



While many expected strong passenger growth, TPA's rapid cargo growth has been somewhat of a surprise.

## Tampa Airport's cargo business is booming

*Weeknights at 11 p.m., when most people in Florida are snug in their beds or chilling out to late night TV, dozens of workers report for duty at the Tampa International Airport north cargo building.*

Not long ago, the building sat vacant and ready for the wrecking ball. But these days, the space buzzes with activity around the clock as trucks come and go and workers sort boxes of all sizes for delivery to Amazon customers.

Early mornings are especially busy when about ½ mile away on the airfield as many as six planes operating for Amazon and UPS open their cargo bays at the same time to empty and receive packages.

"It's very fast-paced. We're all working hard to make sure we meet our delivery times," said Tim Ewin, Air Operations Manager for UPS at Tampa International. "We kind of motivate ourselves by trying to beat that Amazon Prime plane."

While FedEx has been a long-time cargo partner for TPA, the arrival of Amazon in 2015 and UPS in 2017 has given this line of business a jolt. Cargo volume at TPA has doubled since 2015. In 2017, TPA passed the Fort Lauderdale airport to become Florida's third busiest air cargo site and is nipping at the heels of Orlando International Airport for the number two spot. TPA's FY2019 budget calls for \$5.2 million in cargo revenues, up from \$2.6 million in FY2015. The burgeoning business now employs more than 850 people, who bundle packages,

load and unload planes, drive tugs and trucks and operate deck loaders and other equipment. In August, 18 cargo planes operated on peak days at TPA. When the holiday buying binge begins, that will jump to 23 operations on peak days.

Six different companies that three years ago had no presence at TPA now comprise the cargo operations. That includes LGSTX, whose employees unload boxes from trucks, stack and wrap them in the shape of an airplane fuselage for efficient shipment, then load them onto dollies for delivery to the Amazon planes. They also do the whole process in reverse.

LGSTX now employs more than 300 people in its TPA sort facility, up from 100 people three months ago.

Providing facilities for all the activity is no small task. Beth Zurenko, Vice President of Airport Real Estate, and her team receive space requirements from participating companies and fit them together like pieces of a puzzle.

"Parking all of these large airplanes has taken a herculean effort by all of our teams to ensure that the operation is safe and can accommodate the growing volume. It's been a great problem to have but a very tricky one," Zurenko said.

With more cargo growth on the horizon, the airport's 2019 capital program includes up to a \$69 million investment in expanded facilities. ■

### IN THIS ISSUE



#### Going pink for a good cause

TPA's Guest Services and Police teams donned pink to support cancer awareness.



#### Burger 21 has beer, wine

Burger 21, which got its start in Tampa Bay, now sells alcohol.



#### Meet Carol Clahar

Bags Inc. employee Carol Clahar brings exceptional customer service day in and day out.



### TPA BY THE NUMBERS



## 5.2 million

Tampa International Airport's Fiscal Year 2019 budget calls for \$5.2 million in cargo revenues, up from \$2.6 million in Fiscal Year 2015.

# With growth, TPA examines the question: Who are we?



TPA's rapid growth means more passengers, more employees and more tenants. We took a deep dive into who we are and what makes us tick.

*With more people spending time at the Airport every day, understanding our passengers and employee demographics becomes more important in serving our customers, our workers and our community.*

Tampa International Airport is experiencing historic, record growth after serving 19.2 million passengers during Fiscal Year 2017 and expecting to hit around 21 million in FY18, which ended last month. The Airport has more concessions, more facilities and more employees. We've doubled our number of rental car companies, we've seen a doubling in cargo volume in the last few years and we now have more than 11,000 people working at TPA.

So who are these people? Where do they come from? Most importantly, what can TPA learn from the demographic makeup of its passengers, guests and workers?

