

NOVEMBER 6 | 2019

# BRAND // GUEST EXPERIENCE

**YYC** CALGARY  
INTERNATIONAL  
AIRPORT

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# NORTH STAR

We create effortless and memorable airport experiences that reflect Calgary's legendary hospitality and our region's natural beauty.





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# APPROACH

- **Re-alignment of Guest Experience and Marketing to align with North Star**
- **Disciplined approach to heartfelt experiences**
- **Evaluation by alignment, impact, return on investment**



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# DIFFERENTIATORS

1

White Hat Volunteer Program

2

YYC Music Program

3

Pre-Board Pals





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# WHITE HAT VOLUNTEERS







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# YYC MUSIC PROGRAM





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# PRE-BOARD PALS











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**THANK YOU**