



WORKING WITH LITTLE \$\$

BUT MAKING A BIG  
IMPRESSION!

# FLL FREE INITIATIVES

- ▶ Walking Path
  - ▶ Airport guided tours
  - ▶ Self-guided art tours
  - ▶ Free Wi-Fi and charging stations
  - ▶ Rocking chairs
  - ▶ Lactation Suites
  - ▶ Library book QR codes
  - ▶ Entertainment Program
  - ▶ Therapy dog program
  - ▶ Appreciation events
  - ▶ Food demonstrations and samplings
  - ▶ Partnership with Convention and Visitors Bureau
  - ▶ Free blood pressure checks by ARFF
  - ▶ Driver license services
  - ▶ Airport scavenger hunts
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# Free Initiatives

## Therapy Dogs



## Airport Tours



## FLL Fit Walking Path



## Special Sightings



## Lactation Suites



## Airport Jeopardy



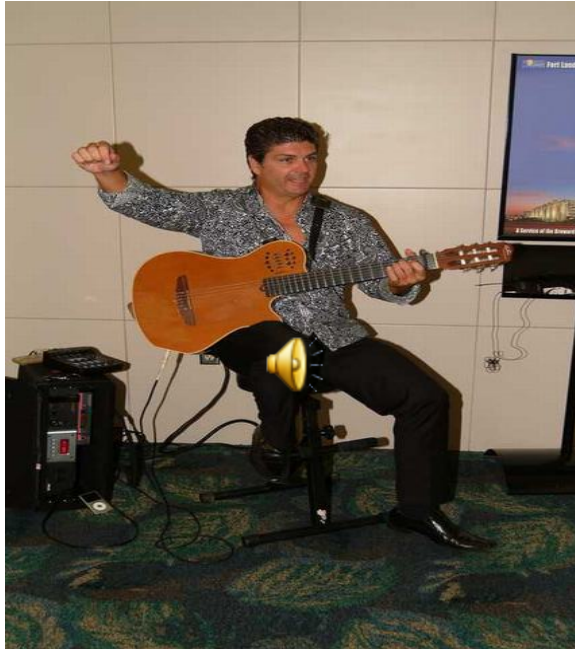


# Guest Appreciation Events





# Entertainment Program



**Flamenco**



**R & B**



**Jazz**



**Reggae**



**Barbershop  
Chordsmen**



**Steel Drum**

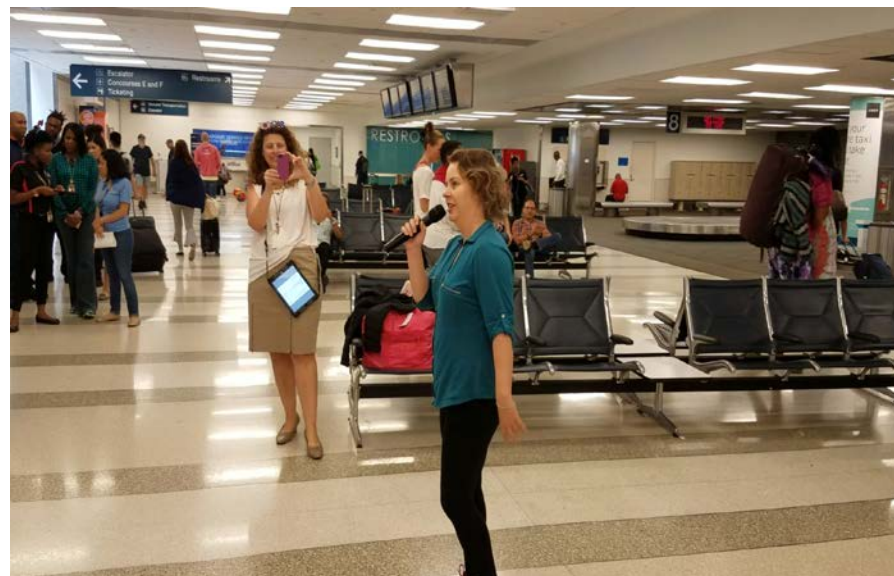
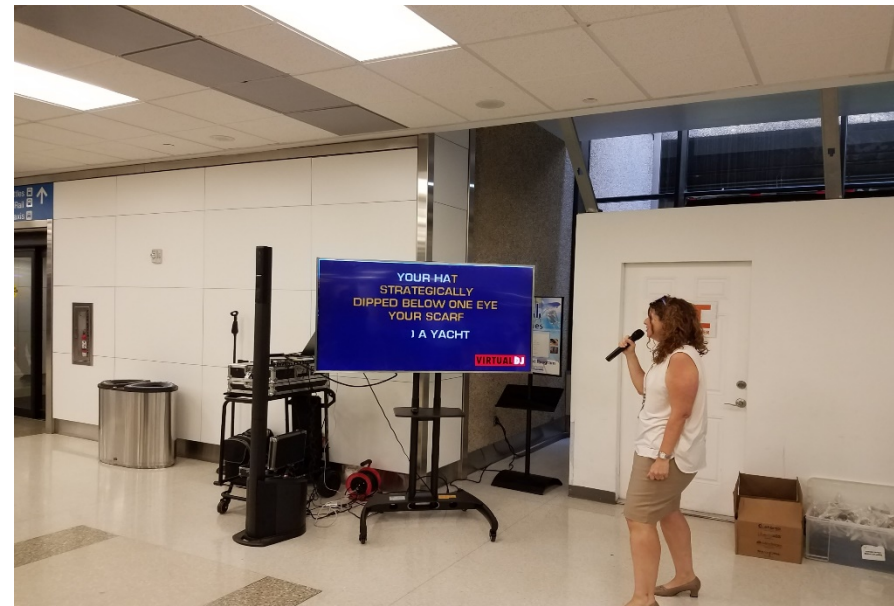
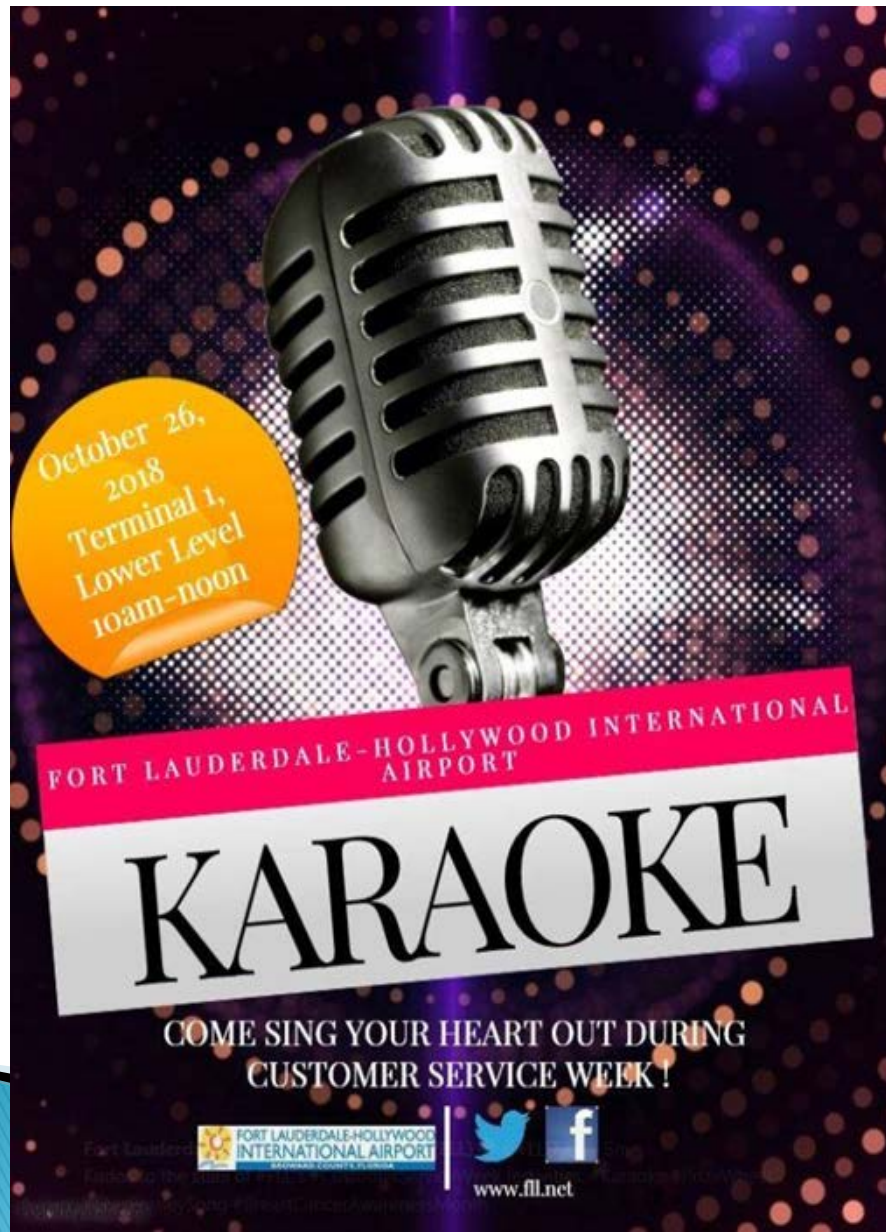


