

Marketing Report



AIRPORT BOARD MEETING
SEPTEMBER 27TH, 2023

Executive Summary



Overview

**Fly Local
Campaign -
Updates**

**Social Media –
Updates**

**Website -
Updates**

**Upcoming
Events**

**General
Updates**

Fly Local Campaign

New Pledges:

- Driscoll Health Systems – **3,000**
- ZJZ Hospitality - **500**
- Buckeye Texas Processing – **250**
- Kennedy Dental Care - **150**
- Dirt Rocks - **40**
- Titan Support Systems, Inc – **38**
- Next 2 Natural Turf – **35**
- Dawson Recycling - **27**
- Triple A Air Conditioning & Heating - **20**
- Devonshire Custom Homes – **12**
- Rigatoni's Italian Restaurant - **10**
- Munoz Engineering – **10**
- Gulf Coast Plains Insurance Services - **5**
- Al the Agent and Real Estate Rios - **4**

July to September 2023

- 68 to 82 pledges (+20%)
- 10,111 to 14,212 individuals (+40%)



Totals:

- 82 total pledges
- 14,212 individuals



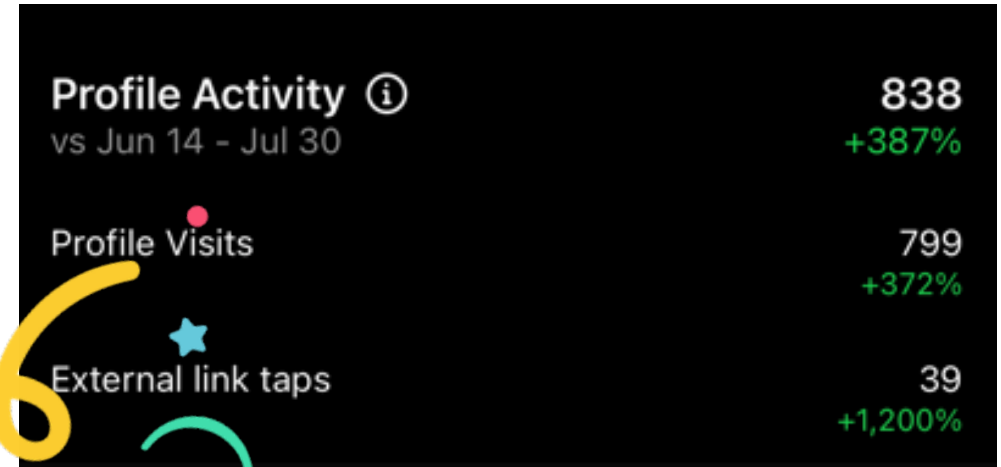
Social Media Insights



Instagram

Data from Aug 1 – Sep 15

Comparing to Jun 16 – Jul 31



+1,022% more accounts reached

+677% more accounts engaged

+17.8% follower growth (947 to 1,116)

