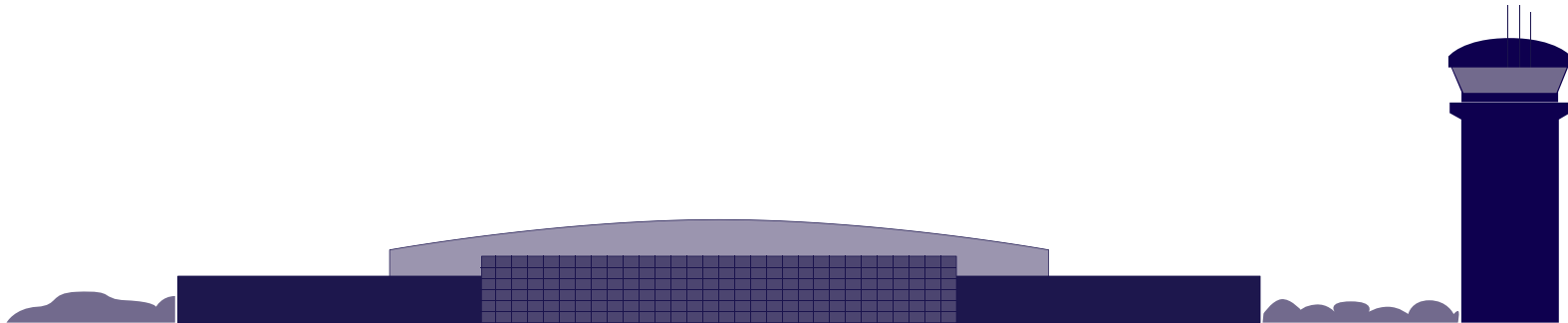


Barnstable Municipal Airport

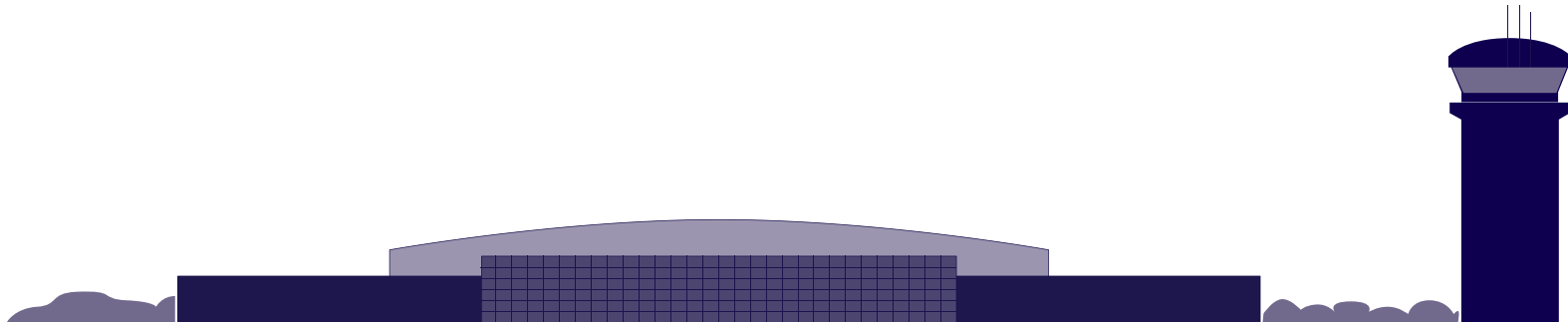
Rebranding

December 17, 2020



Business Plan Objectives

- Goal A - Maximize General Aviation Activity at HYA
- Goal B - Diversity Revenue Streams
- Goal C - Become Regional Air Transportation Leader
- **Goal D - Enhance Airport Image & Branding**