# Marketing and Social Media: Selfie Scavenger Hunt



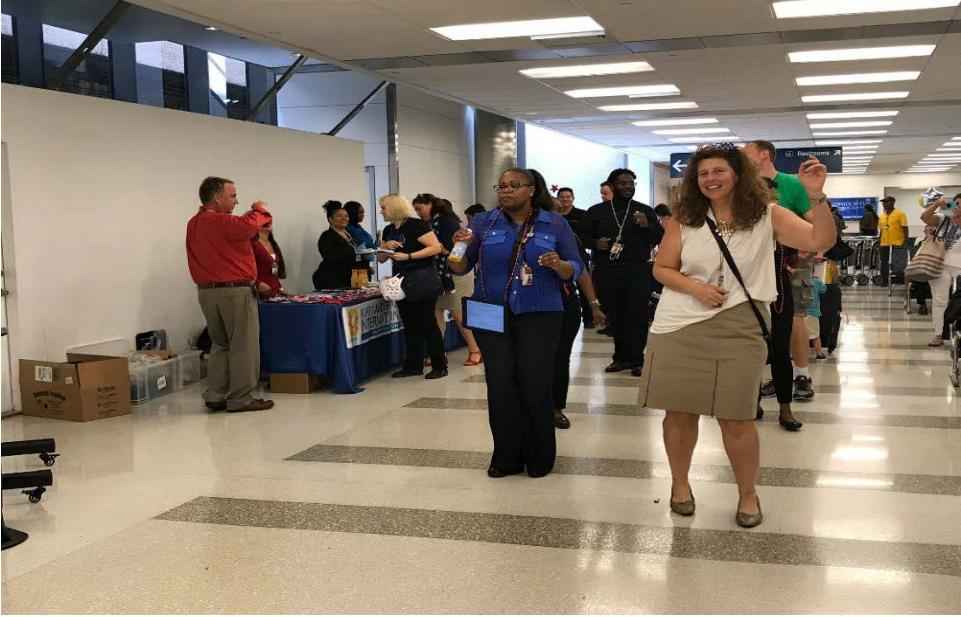


# Marketing and Social Media: Karaoke






# Guest Participation






# FLL Staff Support

- ▶ Aviation Department 600+ employees
    - ▶ Guest Experience team: 70+ paid (FT & PT) employees and 100+ volunteer ambassadors
  - ▶ Events typically require 4–10 employees
  - ▶ Event volunteers: Aviation Department employees and volunteer ambassadors
  - ▶ Event volunteers earn Aviation Community Service hours
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# Leadership Buy-in

- ▶ Guest Experience is priority
  - ▶ Airport events/initiatives enhance the guest experience
  - ▶ Staff support is necessary to facilitate
  - ▶ Enhanced guest experience increases non-aeronautical revenue
  - ▶ Social media and marketing support
  - ▶ Stakeholder partnership
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QUESTIONS?  
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