

Airport ramps up marketing effort

By NEIL YOUNG The Daily News | Posted: Wednesday, November 30, 2016 12:56 am

BULLHEAD CITY — Laughlin/Bullhead International Airport is beginning its marketing campaign as the Feb. 16 kickoff for daily American Airlines flights to and from Phoenix draws nearer.

John Hastings, Mohave County Airport Authority president, said airport officials expect to advertise on radio, television and in print.

The airport made commitments to American Airlines and the U.S. Department of Transportation to spend money on marketing its airline service. Over the course of two years it will spend roughly \$220,000, Hastings said.

This summer, the MCAA was awarded a grant providing \$750,000 for the recruitment of an airline to bring scheduled service to the community. A required \$750,000 match was guaranteed through the partnership between public entities like the City of Bullhead City and private entities including the Laughlin Chamber of Commerce, the Bullhead Area Chamber of Commerce, Laughlin Tourism Commission, the Laughlin casino resort hotels, as well as dozens of local businesses and individual community members. An additional \$600,000 of in-kind support was pledged for marketing and advertising.

The Federal Aviation Administration assigns each airport a three-letter designation code. Laughlin/Bullhead's is IFP. The airport is using the code in its marketing campaign. "It's part of the branding," Hastings said. "When you go to book a ticket, it's easier to put in IFP than to type out Laughlin/Bullhead yada yada," he said. "And if you did type in Laughlin/Bullhead, it would pop up (as) IFP."

The airport's website address is www.flyifp.com. Laughlin/Bullhead has dubbed its IFP designation as the "International Fun Place." Hastings said, "It's the easiest way for people to remember it."

The facility is preparing for the February inaugural flights with new signage and ticket counter revisions.

The American Eagle flight will leave Phoenix Sky Harbor Airport every day at 2:35 p.m. and arrive at Laughlin/Bullhead at 3:40 p.m. Another daily flight will leave Bullhead City at 4:13 p.m. and arrive in Phoenix at 5:15 p.m.

The plane, a CRJ700, a regional airliner manufactured by Bombardier, has 70 seats, six of which will be reserved for first-class passengers, Hastings said.

The October air service announcement was the culmination of more than a decade of labor on the part of Airport Authority staff and its many community partners.