



## AIRPORT MARKETING

Is it time to show your airport to the world? Marketing has become an essential tool to improve brand awareness, offer value-add promotions and enhance airport customer and pilot experience. Our team of experienced professionals have the resources and experience to help you with your promotions and marketing.

Most often, marketing tools and marketing activities are developed to help generate additional airport business and sustain airport growth and revenues.

Explorer Solutions has developed unique capabilities to support community and regional airports with their marketing. Our team of seasoned professionals has more than 150 years of combined experience.

### **SOME OF THE AIRPORT MARKETING SERVICES WE OFFER INCLUDE:**

- Marketing Plan
- Marketing and Communication Strategy and Implementation
- Surveys (Preparation, Execution and Analysis)
- Social Media and e-business Strategy
- Website Design and Management

### PAST PROJECTS



Marketing and Tourism Plan  
Luce County Airport, MI

Airport Branding and Video  
W.K. Kellogg Airport, Battle Creek, MI

Explorer Solutions provides innovative solutions in all areas of business intelligence, international relations, strategic planning, market development, investment attraction and lobbying to the aerospace, airport and economic development sectors.

**AIRPORT SERVICES**  
Your key to success worldwide

**Explorer Solutions Canada**  
explorersolutions.ca  
450 441-9055

**Explorer Solutions USA**  
explorersolutions.us  
404 433-4249