

## FY 23-24 Fayetteville Regional Airport Marketing Plan

### **Strategic Alignment to City Goals**

The Fayetteville Regional Airport's primary FY24 goal is to secure new routes and expand service on existing routes. Marketing efforts will be strategically developed and launched in support of this goal.

The City of Fayetteville's strategic plan Goal IV is:

Desirable place to live, work, and recreate. To maintain public transportation investments with high quality transit and airport services is one important way the city can improve the quality of life for residents and visitors.

Fayetteville Regional Airport shall leverage robust marketing data and analytics accessed through airport consultants and research. The airport will concentrate its marketing budget on its internal and external target audiences.

### **Fayetteville Regional Airport Goals:**

The below goals derived from the Airports Master Plan, Aviation Demand Forecasts summary stating, "load factors have increased from the 59.7% range to 81.1% and are expected to continue to increase in the future to 85% based on the *FAA Aerospace Forecasts – Fiscal Years 2013 – 2033 Report*" (page | 3-12). \*Addresses the airport's strategic plan\*

1. Increase passenger traffic – achieve a 5% growth in passenger enplanements and deplanements within the next year (reach a load factor between 90%-100%).  
Current: 80%
2. Increase frequency of flights by 34%

### **Communication Objectives:**

1. Increase audience awareness about flights departing from Fayetteville Regional Airport.
2. Educate audience members on cost comparison between FAY and other surrounding airports.
3. Promote airport connectivity – increased awareness of the destination options
4. Increase awareness how FAY delivers exceptional service
5. Fixed Base Operations (Signature)
6. Call to action to fly from FAY

### **Measurement & Evaluation**

Primary and secondary metrics we will use to measure success on a weekly and/or monthly basis are below:

### Primary Communication Metrics:

- CPC (cost per click)
- CTR (click through rate)
- CPA (cost per action)
- Impressions
- Conversions
- Bounce rate
- Engagement rate
- Enplanement reports

### Secondary Communication Metrics

- Website: unique visits and average time on site
- Social media: engagement and follows

### **Target Audiences**

#### **I. Passengers:**

#### **Catchment Area**

The catchment, or primary service area, of the airport includes the following 11 counties:

Bladen, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Richmond, Robeson, Sampson, and Scotland.

- The catchment area has a population of over 460,000 residents. Historically, it generated approximately 1 million origination and destination passengers annually.

#### **Primary Target Audience**

Our primary target audience contains a wide range of ages (25-54+ years old) who earn approximately \$50-\$150K per year. The physical area our target audience lives in, is the following counties:

- Bladen Co. (Elizabethtown, White Lakes, & Bladenboro)
- Cumberland Co. (Fayetteville, Hope Mills, Spring Lake, & Fort Liberty)
- Sampson Co. (Clinton)
- Hoke Co. (Raeford)
- Robeson Co. (Lumberton, Pembroke, & Red Springs)

To assist the creative team, target audience profiles were created based on the research:

1. Julie is a 36-year-old, music teacher who is married and living in an apartment with her family. Her and her husband have a combined income of approximately \$65k per year and have a small son. Her interests include physical fitness and

listening to podcasts of all sorts. When working out, whether it's at home riding her stationary bike or at the local gym, Julie is always listening to music and/or podcasts to keep her energy up. When she does have the opportunity to travel, it's during the summer months when her schedule allows. One annual trip her family makes is always to Tampa, FL to visit family. Although Julie is aware of FAY, she and her husband usually drive to RDU to take advantage of the low-cost carrier prices and direct flights, due to traveling with a young child.

2. Steve is a 25-year-old Captain serving on Fort Liberty earning approximately \$84K per year. He is single, has an active lifestyle, and enjoys travelling. His typical trips include destinations that have concerts and other entertainment venues that he can actively participate in like Tough Mudders and other physical challenges. He is always using technology looking to save time in his personal and professional life, but also uses it to stay connected with friends, family and current events. Because Steve likes to travel, he doesn't mind driving to Raleigh but also never really considered Fayetteville Regional Airport as a viable option since airline tickets were cheaper in RDU and as he is relatively new to the Fort Liberty/Fayetteville area, doesn't understand all the benefits and amenities offered at the airport.