"Knowing who we are is the best way to inform what we do, both as an airport and an organization," TPA Director of Research and Air Service Development Kenneth Strickland said. "Passenger numbers and statistics don't mean anything if we're not diving deeper to understand exactly who makes up these numbers, what they value and how we can best serve them now and in the future." ■

## TAMPA INTERNATIONAL AIRPORT AT A GLANCE

A recent study of TPA's demographics shows some interesting facts. Among the highlights:

- **Most of our travelers are here for fun:** 76 percent of our passengers travel for leisure rather than business.
- **Women outnumber the men:** 60 percent of our passengers identify themselves as female.
- **Domestic travel is still our bread and butter:** While we continue to build our nonstop international routes, 90.9 percent of our passengers still travel within the U.S.
- **Our passengers begin and end their journey at TPA:** 94 percent of our passengers start or end their trip here; only 6 percent are here for a layover.
- **The lines at the ticket counter are getting shorter:** Fewer than 25 percent of our passengers check in at the counters.
- **Southwest Airlines is our No. 1 employer:** Southwest employs 891 workers at TPA, while TSA and the Aviation Authority tie at No. 2 with 690 employees each.
- **A majority of our workers reside close to TPA:** 63 percent of our employees live in Hillsborough County, 18 percent come from Pasco County and 14 percent commute from Pinellas County.

## Hundreds turn out for TPA's Phase 2 outreach event



On Sept. 14, Tampa International Airport hosted a subcontractor outreach and opportunities fair in the Marriott Grand Ballroom. Dubbed "Prime Connections 2018," the fair was a popular draw for those in the fields of maintenance, signage, demolition, landscape, geotechnical and survey work, fire protection and other facets of the upcoming \$543 million expansion. The event was a success with nearly 300 in attendance to learn about future business opportunities.

## TPA goes pink for Breast Cancer Awareness Month



Members of the Guest Services team will be wearing pink all month.



Airport police, including Chief Charlie Vazquez, are wearing pink badges or pink ribbons to support the cause.



TPA is lighting up all three SkyConnect stations - including the Economy Garage station, pictured here - pink in honor of Breast Cancer Awareness month. The lights can be seen from the Parkway at night.

# United Airlines team celebrates Hispanic Heritage Month



TPA's spirited team at United Airlines celebrated Hispanic Heritage Month on Oct. 3. Passengers traveling through Airside A were invited to join the fiesta which included food, virgin margaritas and, of course, plenty of dancing!

## TPA joins Snapchat: fly2tpa

You asked, we're delivering... TPA is now on Snapchat!

In an effort to reach a younger demographic on their platform of choice, TPA is establishing a presence on Snapchat. We will post a variety of content, leaning heavily on good photos and videos from the airfield. Add us at Fly2TPA for Airport updates, events and, of course, plane photos and videos!

And continue to follow our active social media squad on Facebook, Twitter and Instagram @FlyTPA. ■



Download Snapchat, if you don't have it already, and give us a follow!



Are you at risk for cyber crime?

## October means Cybersecurity

You do not have to be a computer expert to understand the basics of cyber security. Even small actions can make a huge difference in keeping you safe online. As cyber-crimes like scams, frauds, identity theft, and network breaches continue to increase, it is more important than ever to know how to protect yourself.

Throughout the month of October, the ITS department will sponsor several Lunch 'n Learns to provide information on cyber security to protect yourself at work and at home.

- Week 1:** Online Safety at Work
- Week 2:** Safeguarding Critical Infrastructure (Oct. 10)
- Week 3:** Online Safety at Home (Oct. 17)
- Week 4:** Managing Your Privacy (Oct. 24)
- Week 5:** Online Security Training

All Lunch 'n Learns will be held in the Boardroom from noon to 1 p.m. Registration is not required. ■

## Burger 21 on Airside A now sells beer and wine

Travelers looking for a quick bite and a beer are in luck.

Burger 21, located on Airside A, is now serving up suds to wash down their extensive menu of handcrafted burgers and fries.

The fast food restaurant, which got its start in Tampa Bay, is offering Bud Light, Cigar City Jai Alai, seasonal Sam Adams as well as red and white wine in a can. All of Burger 21's street-side locations also sell alcohol, bringing the Airport location into closer alignment with those offerings.

The only caveat: All alcoholic beverages must be consumed in the food court area.

