



**Corpus Christi**  
International Airport

# Marketing Report

September 2022

# Executive Summary



## Overview

1. Fly Local Campaign- updates
2. Social Media- updates
3. SWA Denver, CO
4. Ad/Sponsorship opportunities
5. Upcoming events
6. General updates

# Fly Local Campaign

## Sept. updates:

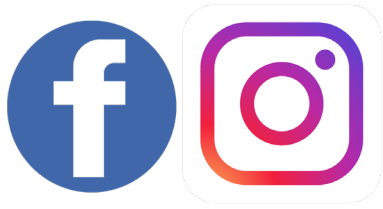
- Received 6 new pledges.
- Total of 41.
- Radio ads on K99 May-Sept.
- #flycciafridays SM campaign ongoing.



## New Pledges:

1. Art Museum of South Texas- **25**
2. Catapult Fundraising, Inc.- **100**
3. Gemaire Distributors- **20**
4. Duke it Out Boxing- **6**
5. Freedom Fitness- **125**
6. CCISD- **5,667**





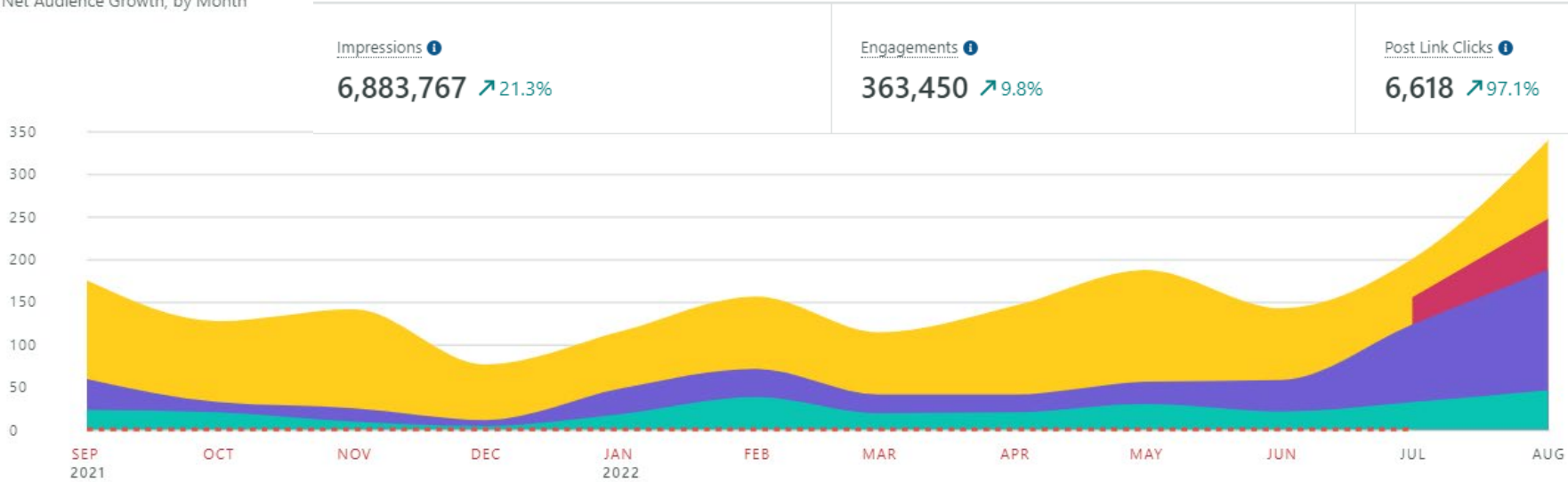
# Social Media Insights



### Performance Summary

View your key profile performance metrics from the reporting period.

Net Audience Growth, by Month



#### Impressions ⓘ

6,883,767 ↗21.3%

#### Engagements ⓘ

363,450 ↗9.8%

#### Post Link Clicks ⓘ

6,618 ↗97.1%

Audience Metrics Totals % Change

Total Audience ⓘ	15,434	↗20.5%
Total Net Audience Growth ⓘ	1,917	↗6.7%
Twitter Net Follower Growth	280	↘11.4%
Facebook Net Page Likes	472	↘65.8%
Instagram Net Follower Growth	92	—
LinkedIn Net Follower Growth	1,073	↗994.9%

