



MARCOM 2019: AIRPORT BRAND + CX

DELIVERING ON EXPECTATIONS

Alexandra Bradley

Brand + Experience Manager

Asheville Regional Airport



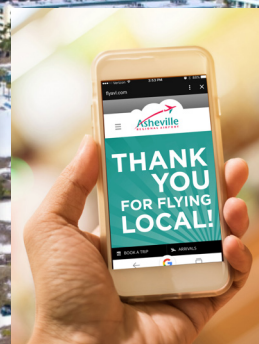
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FLIGHTS + AIRLINES PASSENGER SERVICES ABOUT THE AIRPORT SOCIAL HUB

NEW nonstop to Sarasota
on Allegiant

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ARRIVALS



DEPARTURES



FLIGHT TRACKER



FAQS



E-NEWS



WEATHER
ASHEVILLE

77°



TUESDAY
AUGUST 21

LOCAL TIME
3:51 PM

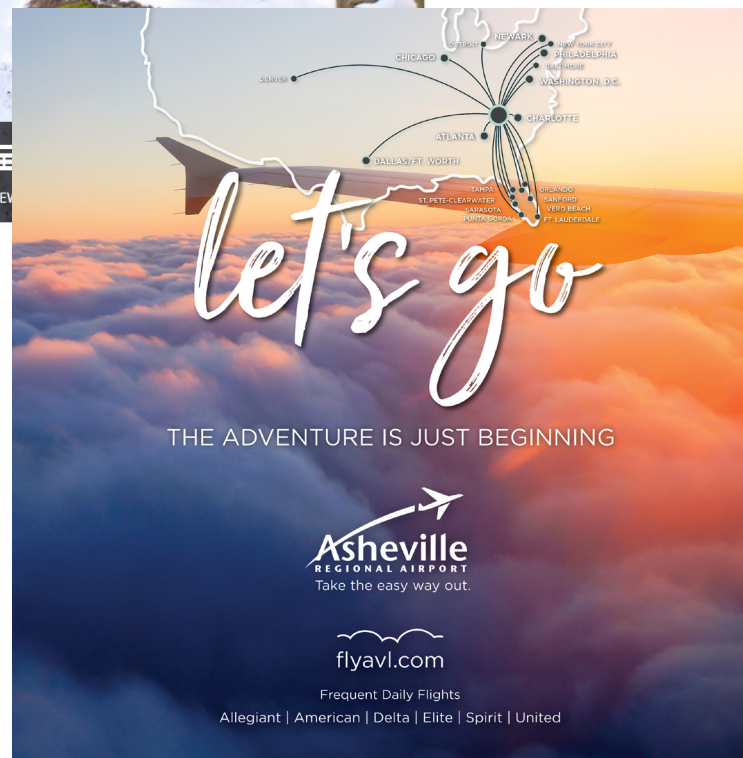
flyavl.com

ARRIVALS

AIRLINE	ARRIVING FROM	FLIGHT	GATE	TIME	STATUS	CLAIM
UNITED	Newark	1286	7	4:04P	IN AIR	
allegiant	St. Pete	1203	7	5:04P	IN AIR	
UNITED	Chicago O Hare	5136	6	5:20P	NOW 5:31P	
DELTA	Atlanta	4611	3	5:34P	ON TIME	
American Airlines	Charlotte	5615	4	6:45P	ON TIME	
DELTA	Atlanta	3334	3	7:30P	ON TIME	
American Airlines	Charlotte	5465	4	9:33P	ON TIME	

DEPARTURES

AIRLINE	DEPARTING TO	FLIGHT	GATE	TIME	STATUS	WEATHER
American Airlines	Charlotte	5521	4	3:48P	DEPARTED	84°F
DELTA	Atlanta	3430	3	3:59P	ON TIME	82°F
DELTA	Newark	244	7	5:00P	NOW 5:27P	75°F
UNITED	Chicago O Hare	5128	6	5:50P	ON TIME	75°F
DELTA	Atlanta	4611	3	5:59P	ON TIME	82°F
American Airlines	Charlotte	5615	4	7:18P	ON TIME	84°F
DELTA	Atlanta	3334	3	7:55P	ON TIME	82°F



AUTHENTICITY

CONSISTENCY

23%

VISION

MISSION

VALUES

64%

LOGO

OUR BRAND PROMISE

To maintain a consistent style and voice which represents the mission, vision and values of Asheville Regional Airport. In everything that we do, we strive to reflect the heritage and represent the future of AVL by solidifying three major factors:

EASE

"The easy way out" is conveniently in your back yard. You do not have to start your trip with a road trip, you can connect anywhere in the world from AVL — and when you fly home, you're home.

CUSTOMER SERVICE ..

Whether business or leisure, we want the overall experience of everyone who crosses our path to be pleasant and enjoyable. This philosophy extends past the walls of our terminal and into the community we are so proud to be a part of.

LOCAL LOYALTY

The legacy of these mountains and the people of this community are woven into our story. We choose to have a real relationship with the people here, whether of origin or destination. We choose to be actively involved in the sustainable, beneficial, and memorable growth of western North Carolina.

It's more than a promise, it's who we are.

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Our Mission:
an exceptional airport experience

Asheville
REGIONAL AIRPORT
Take the easy way out.

music on the fly
AVL and Ashevillegas.com host monthly pop-up concerts in the airport featuring musicians from WNC.

flyavl.com
Frequent Daily Flights
Allegiant | American | Delta | United

- NEW PARKING GARAGE**
A new five-level parking garage is now open. It is located directly in front of the terminal, and the walk is short, easy, and covered.
- ELECTRIC VEHICLE CHARGING STATIONS**
Two electric vehicle charging stations have been installed in Short-term Parking.
- ART + MUSIC IN THE AIRPORT**
From charitable exhibits in the art gallery to performers at the baby grand piano, the airport has programs highlighting local artists.
- PAWS FOR PASSENGERS**
Trained therapy pets and their handlers volunteer to bring a smile to your face during your travels.
- IT'S MY BIRTHDAY**
Traveling through the airport on your birthday? We have a gift for you at the Guest Services Welcome Center in Baggage Claim.



HOW
DO YOU
DELIVER
ON YOUR
PROMISE?



**THANK
YOU
FOR FLYING
LOCAL!**



BE AUTHENTIC
BE CONSISTENT

THANK YOU!



For questions about the AVL Branding
Standards + Style Guide, contact:

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Marketing + Public Relations Department
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flyavl.com