



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives July and August 2023

Advertising/Marketing

Long Beach Airport (LGB) continues to market itself through a variety of advertisements including a half-page, full-color ad in Accelerate Magazine that was distributed at the Conference of Minority Transportation Officials (COMTO), an updated image for a new co-op advertising spread with the Long Beach Convention and Visitors Bureau (CVB) for their upcoming meeting planner publications, a half-page, full color ad in the Dancing for Our Stars program for the MemorialCare Long Beach Medical Center Foundation Annual Gala, and we produced a new map of our 24 nonstop destinations.

Cool. Calm. Connected.

Nonstop flights to 24 destinations.

Travel with ease at Long Beach Airport, where relaxing beachside vibes conveniently connect Southern California to 24 nonstop destinations across America, including daily flights to Honolulu and Maui. Our award-winning outdoor concourse is unlike any other — with palm trees, a fire pit and locally-owned shops and restaurants, it's a resort-style destination in itself. Travel well. Travel Long Beach.



where the going is easy®
lgb.org/destinations



Your gateway to fun.
Whether business or pleasure, there's miles and miles of Long Beach fun and sun destinations.

Named one of the 10 most beautiful airports in the world by the BBC. Only 16 miles from the convention center and downtown attractions. This social, centrally-located Long Beach Airport's lounge-inspired, resort-style atmosphere is sleek and stylish, with an eye on the future and one foot in our city's rich historical past. With 24 nonstop destinations from LGB, the passenger concourse, and its best of local eateries and refreshments, welcomes inbound flights from cities around the country each day.

Where the going is easy. lgb.org visitlongbeach.com [f](#) [@lgbLR](#)

CATALINA ISLAND 22 MILES DISNEYLAND 18 MILES HOLLYWOOD 31 MILES

LONG BEACH AIRPORT RAINBOW HARBOR

LONG BEACH CA



Nonstop Destinations from Long Beach Airport (LGB)

Delta Air Lines	Southwest Airlines	
Salt Lake City, UT	* Albuquerque, NM	Honolulu, HI
	Austin, TX	Houston, TX (Hobby)
Hawaiian Airlines	** Boise, ID	Kansas City, MO
Honolulu, HI	Chicago, IL (Midway)	Las Vegas, NV
Maui, HI	Colorado Springs, CO	* Maui, HI
	Dallas, TX (Love)	Nashville, TN
	Denver, CO	* New Orleans, LA
	El Paso, TX	Oakland, CA
		* Orlando, FL
		Phoenix, AZ
		** Portland, OR
		Reno, NV
		Sacramento, CA
		St. Louis, MO
		Salt Lake City, UT
		San Jose, CA

long beach airport
where the going is easy®

* Service begins 9/5/23
** Service begins 10/7/23
• Seasonal destination
All destinations subject to change | Rev. 8/6/23

Community Outreach

We continued to publish our monthly edition of the Business Partner Brief. In July, our featured partner was Jackie Coco, general manager of CLEAR at Long Beach Airport.



Spotlight: Jackie Coco with CLEAR

This month, we'd like to shine a spotlight on Jackie Coco, general manager of CLEAR. The identity verification service, [launched here at Long Beach Airport in January](#), gives travelers another convenient option for streamlined security screening.

Q: Please tell us a bit about your professional background and role with CLEAR.

A: I come from a customer service background, having worked for Verizon for more than 20 years. I joined CLEAR seven years ago as a manager at LAX, and I've worked my way up since then. I was first promoted to general manager at Oakland International Airport and now general manager at Long Beach Airport.



More than 160 people toured LGB in July. Ten groups, including students from Lowell Elementary School, Tucker Adult School, the Organization of Black Aerospace Professionals, and Guide Dogs for the Blind training enjoyed their visits. In August, four tours were conducted for a total of 78 people, including groups from the Long Beach Senior Center, Switzer Learning Center, and Emerson Kids Club.



LGB proudly participated in the 40th Annual Long Beach Pride Parade, where our team had the opportunity to meet hundreds along with parade route.