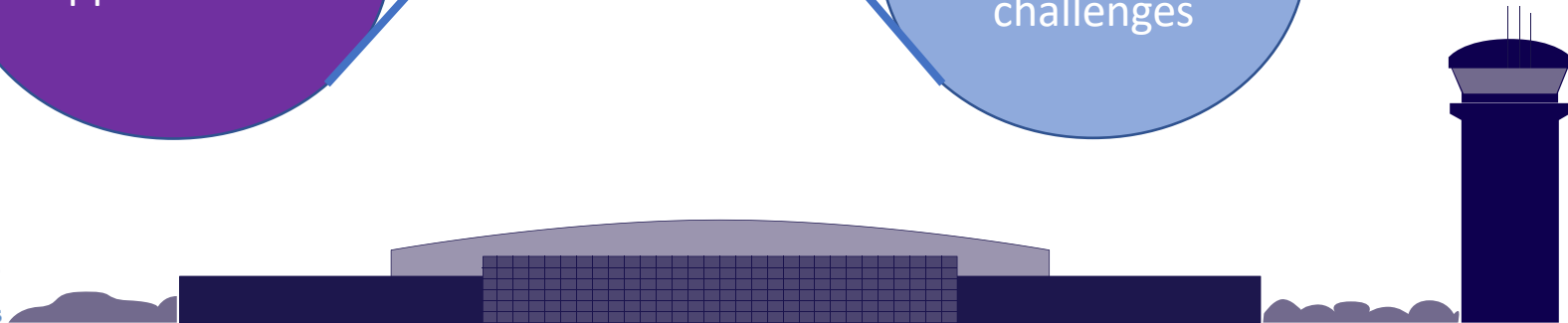
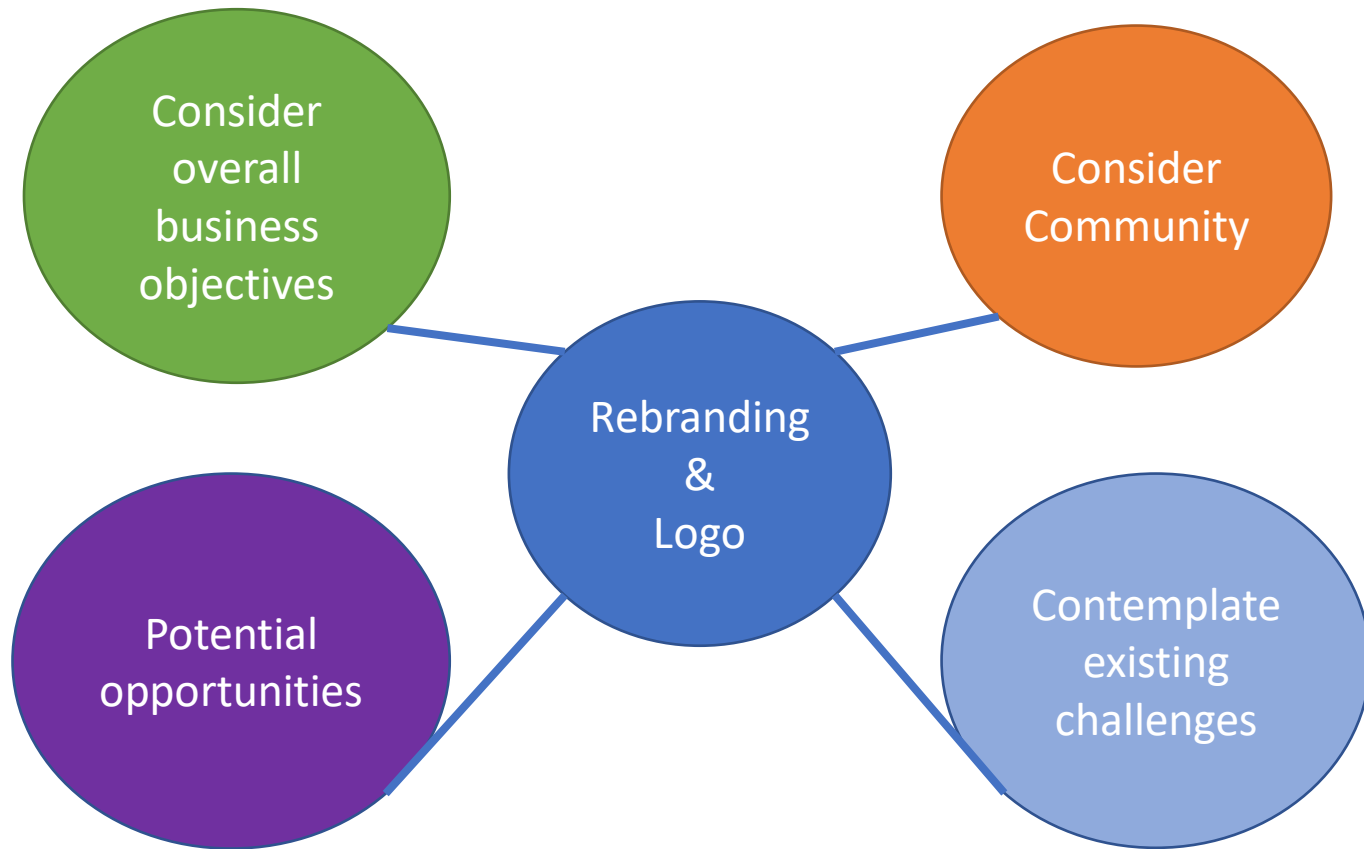