+387% profile activity

+372% profile visits

+1,200% external link taps



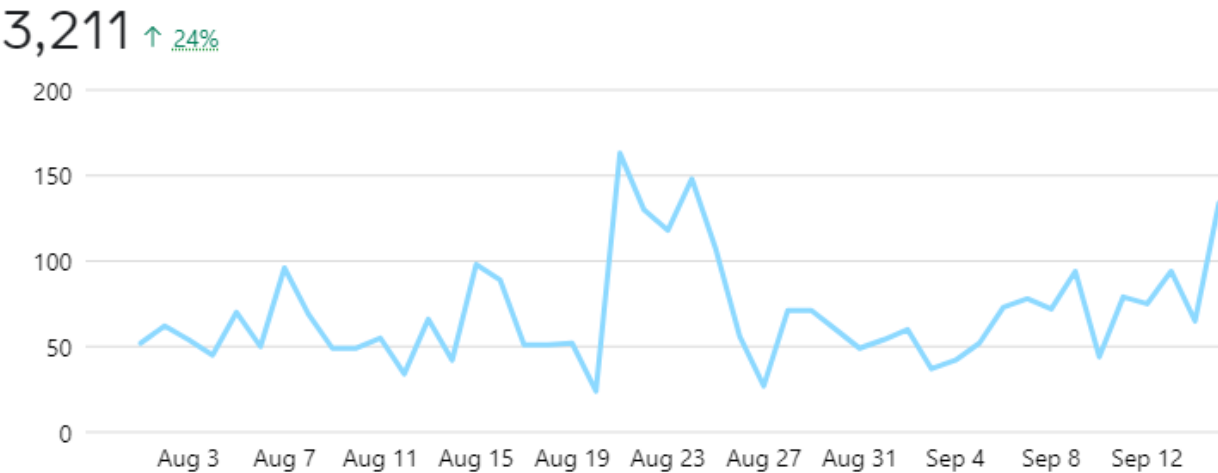
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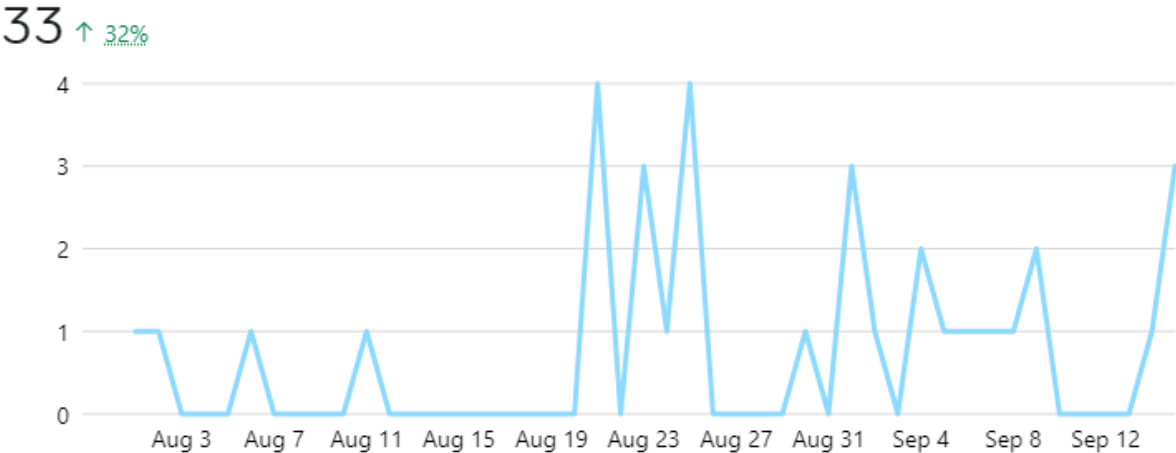
Page and profile visits

Facebook visits ⓘ

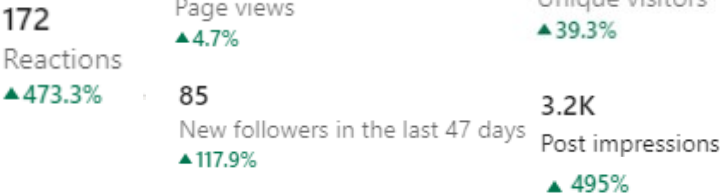


New likes and follows

Facebook Page new likes ⓘ



Visitor highlights ⓘ



LinkedIn

85 unique visitors (+39.3%)
85 new followers (+117.9%)
3.2K post impressions (+495%)
172 reactions (473.3%)