Engagement Metrics Totals % Change

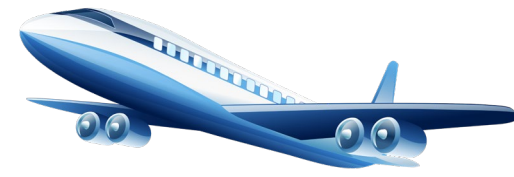
Total Engagements ⓘ	363,450	↗9.8%
Twitter Engagements	3,524	↗14.6%
Facebook Engagements	352,127	↗7.4%
Instagram Engagements	3,241	↗46,200%
LinkedIn Engagements	4,558	↗12,218.9%

Impression Metrics Totals % Change

Total Impressions ⓘ	6,883,767	↗21.3%
Twitter Impressions	66,488	↘16.7%
Facebook Impressions	6,749,779	↗20.7%
Instagram Impressions	31,145	↗66,166%
LinkedIn Impressions	36,355	↗5,979.4%



# Sgt. Boyd Returns Home



## FB Performance

Reach: 10,487

Reactions: 543

Shares: 38

Comments: 50





# Southwest Night

## SWA Itinerary

- 4 members of their network planning team visited CC, TX.
- Met with SWA employees at CCIA.
- Met Visit CC CEO @ Hooks Game.
- Hudson Hadd, Senior Capacity Planning Analyst threw 1<sup>st</sup> pitch

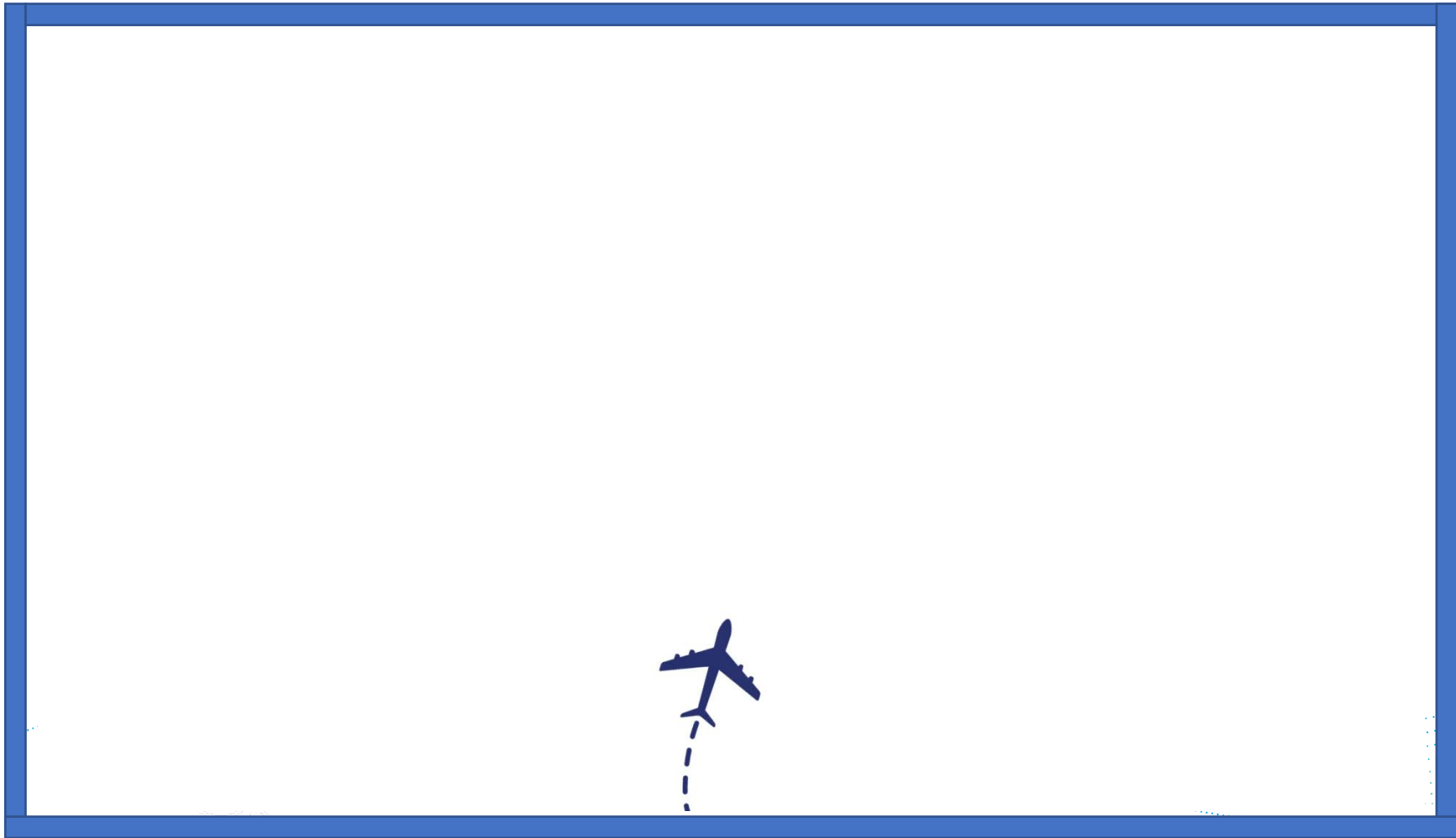


# Social Media Marketing

PLAY



## Social Media Marketing Cont.



PLAY





# Ad/Sponsorship Opportunities

Official Airport  
Sponsor for:



ISLANDERS

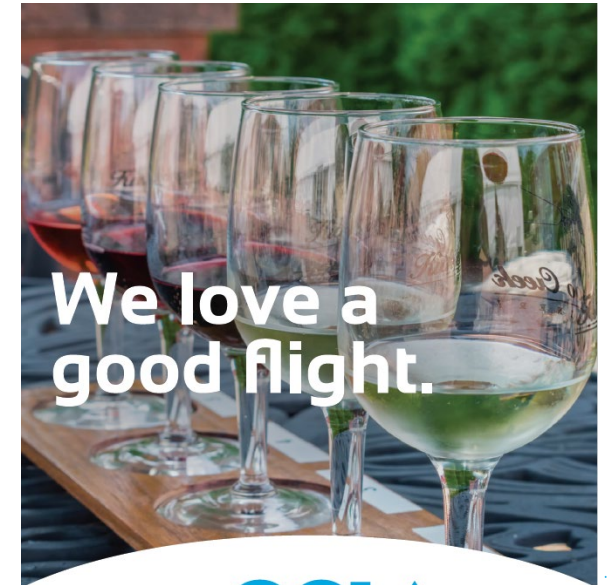


## Upcoming:

- Superhero Dinner-Brad Lomax
- Kingsville Monthly & Holiday Wine Walks
- KIITV

## In-Process/Potential:

- Hooks Baseball
- Texas Civil Air Patrol Magazine
- Radio stations
- Island Moon Newspaper



We love a  
good flight.

Fly **CCIA**

CORPUS CHRISTI INTERNATIONAL AIRPORT

**CCIA** Corpus Christi  
International Airport

# Events

## Recent:

- Airport Concession Disadvantaged Business Enterprise (ACDBE) event
- Career Fair

**Airport Concession Disadvantaged BUSINESS ENTERPRISE**

The Corpus Christi International Airport will set new Airport Concession Disadvantaged Business Enterprise (ACDBE) goals for fiscal years 2023-2025.

Anyone who has information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination, or opportunities for ACDBEs is welcome to attend. As part of this meeting we are providing opportunities for consultation with Minority, Women and Disadvantaged Business Enterprises (MWDBEs), Community Organizations, Trade Organizations and others. We will share our efforts to establish a level playing field for the participation of MWDBEs on airport concession contracts.

We value your input and hope that you will attend.

**ANY PRIME CONCESSION LOOKING FOR ACDBES SHOULD TAKE ADVANTAGE OF THIS OPPORTUNITY TO BE PRESENT AND REPRESENT YOUR COMPANY.**

**WE ARE HOLDING A  
STAKEHOLDER MEETING**  
**Tuesday, September 20, 2022**  
Stakeholders Meeting 5:00pm - 6:00pm  
Networking 6:00pm - 7:00pm

**CCIA**  
CORPUS CHRISTI  
INTERNATIONAL  
AIRPORT

Airport Conference Room  
1000 International Drive  
Corpus Christi, TX 78406



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Marketing Manager  
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VianniO@cctexas.com

**REGISTER NOW AT:**  
<https://acdbecia2023.eventbrite.com/>

VIRTUAL AND FACE TO FACE ATTENDANCE IS AVAILABLE. THE VIRTUAL ATTENDANCE INSTRUCTIONS WILL BE PROVIDED WHEN YOU REGISTER

## Upcoming:

- Hiring Red, White, & You! Job Fair



## In-Process/Potential:

- Toys for Tots Drive
- TSA Pre-Check Week-Long Event (mid-Feb.)
- Run the Runway 5K



**CCIA** Corpus Christi  
International Airport

# General Updates

- New High School Intern started Sept. 12<sup>th</sup>
- Creating marketing plans for SCASDP Grant and Incentive Program.
- RFQ for Marketing FY2023 sent out.
- Website relaunch projected completion Dec. of 2022.
- Expand sponsorship opportunities, local event participation, increase social media presence, and the Fly Local initiative.



Tyler Finger, HS Intern