Past Actions

- June 2018 – Rebranding developed as a Business Plan goal
- October 2019 – Rebranding and alternative names presented during the Airport Master Plan Visioning Sessions
- June 2020 – Rebranded logos presented to the Airport Commission
- July 2020 – Present
 - Rebranded logo modifications and Airport names presented to the Commission on July 21, August 4, August 13, August 18, September 3, October 20
- October 2020 – Airport Commission Approved Airport Rebranding

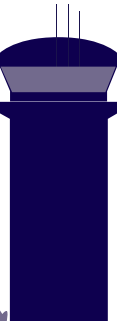


What's in an airport name? A journey in airport rebranding...



Parameters to Rebranding

Reflect on the potential opportunities a name change will afford the facility



Parameters to Rebranding

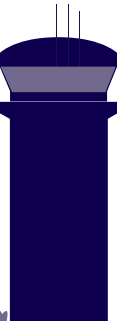
Identify with the community it serves

➔ The airport serves the communities of:

- Barnstable,
- Cape Cod,
- The islands, and
- Communities outside of Cape Cod that visit/summer on the Cape.

➔ But not well

- Those that live and work on Cape Cod need a local option for air transportation without the need to travel to Boston/Providence; likewise visitors need a direct route to the Cape.



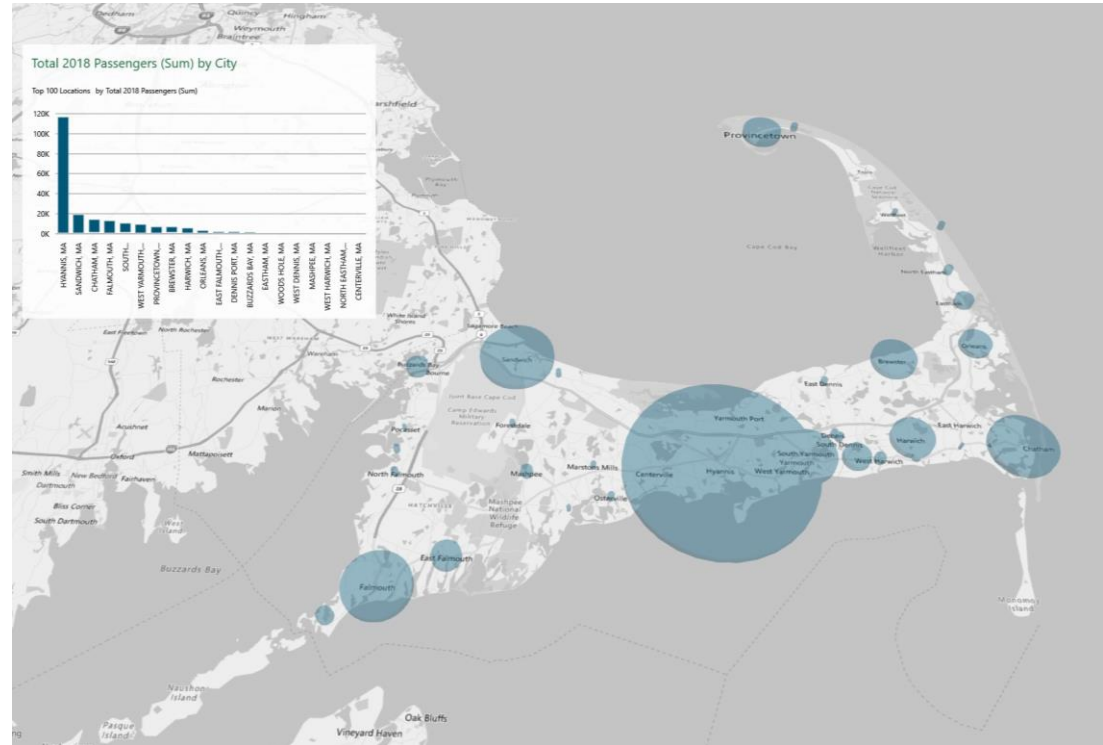
Parameters to Rebranding

Identify with the community it serves

➔ By town, for passengers arriving on Cape Cod as final destination = **222,000** passengers arriving to the region