Airside A is home of United, JetBlue, Spirit, Alaska, Sun Country and Silver Airways. ■



*In addition to a wide variety of burgers and fries, Burger 21 now sells beer and wine. Options include domestic and local beverages, as well as house white and red wine.*

CONCESSIONS CORNER

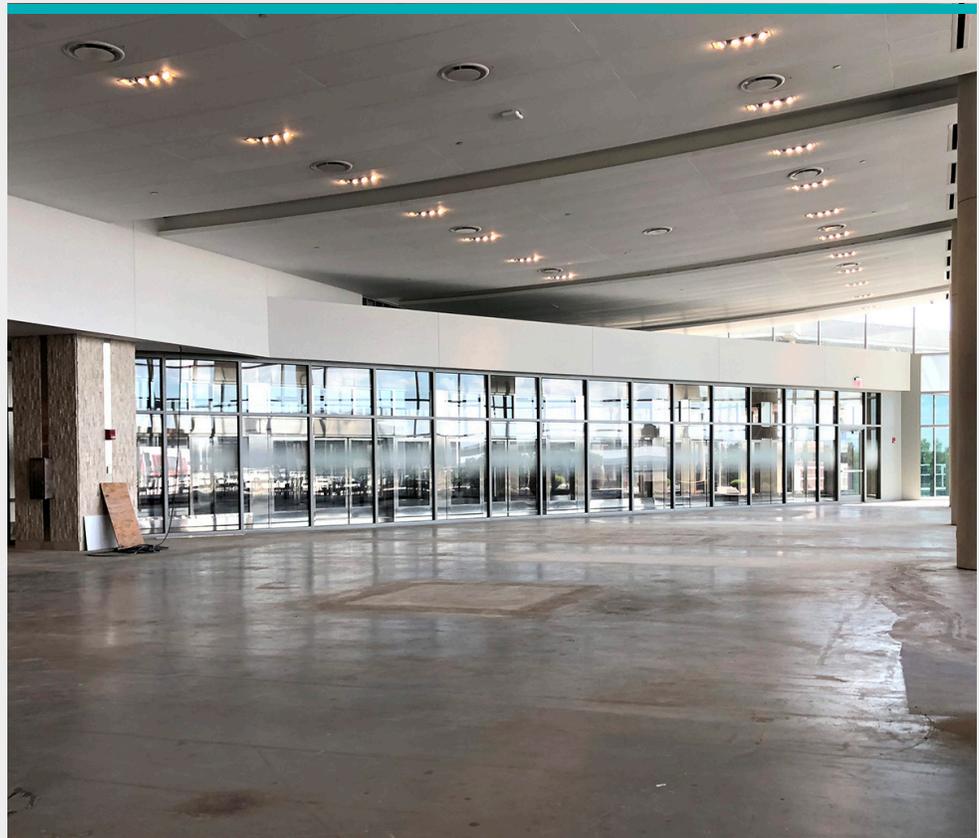
## The Main Terminal, at long last, is approaching completion

This is a big month for construction on the Main Terminal Transfer Level.

The wall around the new event space, located between the shuttles to Airsides E and F, has already come down and workers are getting ready to install the carpet - the last remaining flooring on the level. The space will be available for Airport and other special events.

Shortly after the carpet comes in, Bombardier is expected to reopen the final Airside F shuttle lobby, marking the first time since the beginning of construction on the Main Terminal that all shuttles have been operational.

Finally, the wall surrounding the Shoppes at Bayshore - the last major construction project on the Transfer Level - is expected to come down later this month. ■



*Most of the Main Terminal transfer level is complete - capping off the most visible elements of Phase 1 of the expansion.*

FOLLOW OUR PROGRESS



## Employee Spotlight: Carol Clahar

*If you've ever had the pleasure of letting Bags Inc. employee Carol Clahar help you at the Rental Car Center's remote bag check, you've likely experienced the height of customer care. She doesn't just help passengers tag and check their luggage and send them on their way. She listens to them, eases their anxieties, gives them travel tips and even helps families organize their boarding passes and baggage claim checks in their wallets or carry-ons so they're easier to find along their journeys.*



*Bags Inc. Carol Clahar brings a special touch for customer service.*

"I hear all the time, 'You must be a mom,'" Clahar said.

While this is true, Clahar has always had a special touch with people. As the oldest of nine children in Jamaica, where she was in charge of things like pressing her siblings' school uniforms before school and cooking dinner while her mother worked for a lock-making factory,

she felt responsible for others very early in her life. After later moving to the U.S. as an adult and single mother, she worked several years for Continental Airlines, which taught her a lot about airport customer service and the unique needs and concerns of travelers.

