

# Marketing Plan

August 25, 2018



OWNER

**Central Colorado Regional Airport**

27960 County Road 319

Buena Vista, CO 81211

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## Marketing Plan

### **Purpose:**

To show case the professionalism and long-term viability of the Airport with three primary market targets:

1. Business (Cabin Class) Aviation
2. Piston Aircraft
3. On Airport Development

### **Business (Cabin Class) Aviation**

- All Weather Airport
  - On airport AWOS
  - 8,300' runway
  - Instrument Approach
- Jet A Volume Discounts
- Flight Planning Facilities
- Flexible Office Space – short & long term
- Corporate/Crew Lounge
- On Call A&P
- Heated Hangar
- Free Coffee & Ice
- Conference and Meeting Rooms, Audio Visual Equipment, Internet Access
- Crew Cars – primary vehicle holds 8 adults
- Nearby Hotels
- Shuttle Service
- Overflow for Ski Area Airports: Aspen (KASE) and Eagle (KEGE)
- Afterhours access with advanced arrangement
- Friendly, professional staff

### **Piston Aircraft**

- 100LL available 24 hours – self serve
- Fueling assistance by line staff during business hours
- Pilot controlled lighting
- Hangars

- Condos
- Lease
- Water, sewer, natural gas on airport
- \$100 hamburger Destination
- Excellent destination for Mountain Flying training – Blue Hole Certificate
- Friendly, professional staff

### **On Airport Development**

- Research & Development
  - High Altitude Testing Infrastructure
  - Aerial Firefighting
  - Unmanned Aircraft System (UAS)
- Hangars sites improved and unimproved
  - T-hangar
  - Box
  - Large
- Community Engagement
- Friendly, professional staff

### **Promotions**

The Airport will exhibit at NBAA Schedulers & Dispatchers Conference, which provides NBAA Associate Members an opportunity to meet those individuals directly responsible for the scheduling and dispatching of aircraft from various-sized corporate flight departments throughout the world.

The Airport will also attend and/or exhibit at Helicopter Association International's Helicopter Trade Show & Conference.

### **Memberships**

The Airport will maintain a membership in the following key associations:

- National Business Aircraft Association (NBAA)
- Helicopter Association International
- Colorado Airport Operators Association (CAOA)
- Colorado Pilots Association (CPA)
- Colorado Aviation Business Association (CABA)
- Colorado Ninety-Nines
- Buena Vista Chamber of Commerce

## **Attend**

The Airport will attend key events:

- NBAA Schedulers & Dispatchers
- Helicopter Association International
- CAO Spring Conference
- CDOT-Aeronautics Grant Hearing
- AOPA Regional Fly-in Exhibit

## **Website & Facebook**

Two powerful tools in marketing the Airport are its Website and FaceBook.

The Airport has a standalone Website Web, which is very good and will be updated on a regular basis.

The Town created a FaceBook page for the Airport and will allow certain advisory board members to contribute posts to the Facebook page after they have signed a “Technology and Social Media” policy. Especially during the summer months aircraft and helicopters of interest visit the Airport creating a great visual experience for AEJ Facebook followers.

## **Key Points & Goals**

- ✈ The key to accomplishing the marketing plan is the Airport’s most important asset – its employees
- ✈ AEJ is known for employees that are genuinely friendly, which happens only with continuous training and motivation
- ✈ The Terminal is a central point of marketing for the Airport. Service on the main ramp, the self-serve system, and the meeting rooms create a synergy that is the focal point of marketing the Airport through services and products
- ✈ A key element in carrying out the marketing plan is to have sufficient staffing to attend planned events. In as much as the first responsibility of the airport manager is to oversee the day-to-day operation of the airport in a safe and efficient manner, time may not be available for the manager to attend a specific marketing event; therefore, a qualified airport advisory board member will back up the airport manager by attending the events on an out-of-pocket cost reimbursement basis.

Short term goals:

- Marketing Brochure
- Blank Business Cards
- Name Badges
- On airport overnight facilities
  - REACH Modular building – airport control
  - T-1 line internet
- Encourage Flying Club – flight training to capture “pilot shortage” opportunities
- AEJ designated AOPA representative – identify & build relationship
- On hand Blue Hole Certificates
- Develop relationship with Jeff Ashby, former astronaut
- Develop relationship with “Fly to Lunch Bunch”
- Develop relationship with CPA Mountain Flying Training
- Develop military relationships: HATS, CNG, Peterson AFB
- Active Air Nav comments
- Schedule 2019 Fly-In Open House
- Develop fuel discounts
  - Based business
  - Jet A volume
- Rates & Charges comparison – adjust as necessary
- In terminal advertising policy
- Community Events that draw transient aircraft
  - Gold Rush Days
  - Peak 7 Music Festival

Long term goals:

- Develop “Opportunity Zone” contacts
- AEJ/Buena Vista host 2021 CAO A Spring Conference
- Host CAO A Training Workshop
- NATA Safety 1st PLST Trained
- On Airport Rental Car Company
- Develop relationship with FAR Part 135 Charter Operator