in December. The post with the greatest reach (11,200):



Twitter was up to 14,745 followers in December. Tweets generated 70,600 impressions. The post with the most interest:



Instagram was up to 11,129 followers in December. Posts averaged 164 likes each. The most popular post:

