

# Raleigh-Durham Airport Authority 2015 Business Opportunity Expo

April 1, 2015



# Business Development Department





# Terminal Concessions Promotions Planning



- Shops of RDU: Food, beverage and retail facilities in Terminals 1 and 2
- BizDev promotes the Shops of RDU



# Promoting The Shops of RDU



# Upcoming Procurements & Purchases

**What:** Shopping Bags  
**When:** 3<sup>rd</sup> Qtr 2015  
**Estimated Value:** \$10,000



**What:** Promotional Items  
**When:** 2nd Qtr 2015  
**Estimated Value:** \$5,000

# Upcoming Procurements & Purchases

<b>What:</b>	Printing (brochures, posters, calendar)
<b>When:</b>	On-going, frequency varies
<b>Estimated Value:</b>	\$0 - \$20k
<b>Other Info:</b>	One-time print runs





# Smaller or continuous purchases

- Special promotions require collateral materials and giveaways
- Promotional items are typically one time purchases
- Kimberly Stewart  
[kimberly.stewart@rdu.com](mailto:kimberly.stewart@rdu.com)



# Communications and Community Affairs





# Communications & Community Affairs

## Internal communications

- RDU Times newsletter
- RDU web – intranet for employees
- Town Halls, Employee Events



# Communications & Community Affairs

## External communications

- Social media management
- RDU News newsletter
- Social media forums
- Traditional Media relations



# Communications & Community Affairs

## External communications

- Crisis communications
- Digital, printed collateral
- Issues management/govt. affairs

## Microsites

- Let's Connect
- Take Us There





# Creative or Technical Services

- Digital design
- Videography
- Photography
- Writing
- Media placement
- Advertising design
- Web-technical

# Printing, Specialty Items

- Promotional
- Branded give-away items
- Brochures

**RDU Joins U.S. Airports Urging Congress to Pass the 2015 FAA Reauthorization Bill with Two Key Provisions Critical to Your Airport's Future:**

- **Raise the federal cap on local Passenger Facility Charges (PFCs) from \$4.50 to \$8.50 and index the cap for inflation**

Passenger fees are the most efficient way for local airports to fund infrastructure improvements. The PFC cap has not increased since 2000, severely curtailing our ability to maintain and improve vital airport facilities.

- **Maintain the Airport Improvement Program**

The AIP provides a base of federal funding airports use to build and repair runways, taxiways and other airfield projects.

**What Can You Do?**

Contact U.S. Rep. Bill Shuster, chairman, House Transportation Committee, or U.S. Sen. Bill Thune, chairman, Senate Commerce Committee

**BUILDING FOR THE FUTURE**

Raleigh-Durham International Airport annually connects more than 9 million business and leisure travelers of the Research Triangle Region and surrounding areas with key destinations around the world.

With \$8 billion in annual economic impact, we're a major driver and asset for the region's economy.

Our world-class facilities include two modern terminals, three runways, more than 40 shops and restaurants, and 14,000 parking spaces.

**LEARN MORE**  
[connect.rdu.com](http://connect.rdu.com)

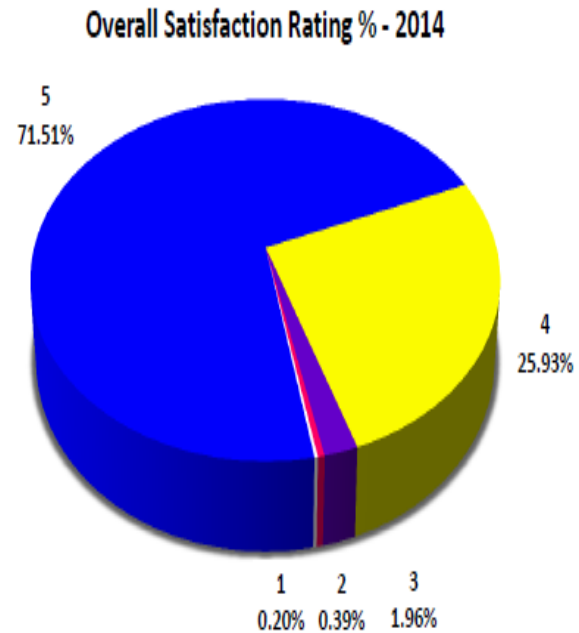
**2015 FAA Reauthorization Bill**  
Modernizing Passenger Facility Charge and maintaining Airport Improvement Program

# Customer Relations/Research

## Findings Overview

- Survey design
- Survey fielding
- Mystery shopping
- Incentive items
- Service rewards promotional items

97% of respondents rated the airport as "4" or "5" overall, compared to 94.71% in 2011. Ratings average to 4.68.





# Events Support

- Special events management
- Audio/visual support
- Tables, tents, chairs
- Catering
- Live music



# Large Projects & Contracts

**What:** Research services

**When:** Summer 2015

**Estimated Value:** \$30-\$50k

**What:** Media placement

**When:** Fall 2015

**Estimated Value:** \$75k

# Continuous Purchases

- Media placement
- Collateral materials and giveaways
- Small print jobs and large format graphics throughout the year
- Contact: Andrew Sawyer  
[andrew.sawyer@rdu.com](mailto:andrew.sawyer@rdu.com)





# Thank You

