

# Marketing Your Airport PDX Concessions April 18, 2007 Chris Madsen



**PORT OF PORTLAND**

Possibility. In every direction.



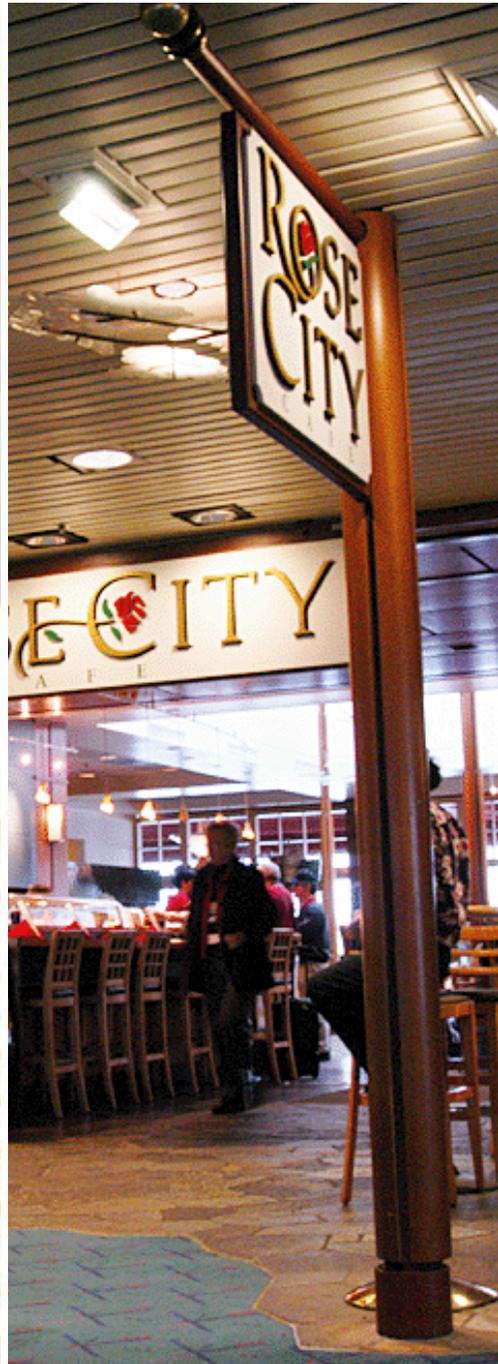
**PORT OF PORTLAND**

Possibility. In every direction.

# Marketing our Airport

- PDX Concessions Overview
- Program Attributes
- Marketing the Program
- Future Developments





# PDX Concessions Overview

- 60 stores, restaurants, news stands
- Local concepts are an advantage
- 60% of our stores and restaurants are local concepts
- Full service bank, Hair salon and other passenger services
- Balance between before and after security
- Locations open 365 days a year
- Many are open 16 hours a day
- 40,000 customers each day



# Concessions Overview Cont.

- PDX had just over 14M Passengers last year
- Exceeded \$68M in sales last year
- \$8.2M in revenue to reduce airline costs
- Sales levels stand out when compared to other airport or mall programs
  - \$9.75 per enplaned passenger
  - \$1,300 per square foot retail space compared to \$400 in successful malls.



# Program Attributes

- Vision
- Customers
- Direct Leasing
- Proactive Operations
- Collaborative Management Approach



# Vision

- Broad mix of quality local products
- High quality store design and merchandising standards
- Provide a great customer experience
- Pricing that is the same as other locations
- NW theme throughout the program
- Nationally recognized as an industry leader and innovator
- Experience mirrors best in our region



# Customers



# Direct Leasing

- Mix of Local and National
- Products from our Region
- Operational Standards



# Proactive Operations

- Direct relationship with tenants
  - Proactive training with management staff
  - Working with our tenants every day
  - Monthly Manager Meetings
  - Mystery Shop and Dine Program
  - Associate of the Month Contest



# Collaborative Management Approach



- New tenant training program
- Monthly manager meetings
- Mystery shop/diner program

- Food recycling program
- Price checking
- Merchandise display windows

# Marketing the Program

- 3 major events
- Special events
- Entertainment
- Activities
- Special Product Offerings
- Coordinated Sales and Specials