- 80.6% use BOS
- 6.3% use PVD
- 2.1% use HYA

➔ They could be using HYA



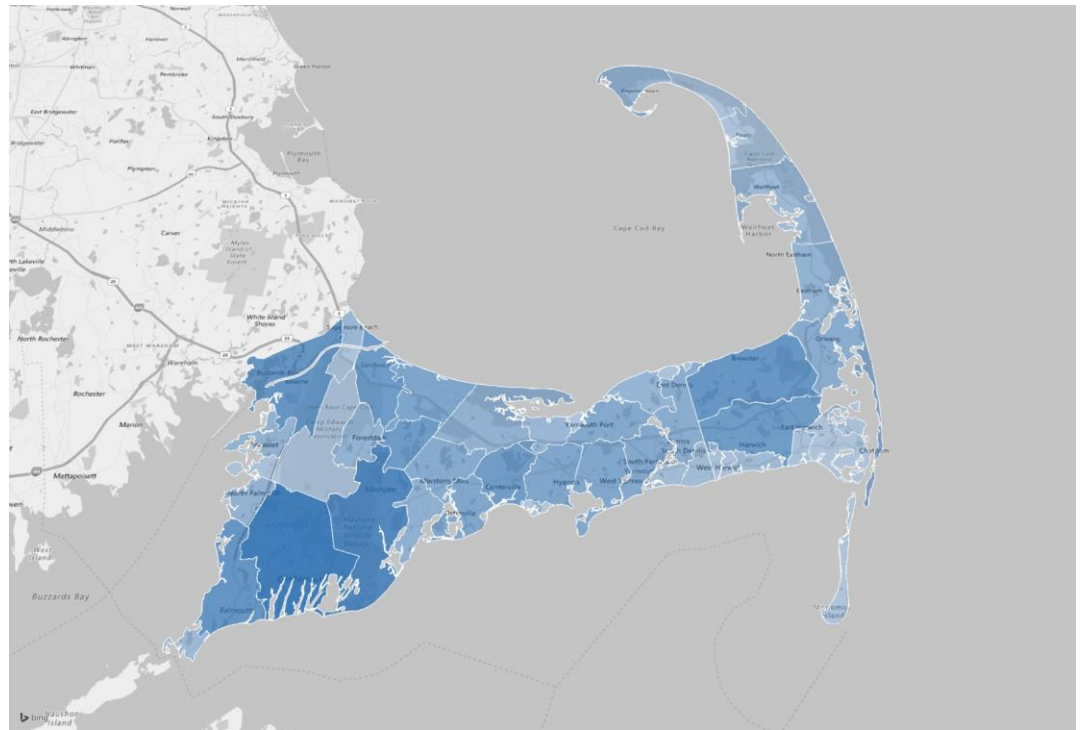
Parameters to Rebranding

Identify with the community it serves

➔ Cape Cod residents departing Cape Cod using other nearby airports = **209,000 air traveling passengers who live on Cape Cod,**

- 82.8% use BOS
- 10.0% use PVD
- 0.6% use HYA

➔ They could be using HYA



Parameters to Rebranding

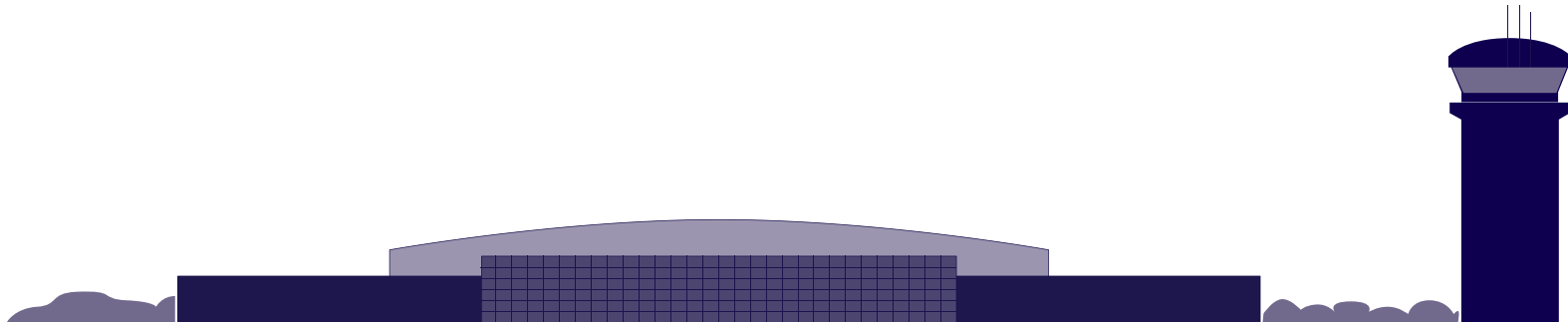
Consider overall business objectives, long-term vision of the airport

- Goal A - Maximize General Aviation Activity at HYA
 - Goal B - Diversity Revenue Streams
 - Goal C - Become Regional Air Transportation Leader
 - Goal D - Enhance Airport Image & Branding
-
- The main objective and focus of rebranding is to tap into that market in which we lack activity... ***Goal C - Become Regional Air Transportation Leader***
 - One of our biggest challenges. ***Rebranding becomes necessary when the business needs to change, expand, evolve and communicate a clearer vision for the future of the airport...***
 - Previous slides = Something is missing - what about those ~ 215,000 passengers that could be using HYA?



Goal C - Become Regional Air Transportation Leader

- Cape Cod Airport
- Cape Cod Regional Airport
- Cape Cod Gateway Airport



What are Transportation/Local Tourism Leaders saying???