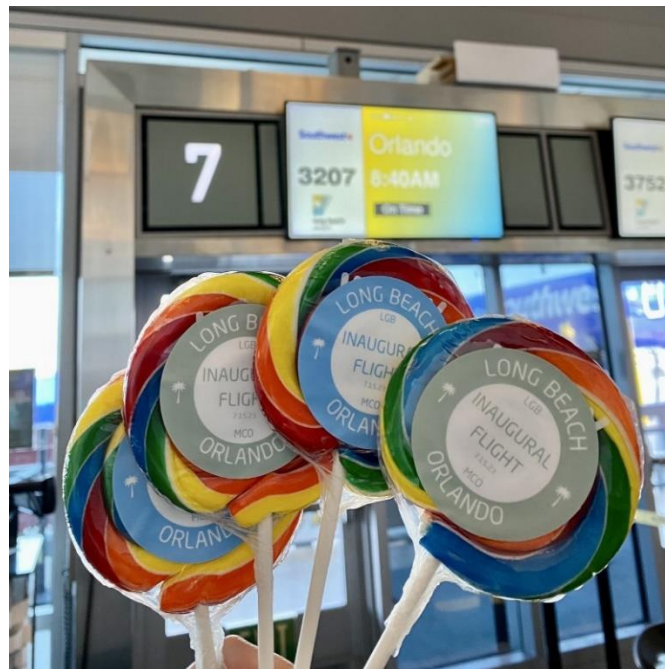


As part of an emerging partnership with Long Beach City College (LBCC) to collaborate on how to attract more students into the aviation field, the college hosted a lunch meeting that included Airport officials and representatives from more than a dozen local aviation industry employers. We are delighted that LBCC President Dr. Mike Munoz approached us about working together to learn how LBCC could better support aviation employers and attract more students to the field. At this gathering, LBCC facilitated a conversation with employers about their hiring challenges and industry trends. One outcome of the meeting was that LBCC plans to convene an aviation industry advisory group, and the college is considering a short-term certificate program that could introduce students to the wide variety of options within our field.



Customer Experience

We celebrated inaugural flights to three new nonstop destinations in July - daily flights to Colorado Springs (COS) and El Paso (ELP), and the first weekly service departure to Orlando (MCO) via Southwest Airlines.



Our LGB Live! Summer Concert Series continued through July and August. Local musical acts are scheduled to entertain travelers through mid-September.



New bins for recycling and liquid disposal were wrapped with branded graphics. As part of our sustainability program, receptacles are available at key locations around the Airport campus.



LGB is testing a new, more eco-friendly hand soap in our public restrooms on a trial basis. The sustainable and cost-effective product Soap2o, which is a concentrated soap wrapped in dissolvable packaging, is made by a minority-owned business. It eliminates the need for single-use plastic soap storage containers. The product saves space and money, according to the company, with one pallet of Soap2o equivalent to 42 conventional soap pallets. Good for the environment and a potential cost-savings, we estimate that LGB could save about \$83,000 over the course of three years!



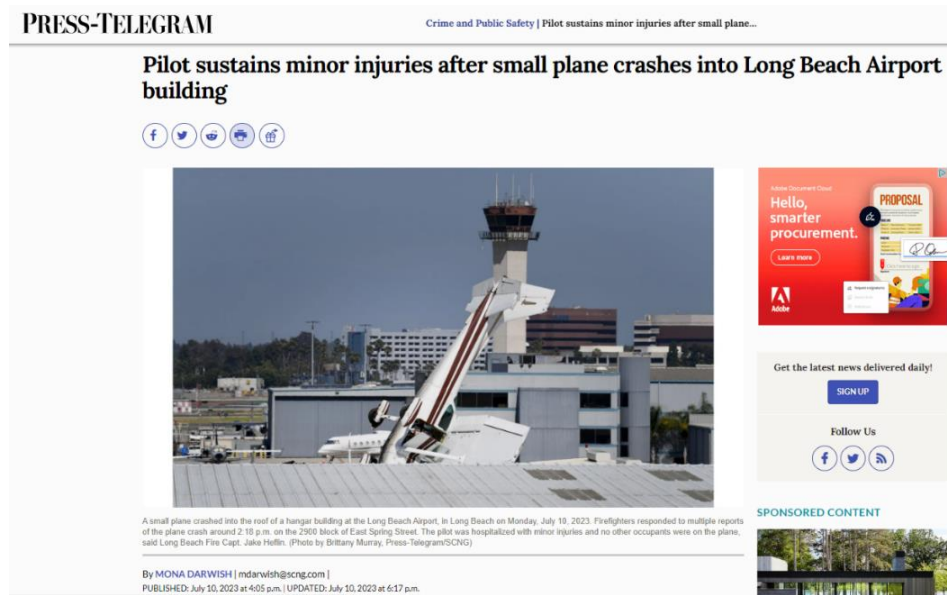
Government Affairs

Unleaded fuel is now available for general aviation use at Long Beach Airport. Signature Flight Support – coordinating fueling services as part of Aeroplex Group Partners at LGB – is offering mobile fuel truck service to initiate the sale of unleaded avgas until permanent infrastructure and facilities are constructed. A photo opportunity of the Opening Ceremony was held recently.



Media

There were 199 earned media placements in July. The stories that garnered the most interest included a small plane that collided into a hanger and new routes to Colorado Springs, El Paso, and Orlando.

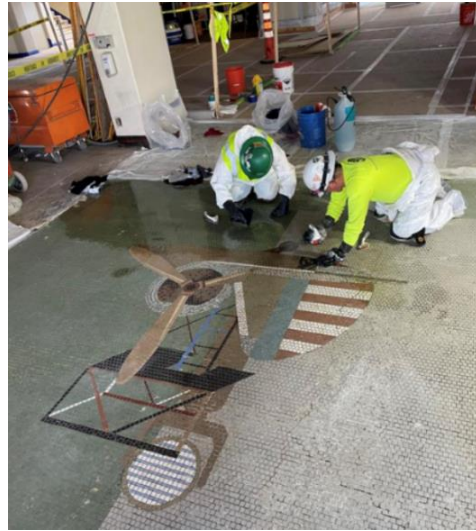


There were 100 earned media placements in August. The top stories included a new fuel option at LGB, record temperatures in Southern California, and our new Baggage Claim was featured as the cover story in Airport Business Magazine.