**The secondary target audience is based primarily on the location in which they reside. These locations are:**

- Lee Co. (Sanford)
- Montgomery Co. (Troy)
- Moore Co. (Southern Pines/Pinehurst)
- Richmond Co. (Rockingham)
- Scotland Co. (Laurinburg)
- Harnett Co. (Dunn)

#### Other Demographics

- Age: 25-54+
- Income: \$50K to \$150K+

#### Target Audience Profile:

1. Angie is a 30-year-old registered nurse at Moore Regional Hospital. She has worked there for 5 years and earns 75k a year. She has no kids and enjoys blogging her leisure travel adventures. These destinations are national and international and occur several times a year. Because Angie blogs her travels, she spends a lot of time on social media, Instagram and Facebook to be specific. Angie lives in Moore County/Southern Pines and realizes that she is in the middle of two airports: FAY and RDU. She typically frequents RDU due to the availability of international flights but times when she is traveling nationally, she does enjoy flying through FAY due to the convenience of parking, and the ease of the ticketing and TSA processes.

2. John is a 29-year-old real estate agent who lives and works in the Harnett County/Dunn area. He enjoys running in his free time and will typically stream music and/or podcasts while exercising. A few times a year, John flies around the country to participate in popular marathons such as the Boston Marathon in Boston, Massachusetts and the Pikes Peak Marathon in Colorado. He also attends an annual family vacation to Arizona. John lives closer to and prefers traveling through FAY but sometimes flies through RDU because of the low-cost carrier ticket prices.

### **#1 Theme: Convenience**

Message: Fayetteville Regional Airport is convenient

Talking points:

1. Easy access via uncongested interstate highways
2. Parking spots always available, no shuttle needed to transport
3. Little to no lines at ticketing counters, TSA, bathrooms, and restaurant
4. Easily accessed on major highways and interstates from all directions

### **#2 Theme: Price & Time Comparison**

Message: Your time is worth more. (FAY vs. RDU)

Talking points:

1. Most expensive long-term parking at FAY is \$13/day vs. the most expensive long-term parking at RDU is \$30/day.
2. Price and amount of gas it costs and takes to get from your area to RDU compared to FAY. From Fayetteville, RDU is approximately 80 miles one-way and 160 miles roundtrip. If mileage is .65 cents per mile (standard 2023 IRS mileage rate), the price for gas to RDU would be \$104 roundtrip.
3. The drive-time it takes to get from your area to RDU vs FAY just to not have a connecting flight; does it save the consumer time? Driving from Fayetteville to RDU the drive time is 1 hour and 23 minutes one way; that makes it 2 hours and 46 minutes roundtrip.

### **#3 Theme: Modern Facilities**

Message: Modern, comfortable facility for all travelers

Talking Points:

1. \$55 million dollars in airport renovations to modernize the facility
2. USO available to all active duty and retired service members and their families
3. Pet relief area for passengers traveling with pets.
4. More ADA (Americans with Disabilities Act) accommodations throughout the airport to make it easier for disabled passengers to travel. These items include braille on signage for the elevators, all water fountains and ticketing/rental car counters are at wheel-chair level, and raised pavement for wheelchair access, among many other features.
5. Safety and cleanliness measures enforced to ensure a seamless and secure travel experience for passengers.

6. Spacious and updated terminal that is comfortable to wait in while passengers are waiting for their plane to arrive.
7. Restaurant with several food and drink options as well as travel accessories and rotunda seating area.

#### **#4 Theme: Connected to the World**

Message: Promotion of one-stop flights

Talking Points:

1. A total of 661 one-stop national and international destinations from FAY to the three major hubs we fly to
2. Typically, non-stop flights carry a 20% higher price tag than one-stop flights

#### **Why do we want to communicate these messages?**

These messages are expressing a key advantage that arguably favors FAY. RDU is our highest competition, and it is noted that from Fayetteville and beyond, most times traffic, drive-time, and pricey parking rates are a deciding factor in choosing between the two airports. With terminal renovations complete, the airport has been upgraded and provides a better experience for traveling in an aesthetically pleasing environment.

