

Airport Passenger Travel Awareness Summer 2019 Briefing



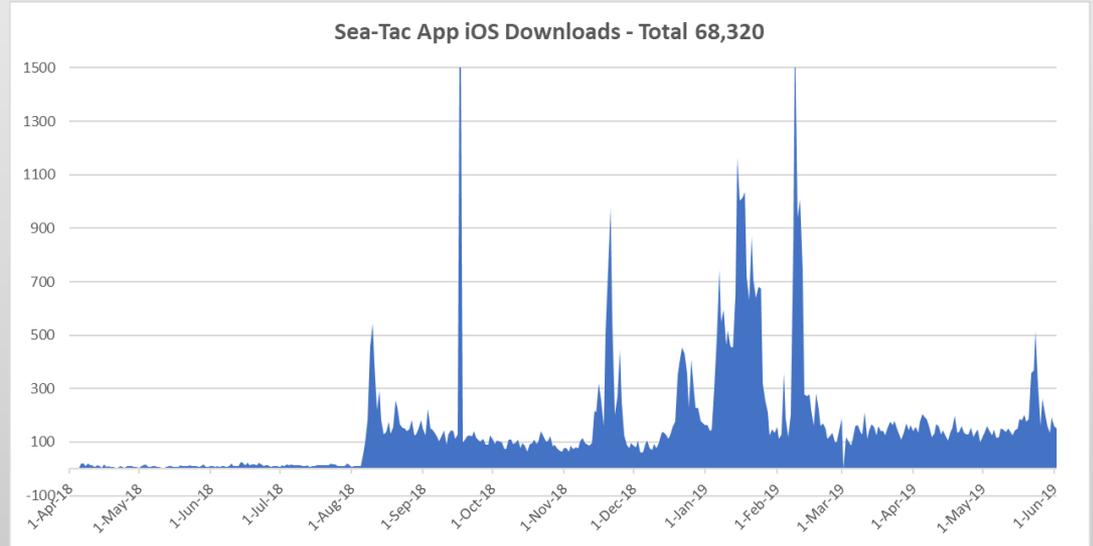
SUMMER TRAVEL AWARENESS CAMPAIGN

Campaign Goals

- Help passengers be prepared and discover something new.
- Highlight actions and investments by the Port to reduce delays and improve service.
- Build excitement for new amenities and services at Sea-Tac.

Calls to Action

1. Arrive early
2. Limit carry on food
3. Avoid driving if possible
4. Heed the pathfinder
5. Download app



Communications Strategy

- Adjust staffing.
- Increase communications cadence.
- Deploy targeted paid media to complement media tours and owned communications.

Earned Media Tactics

- Summer travel press release for June 10.
- Pitching capital development projects, encompassing IAF passenger bridge migration and installation.
- Proactive, ongoing media pitching for stories that reinforce key messages.
 - New amenities
 - Capital program progress
 - Customer service features



Summer Campaign Theme

- Consumers value and expect content and experiences customized to their preferences. Evolving from last year’s summer marketing campaign of “how to hack your summer travel,” the anchor for this year will offer blog and social content based on this trend.
- Our “What summer traveler are you?” quiz profiles passengers’ styles.
- **“What summer traveler are you?”**
 - Globe Trotter
 - Eco Warrior
 - Family Fun
 - True Original
 - Procrastination Pro
 - Techie Traveler

The image shows a digital graphic titled "WHAT SUMMER TRAVELER ARE YOU?". On the right, there are two stylized illustrations of travelers: a woman with long dark hair wearing a green and white striped shirt, a black vest, and tan shorts, holding a black suitcase and a water bottle; and a man with glasses wearing a black t-shirt with a "RAPA NUI" logo and a black backpack. On the left, there is a light blue box with text describing the "Globe Trotter" persona. At the bottom left of this box is a small icon of a hand holding a globe. In the top right corner of the graphic is the "Port of Seattle INTERNATIONAL AIRPORT" logo.

WHAT SUMMER TRAVELER ARE YOU?

Port of Seattle
SEATTLE-RENO INTERNATIONAL AIRPORT

Globe Trotter

PERSONA VALUES
Discovers, always down to try something once, curious, educated, humble brags about experiences on Instagram, appreciates the finer things in life while getting outside of comfort zone.

TRANSPORTATION
• TNC (rideshare)

DINING
• Bambusa Vietnam Kitchen
• Le Grand Common
• Africa Lounge
• Lady Yum

SHOPPING
• Chado
• Sacred Circle
• Duty Free

TIPS & TOOLS
• Global Entry
• STQR app for public art

EXPERIENCE
• Look to future IAF for how it will make coming and going from global exploits a breeze

Social Media Tactics

- New customer service social manager who is leading real time engagement strategy
- Social media channels are constantly used to provide information and direct customer engagement.
- Early morning staffing plan to respond to customers on social as well as provide internal alerts to issues during peak summer.
- Amplify TSA produced travel tips as appropriate.
- Emphasizing foreign language posts to reach Non-English Language Proficient passengers.
- Encourage Port Valet for prospective cruise passengers.
- Content schedule:
 - June 10: Launch summer travel campaign with seasonal Facebook Checking In video, Facebook and Twitter cover graphic and debut #SEAvacay.
 - June 17: 10-15 sec teaser video (horizontal for airport displays and FB ads, vertical for IG ads)
 - June 19-end of summer: Instagram story series for two traveler personas each month and showcase those tips
 - June TBD: Facebook Live Q&A with Pathfinders
 - July TBD: Facebook Live 'Going green at Sea-Tac' featuring AV Enviro
 - August TBD: Facebook Live for new wait time technology

External Partners/Agencies

- Our airlines and external partners are invited to share Sea-Tac Airport social and blog posts throughout June, August and September to ensure passengers have more opportunities to see recommendations for the most efficient, safe and best customer travel experience.
- Stay connected with your Port:
 - Follow @seatacairport on Twitter, Instagram and Facebook and look for posts with #SEAvacay
 - Sign up for email and text updates:
www.portseattle.org/subscribe

Paid Media Tactics

- Contributed content and digital display to complement earned media coverage.
- Including promotions with ethnic media outlets
- Calls to action:
 - Get here early
 - Limit food in carry on
 - Avoid drives if possible
 - Heed the pathfinder - the shortest line is not always the fastest
 - Download the app

Milestones and Moments

| May and June | July | August |
|--|---|---|
| <p>May 14 – <i>Puget Sound Business Journal</i> media tour</p> <p>May 21 – Memorial Day weekend travel press release.</p> <p>June 1 – Parking rate increases</p> <p>June 3 – Launch marketing campaign to “say goodnight” to the N gates</p> <p>June 10 – Summer travel press release and interviews.</p> <p><i>North Satellite Phase I press conference and Alaska Lounge VIP reception.</i></p> | <p>July 5 – Launch “Train to Plane” promotional campaign with Sound Transit.</p> <p>July 9 – Sea-Tac 70th Birthday</p> <p>July 15 – Summer travel international flavors</p> <p>July 25 – Summer travel destinations/airline partners</p> | <p>August 9 – Peak summer travel day!</p> <p>August TBD – Washington food and beverages influencer tour</p> <p>August TBD – Woman and minority-owned businesses influencer tour</p> <p>August TBD – Openings of Ballard Brew Hall and Poke to the Max</p> |

Prepare and discover

1. Get here early
2. Limit food in carry on
3. Avoid drives if possible
4. Heed the pathfinder - the shortest line is not always the fastest
5. Download the app