# Plane Food

PORTLAND INTERNATIONAL AIRPORT

**PANGS OF HUNGER OVER POCATELLO?\***



**BE PREPARED.  
BUY BEFORE  
YOU FLY.**

*\*Only 14% of U.S. flights serve an in-flight meal.*



# Plane Food Visuals



# Plane Food Collaterals



# Plane Food Specials



Don't Risk Being . . .  
**Famished Over Fargo!**

## **Turkey Sandwich**

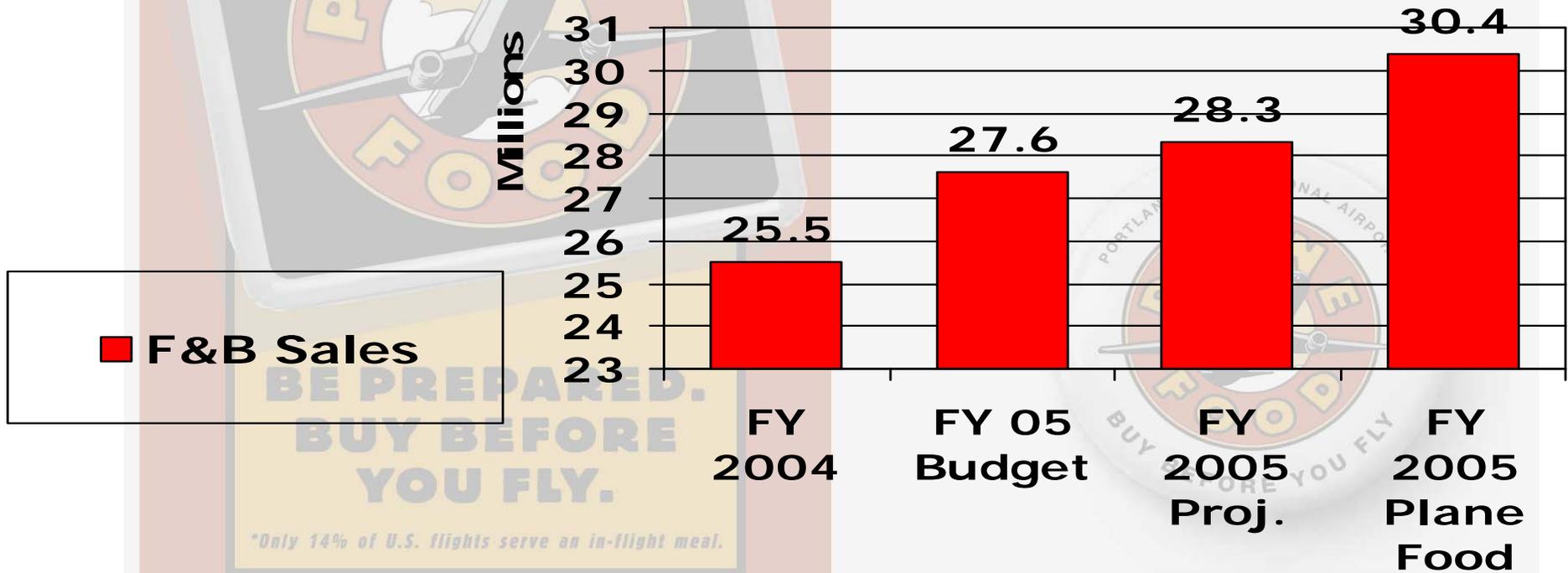
**A Smoked Turkey Breast  
Sandwich with Herb Cream  
Cheese, Whole Cranberry  
Sauce and Red Leaf Lettuce  
on Sourdough Bread  
Served with Kettle Chips or  
Tomato-Cucumber Salad**

**\$7.99**

**Gustav's  
Pub & Grill**

# Food & Beverage Performance

- FY 05 vs. FY 04 Sales Up +11.1%







# North Program



Sense of Place?

Open & Inviting?

Local Concepts?

# Future Developments

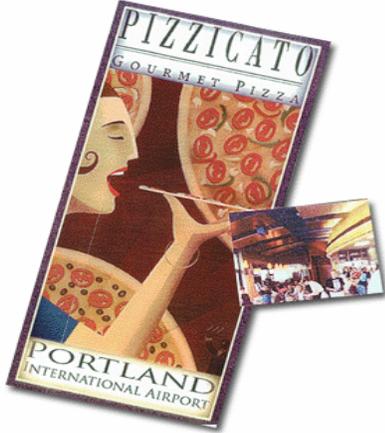


**COMING  
YOUR  
WAY**

New and improved  
customer services  
and amenities on  
Concourses D and E

 PORT OF PORTLAND [www.flypdx.com](http://www.flypdx.com)

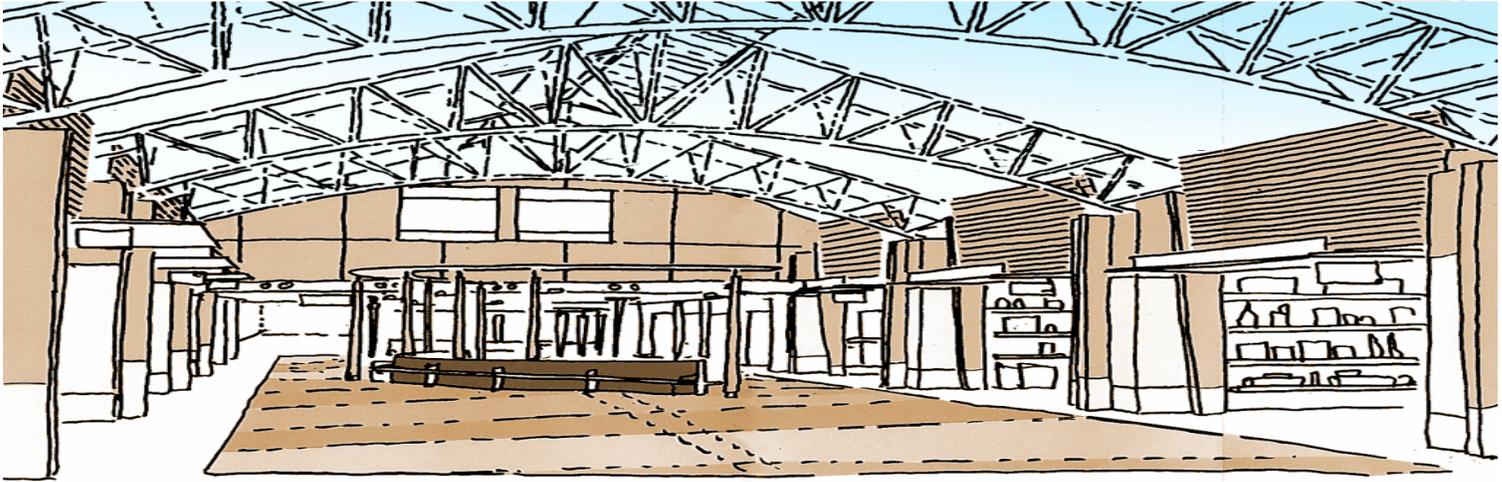
# Future Developments



*Beaverton Bakery*



**ROGUE**



# COMING YOUR WAY

A new improved Concourse A