#### **II. Airlines:**

##### **Primary audience:**

- New partners: low-cost carriers

##### **Secondary audience:**

- Existing airlines: American and Delta

**Theme:** FAY is underserved based upon the demographics of its 11-county service area (approximately 1 million residents)

##### **Message:**

- FAY has the parking, terminal, landside infrastructure to support new commercial airline entrants.
- Civilian and military support for ridership to Florida and Washington D.C. airports
- Recent investments position FAY for growth

##### **Talking Points:**

- The Fayetteville Regional Airport would be a profitable airport for any low-cost carrier due to current ticket pricing.
- Currently FAY has one ground loading and three jet bridge locations available for air carriers on a non-exclusive but preferred basis
- FAY has one of the lowest costs per enplaned (CPE) passenger fees in the state at less than \$5
- FAY has kept its costs low for nearly three decades due to strong fiscal management and position.

## **Businesses**

### **Primary audience:**

- Advertising concessions (Clear Channel)
- Parking concessions (REEF Parking)
- Rental car concessions (Avis/Budget, Hertz, National/Alamo, Enterprise, Thrifty/Dollar)
- Food/Beverage concessions
- Fixed Base Operations

### **Secondary audience:**

- Transportation Network Companies (Lyft & Uber)
- Peer to peer ride share companies (Turo & Avail)

**Theme:** Good for your business

**Message:** Fayetteville Regional Airport is open for business

### **Talking Points:**

- Low operational costs = strong profit potential
- Excellent tenant/airport management relations and service
- Modern facilities
- Doing business at the Fayetteville Regional Airport is economically beneficial.

**Marketing Tactics: Various tactics have been selected based on the research of the target audiences and where they consume information. By using a marketing funnel concept, we strive to achieve increased throughput of passengers in the airport.**

- Implementation Timeline – Our efforts for the following tactics will start mid-October 2023 and run through the end of the 23-24 fiscal year which is June 30, 2024. We will focus our efforts heavily before holiday travel to increase ridership at FAY during the Thanksgiving, Christmas, and New Year holidays. After the holidays we will slightly decrease our marketing spend to enable us to pick up heavily again in the spring heading into the summer, in preparation for vacation travel.
- Streaming audio and video platforms
  - This tactic will reach both the primary and secondary audiences based on physical location. The demographic this tactic reaches is primarily those who have smartphones and smart TVs. They use apps for their socialization aspect as well as for entertainment purposes. Messaging will focus on new amenities and ease of travel while getting through the airport.

- Traditional radio
  - This tactic will reach both the primary and secondary audiences based on physical location. Further, this medium will reach a demographic who are more traditional in the ways they consume information. Messaging will focus on new amenities and ease of travel and getting through the airport.
- Display and Google ads
  - This tactic reaches both primary and secondary audiences based on physical location. Anyone who has access to the internet by way of phone, tablet, or computer is subject to receive these types of ads. Especially if they have used a search engine to browse for travel arrangements.
- Addressable targeting and geofencing
  - This is the modern day of direct mailing. Individuals will receive our advertising to encourage to begin your journey from FAY.
- Online Platforms
  - This tactic is primarily for awareness of the airport in general but also to drive traffic to FlyFAY.com where a consumer has the option to book travel arrangements. The demographic this reaches is those who receive their communication messages digitally rather than print.
- Print publications
  - This is for primarily for awareness of the airport in general but will also focus on opportunity destinations that originate from FAY. The 'print' publications that are online will have clickable ads driving traffic to FlyFAY.com
- Billboards
  - This tactic is primarily awareness and will be focused in the areas to the south of Fayetteville.
- Point of sale advertising
  - This tactic is for our primary audience who we will target by zip code. They will receive communication messages in the form of gas pumps, movie theatre screens, and retail/gym digital signage. The messaging will focus on the benefits of flying from an airport in the consumers 'back yard'. Also, to bring awareness to the amenities, modern renovations, and the promotion of 661 one-stop destinations you can get to when departing from FAY.
- Partnerships/sponsorships
  - This tactic is to show our community outreach and participation in local events, sporting games, and non-profit causes. This will target the primary and secondary audiences. It will garner community engagement and bring awareness to FAY and its connectivity to the people we serve.
- Television
  - This tactic reaches the demographic who watch cable TV and the local news channel. The airport has two commercials on air that show the ease of traveling through FAY.
- Social media – Facebook/Instagram/LinkedIn/Twitter (X)

- This tactic will be used to not only to inform our audiences about the amenities, but also to drive traffic to our website and suggest that if there is a desire to travel for work or play outside of Fayetteville, FAY is a great place to start the journey.
- Airport consultants
  - This tactic is solely to interact with airlines who could fly from FAY in the future.