- **JetBlue Marketing Manager** – *“Regional implies that it is a small airport that serves a local area”*
- **Sun Country PR/Marketing Manager** - *“Regional Airport is an airport I would typically avoid. The word regional implies a small backyard, country airport and not within Sun Country’s typical area for expansion. Cape Cod Gateway – that is brilliant”.*
- **Cape Cod Chamber** – *“Gateway sounds more appealing as a destination for passengers. In my humble opinion ‘regional’ sounds like a high school”.*



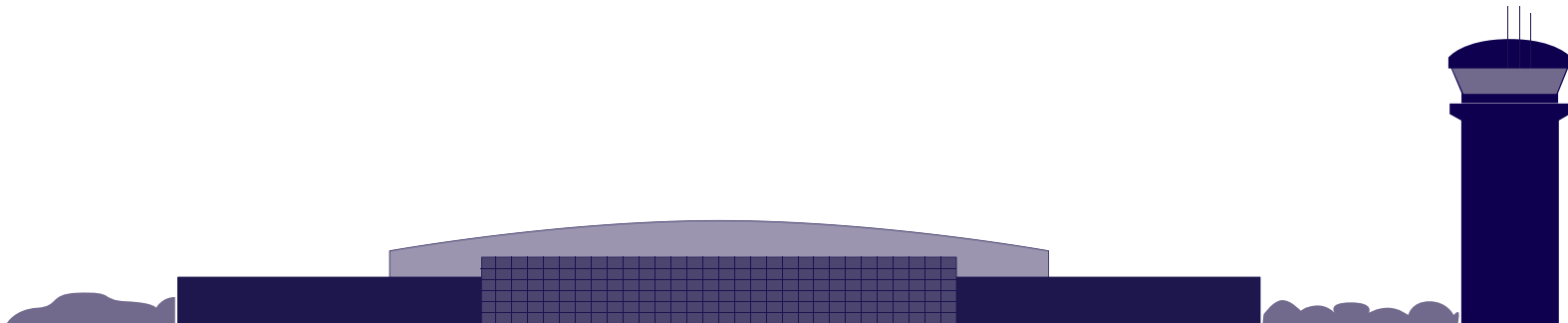
What are Transportation/Local Tourism Leaders saying???

- **Everest Fuel - Corporate User** – *“With Regional Airport I feel like you establish HYA as the center of Cape Cod...The down side is Regional Airport is a bit generic and businesslike whereas Gateway has that extra bit of intrigue”*
- **Former Airport Marketing Consultant** - *“Definitely Cape Cod Airport ... the other two minimize you.”*
- **Other Marketing Professionals** – *“Regional sounds smaller than Gateway”.*



Consensus...

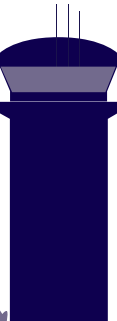
→ Cape Cod Gateway Airport



Parameters to Rebranding

Reflect on the potential opportunities a name change will afford the facility

- ➔ For enticing those to fly directly to HYA - those vacationing or summering on the Cape:
 - Cape Cod Gateway Airport – *Your **Gateway** to fun*
 - Cape Cod Gateway Airport – *Your **Gateway** to Cape Cod and the Islands*
 - Cape Cod Gateway Airport – *Your **Gateway** to Cape Cod National Seashore*
 - Cape Cod Gateway Airport – *Your **Gateway** to nearly 560 miles of pristine coastline, and the finest beaches in the world*
 - Cape Cod Gateway Airport – *Your **Gateway** to miles of biking and hiking trails*
 - Cape Cod Gateway Airport - *Your **Gateway** to ease of travel to your final destination – Cape Cod!*



Parameters to Rebranding

Reflect on the potential opportunities a name change will afford the facility

→ For those living on the Cape:

- Cape Cod Gateway Airport – *Your **Gateway** to the world*
- Cape Cod Gateway Airport – *Your **Gateway** to Boston, New York, Washington DC and beyond*
- Cape Cod Gateway Airport – *Your **Gateway** to hassle-free travel*
- Cape Cod Gateway Airport – *Your **Gateway** to airline partners*
- Cape Cod Gateway Airport – *Your **Gateway** to convenience*
- Cape Cod Gateway Airport –
 - *Your bridge free **Gateway** to Boston*
 - *Your traffic free **Gateway** to Boston*



With a name change comes a new logo...