Social Media Updates



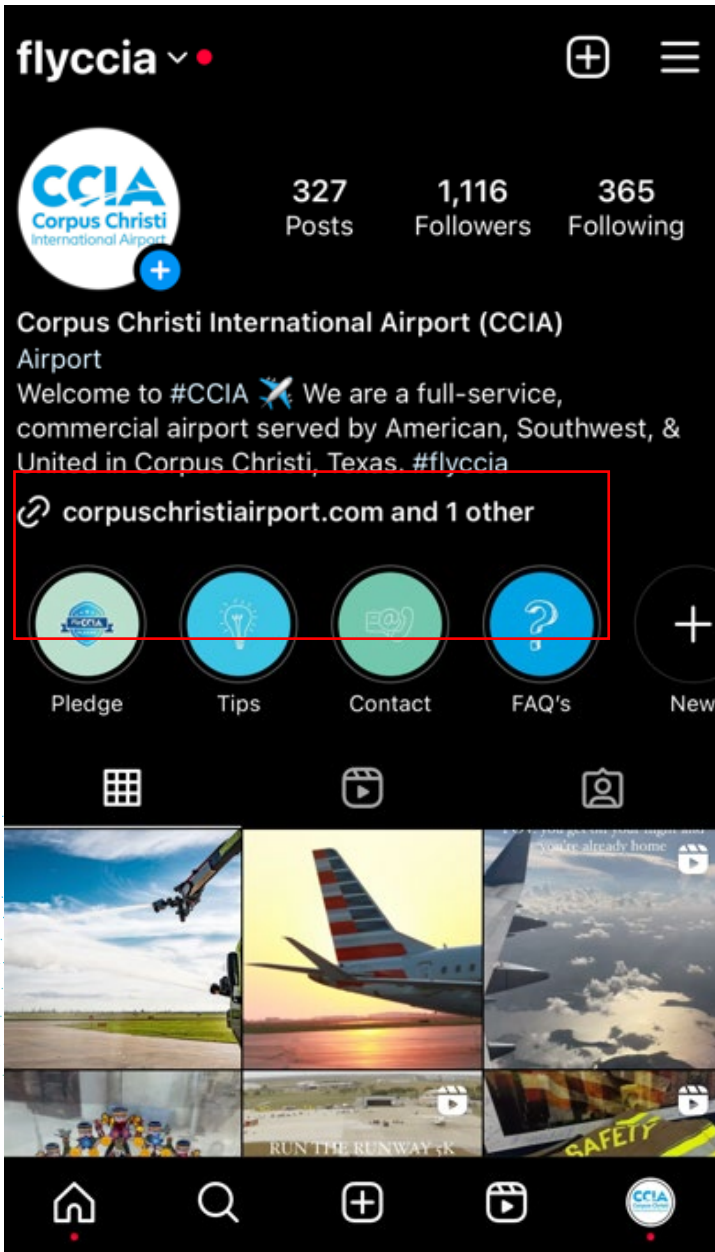
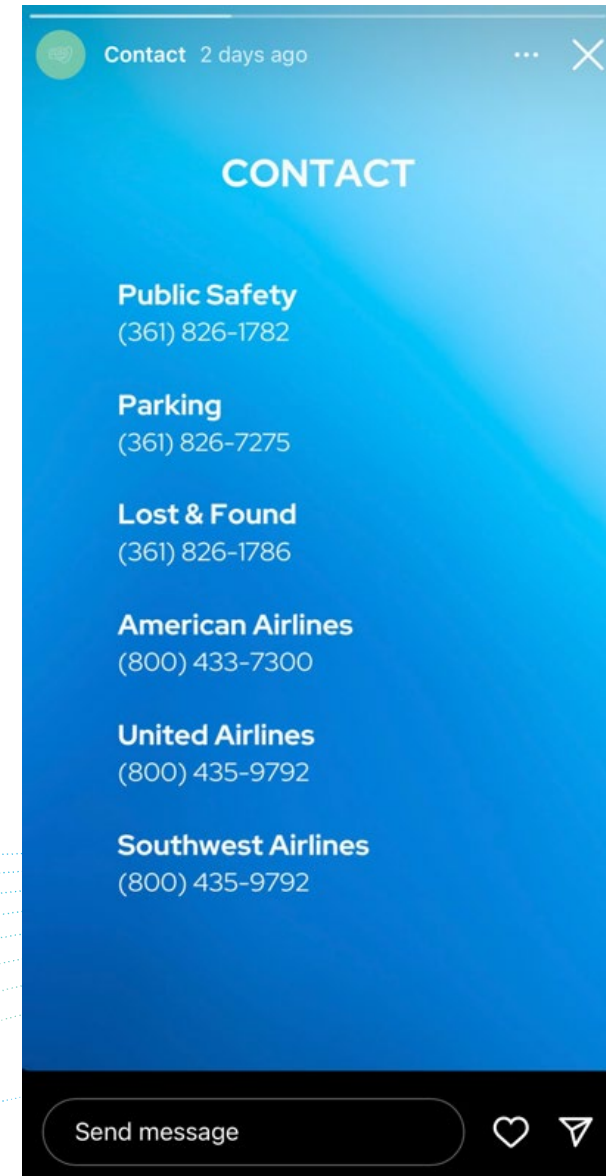
FAQ's Highlight

Contact Highlight

Instagram Highlights

For quicker information, highlights have been added to the Instagram page for passengers. Topics include FAQ's, Contact Us, Tips, and the Fly Local Pledge.

