



EASTERWOOD
A I R P O R T

People Connecting People



ECONOMIC IMPACT

- American Airlines – one stop connection to 180+ destinations through DFW
- United Airlines – one stop connection to 140+ destinations through IAH
- Two of the largest global carriers

2014 CLL TOTAL VISITOR BY AIR SPENDING IMPACT				
Output	Full Time Equivalents	Labor Income	Value Added	Output
Direct Effect	214.9	\$5,219,279	\$10,546,749	\$19,140,950
Indirect Effect	39.0	\$1,412,825	\$2,772,354	\$5,048,835
Induced Effect	34.4	\$1,192,292	\$2,327,543	\$4,072,563
Total	288.3	\$7,824,396	\$15,646,646	\$28,262,348
State & Local Tax				\$2,385,776
Federal Tax				\$1,944,079

On Airport Employment Economic Impact				
Total Output	Full Time Equivalents	Labor Income	Value Added	Output
Direct Effect	62.5	\$2,027,652	\$5,995,314	\$13,945,201
Indirect Effect	32.9	\$1,379,423	\$2,659,508	\$5,644,850
Induced Effect	17.6	\$611,826	\$1,194,307	\$2,089,720
Total	113.0	\$4,018,901	\$9,849,129	\$21,679,771
State & Local Tax				\$1,465,391
Federal Tax				\$1,126,144



MARKETING RESULTS

Start Date 11/2/2016

End Date 4/4/2017

Market	Targeting	Size	Start Date	End Date	Target Impressions	Impressions	Clicks	CTR	VWI
Targeting Network Campaign	Location Based	300x250; 320x50	11/2/2016	11/1/2017	4,499,580	1,976,138	18,734	0.95%	579

Date	Impressions	Clicks	CTR
Nov 2016	355,720	2,419	0.68%
Dec 2016	348,643	6,971	2.00%
Jan. 2017	410,833	4,858	1.18%
Feb. 2017	370,226	1,843	0.50%
March. 2017	430,435	2,297	0.53%
April. 2017	60,281	346	0.57%
Total	1,976,138	18,734	0.95%

Campaign CTR is strong at .95% (Display CTR Benchmark is .05%)

CTR – Click Through Rate
VWI – Verified Walk In

579 Verified Walk-Ins: Air travelers who had previously “leaked” to other airports engaged with the messaging and then returned to fly out of Easterwood Airport.

18,734 website visitors driven to a conversion based landing page that communicates the airports value proposition, offers a competitive cost calculator, and options to book directly with the airlines.

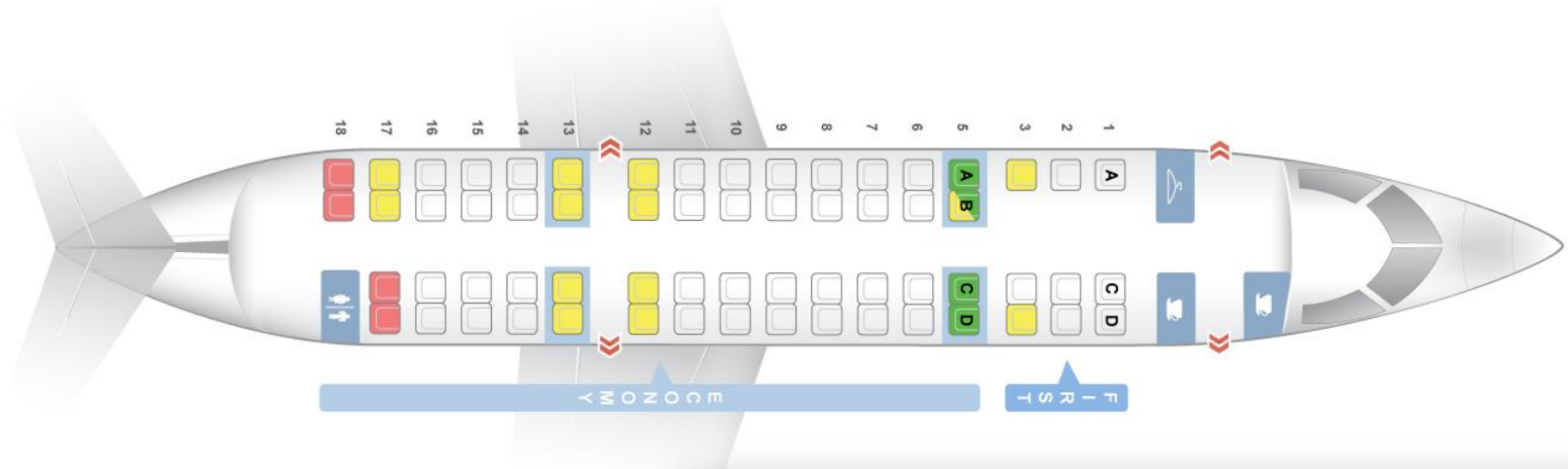
1,976,138 targeted, mobile brand impressions delivered to travel enthusiasts, frequent business travelers, and in-market travel intenders who have leaked to competing airports.

ONLINE AND MULTILINGUAL

The screenshot displays the Easterwood Airport website interface. At the top, the browser address bar shows the URL <https://www.flyeasterwood.com>. The website header includes the Easterwood Airport logo and navigation links for [FLIGHTS](#), [PASSENGERS](#), [AIRPORT](#), [DISCOVER](#), and [ENGLISH](#). A language dropdown menu is open, listing various languages: العربية, 简体中文, FRANÇAIS, DEUTSCH, ΕΛΛΗΝΙΚΑ, ITALIANO, 日本語, PORTUGUÊS, РУССКИЙ, ESPAÑOL, and TÜRKÇE. The main content area features a large image of a couple embracing in an airport terminal, with the text "People connecting People." overlaid. A weather widget indicates "Tuesday 89°F". The footer contains the website URL www.flyeasterwood.com and a logo.

This sidebar content includes a promotional banner for beverage ordering: "Need to refuel before takeoff? Now you can order your food or beverage before you arrive!" with a "ORDER NOW" button. Below this is a section titled "ELEVATE YOUR TRAVEL EXPERIENCE WITH THESE HELPFUL TOOLS" featuring icons for "ARRIVAL", "DEPARTURE", "FLIGHT TRACKER", "TRAVEL SMART", and "CURRENCY CONVERTER". A "HOWDY! WELCOME TO OUR HOMETOWN" section follows, with images of local landmarks. The sidebar concludes with a navigation menu and a footer with contact information and a logo.

1st CLASS SERVICE



NEW ENTRANCE



TERMINAL REMODEL