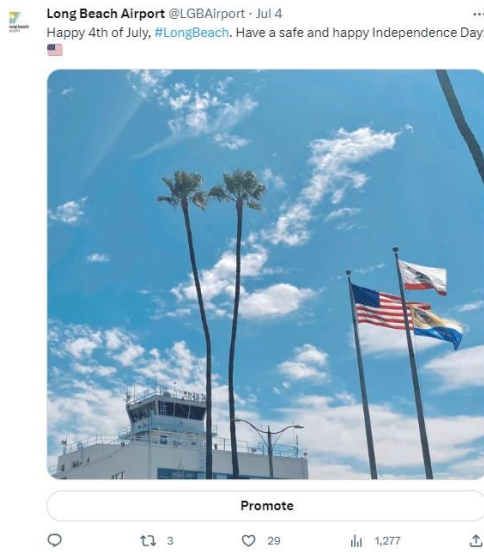
In August, we issued a press release related to the mosaic tiles in the Historic Terminal. The final three hidden vignettes—a sailboat, several fish, and a propeller plane—were found and uncovered, making this the first time in decades that the full mosaic has been visible. Grace Clements was hired through the Work Projects Administration (also called

the Works Progress Administration, or WPA) to create the federally funded floor artwork prior to the terminal's opening in 1941. Altogether, the artwork is made up of nine vignettes comprised of an estimated 1.6 million hand-cut tiles!



Social Media

We continued to engage with the community via our social media channels. In July, we celebrated Independence Day and inaugural flights to new destinations, promoted the Festival of Flight, and shared images of LGB history. In August, we celebrated City Hall Selfie Day, provided hurricane/tropical storm updates, and shared images of our mosaic vignettes.



Facebook was up to 23,600 followers in July. The post with the greatest reach (36,533):

Post Insights

Post Impressions	Post reach	Post Engagement
38,789	36,533	2,870

Interactions	Count
Reactions	738
Comments	92
Shares	50
Other Clicks	1,137

X, formerly known as Twitter, was up to 15,229 followers in July. Tweets generated 60,500 impressions. The post with the most interest:

Post Analytics

Impressions	Engagements	Detail expands
8,916	157	46

Retweets	Replies	Profile visits
6	3	12

Instagram was up to 12,121 followers in July. Posts averaged 262 likes each. The most popular post:

Post Analytics

Reach	Accounts Reached
3,732	3,732

Followers	Non-Followers
3,497	235

Facebook was up to 23,855 followers in August. The post with the greatest reach (36,533):

Long Beach Airport @LGBAirport
Published by Lindsey Ann · August 24 at 11:15 AM · 🌐

The perfect place to wait for your ride. 🌴

Post Insights

Total Insights
See more details about your post.

Post Impressions	Post reach	Post Engagement
20,676	19,918	692

315 likes · 23 comments · 9 shares

X was up to 15,334 followers in August. Tweets generated 44,800 impressions. The post with the most interest:

Long Beach Airport @LGBAirport

Heads up! Four F/A-18 aircraft will conduct operations at LGB from Fri. (8/4) - Sun. (8/6). We anticipate the aircraft will arrive LATER than usual in the evening on Fri., conduct a few training operations on Sat., & depart Sunday morning. Times are tentative & subject to change.

3:35 PM · Aug 1, 2023 · 6,573 Views

Post Analytics

Long Beach Airport @LGBAirport · Aug 1

Heads up! Four F/A-18 aircraft will conduct operations at LGB from Fri. (8/4) - Sun. (8/6). We anticipate the aircraft will arrive LATER than usual in the evening on Fri., conduct a few training operations on Sat., & depart Sunday morning. Times are tentative & subject to change.

52 likes · 20 retweets · 7 replies

Impressions	Engagements	Detail expands
6,577	333	172
New followers	Profile visits	
17	21	

16 Reposts · 4 Quotes · 52 Likes · 2 Bookmarks

Instagram was up to 12,284 followers in August. Posts averaged 244 likes each. The most popular post:

lgbairport

Heads up! Four F/A-18 aircraft will conduct operations at LGB from Friday (8/4) through Sunday (8/6). We anticipate the aircraft will arrive LATER than usual in the evening on Friday and conduct a few training operations throughout the weekend, including a LATER than usual Saturday evening arrival and depart Sunday morning. Times are tentative & subject to change.

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).

586 likes · 30 comments · 150 shares · 12 saves

Overview

Accounts reached: 4,382
Accounts engaged: 650
Profile activity: 43

Reach

4,382 Accounts reached

3,976 Followers · 406 Non-Followers