FAQ's have clickable links that will take user to specific pages on our website



Fan Favorites



Corpus Christi International Airport is at Corpus Christi International Airport.

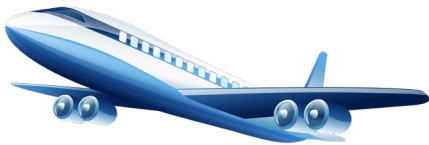
Published by Instagram · 6d · Corpus Christi

⚠️ Attention passengers ⚠️ Our bathroom renovations, a part of our Terminal Rehabilitation Project, have begun with our downstairs restroom. At this time, please use the restrooms located on the 2nd floor. Thank you for your patience as we work to make your CCIA a better airport ✈️



FB Performance
People reached: 5,706
Engagements: 1,190
Reactions: 41
Shares: 3

Instagram Performance
Accounts Reached: 2,631
Interactions: 120
Likes: 93
Shares: 12



Your reels

POV: It's time to take a flight ✈️

CCIA

CCIA

92

13

12

Use template

flyccia

If you could go anywhere in the world today ...

visitcorpuschristi and 6 others commented

grette_ · Wake Me Up (Avicii)

visitcorpusch

TRAVELERSBUSINESSEXPLORE

FLIGHTSPARKINGSERVICESTRAVEL TIPSNEWSCONTACT

Travelers
Accessibility

Accessibility at CCIA

At CCIA, we're committed to making every passenger's travel experience easy, comfortable, and safe. We strictly follow ADA requirements and provide facilities including, automatic doors, crosswalks, curb cuts, ramped access, and elevators. Airline ticket counters, point-of-sale counters, restrooms, drinking fountains, ATMs, and public seating areas are all ADA-compliant and wheelchair accessible.

If you have an accessibility related concern, please report it to our [Safety Reporting page](#).

Parking

Parking lots are conveniently located directly in front of the terminal. There are ample disabled parking spaces in Long Term, Short Term, and Covered parking areas. Should you need assistance in the parking lot, please call 361-826-PARK. [Parking at CCIA](#)

Ground Transportation

Should you need ground transportation to and from the airport, please visit our [Transportation Services page](#) to coordinate your transportation through our taxi cab services or special needs transportation providers.

Wheelchair Assistance

If you need assistance around the airport, please contact an employee from your airline, and they will be able to assist you. You can find more about wheelchair assistance from each of our airlines below.

[Southwest Airlines](#)

[American Airlines](#)

Screening Assistance

TSA offers screening information and assistance to travelers upon request through TSA Cares at (855) 787-2227. TSA Cares is designed to assist travelers with disabilities and medical conditions and others who may need additional assistance with screening. We strongly recommended that you contact TSA Cares at least 72 hours prior to a scheduled departure to ensure timely coordination of your request. For more information, please visit: [Passenger Support | Transportation Security Administration \(tsa.gov\)](#)



TRAVELERSBUSINESSEXPLORE

FLIGHTSPARKINGSERVICESTRAVEL TIPSNEWSCONTACT

Security

Accessibility

Trip Calculator

Fly Smarter, Not Harder.

Because traveling should be a breeze.



Ad/Sponsorship Opportunities



City of Kingsville Monthly Wine Walks

- Saturday, September 23rd
- Saturday, October 28th
- Saturday, February 24th
- Saturday, March 23rd

We love a
good flight.

CCIA Corpus Christi
International Airport

FlyCCIA.com



Gold Sponsor

Visit Corpus Christi State of Tourism Palmera Ball



PALMERA BALL

THURSDAY EVENING
November 16, 2023

PROMPTLY AT 6:00 PM

CORPUS CHRISTI BALLROOM
Omni Hotel Corpus Christi

900 N. SHORELINE BLVD
CORPUS CHRISTI, TX 78401

CCIA Corpus Christi
International Airport

Upcoming Events



Run the Runway
Saturday, November 11th
Benefiting USO of South Texas

GO TEAM Therapy Crisis and Airport Dogs Saturday, September 30th

This training provides the animals the experience of working around the sights and sounds of an airport