Those experiences, she believes, are what make her effective at her job with Bags at TPA, where she has worked since the remote bag check opened at the new Rental Car Center in February 2018. Her kindness, relaxed attitude and sense of humor leave an impression on even the toughest of customers.

"Usually when checking into an airport, the employees aren't always the greatest help let alone the friendliest people," customer Stefania Di Stefano posted on Facebook after a recent trip through TPA. "My sister, cousin and I were very fortunate to have met Carol Clahar at Tampa International Airport and let me just say THANK YOU LORD!!!! This lady was the sweetest, funniest and most

helpful employee I have met at an airport and I do a lot of traveling!"

Another customer, who was traveling with an ill friend and trying to manage both her and her friend's luggage when Carol stepped in and helped, sent a Sept. 20 email to Bags: "Carol went above and beyond. I want to thank her and let you know what a valuable employee you have in Carol."

Clahar loves working for Bags Inc., which has been a huge success at TPA, logging more than 200,000 checked bags for Southwest, Delta and American since it opened eight months ago. The service provides a huge convenience for travelers, allowing them to unload cumbersome luggage at the Rental Car Center rather than dragging them on the SkyConnect train and through the terminal, and to print boarding passes so they don't have to go to the ticket counters.

"I love this airport and I want to help keep it number one in customer satisfaction," Clahar said. "When people, especially elderly travelers, come to this new facility and see kiosks and feel confused or scared or frustrated, I want to put them at ease. You can have the nicest and best facility in the world, but it means nothing if you don't have the customer service to go along with it."

Clahar loves going to movies with her friends and watching sports – football, basketball, baseball, you name it – in what little free time she has these days. After raising two daughters, Shawna and Allysia, she is finally returning to college studies and is currently working toward a bachelor's degree in Psychology by taking online classes.

She still considers herself, first and foremost, a mom.

*"I love this airport and I want to help keep it number one in customer satisfaction."*

Clahar is raising her 17-year-old grandson, Amiri, who is getting ready to graduate from Jesuit High School next year. Three years ago, her daughter Shawna developed an aggressive brain cancer and died at age 39. Clahar still works through her grief and her loss today, but she continues to find solace and comfort in helping others, especially young Amiri.

When customers comment that she must be a mother, she smiles.

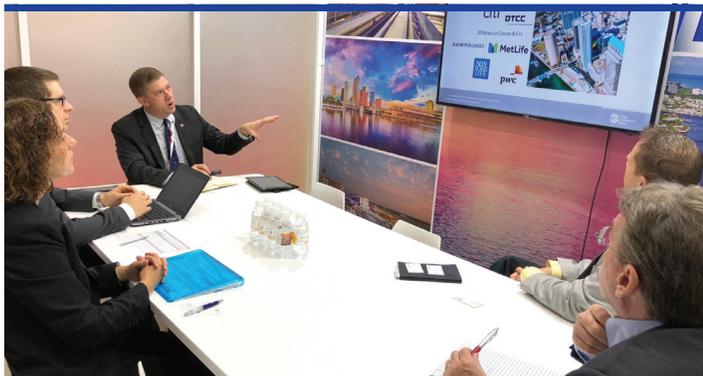
"I am a mother, a father and a grandmother," she said. ■



# TPA in the World



Members of the TPA United Way Campaign Committee attended the Women United event held on Sept. 12. The event is one of many designed to educate and inspire the community. Pictured, Kelly Figley, Melissa Solberg, Audra Cona, Trudy Brandvold, Ilana Goldenberg-Rosen and Al Illustrato.



Director of Research and Air Service Development Kenneth Strickland, Executive Vice President of Marketing Chris Minner and ASD Manager Guy Brown met with 17 airlines at World Routes in Guangzhou, China between Sept. 15 and Sept. 18.



Airport CEO Joe Lopano and Airport Executive Vice President of Operations and Customer Service John Tiliacos test out a biometric screening checkpoint at the ACI Annual Conference in Nashville.



CADD/Project Manager Justin Smith and Maintenance Superintendent David Wright set up a booth at an Electric Vehicle Week event on Sept. 12.

## In the News



TPA's innovative remote bag check system was recently highlighted on the national stage.

### From the New York Times, Sept. 17:

A recent story in the New York Times highlights some of the time-saving baggage services offered at airports, including the new Remote Bag Check at TPA's Rental Car Center. Read about this highly-successful program by visiting the New York Times at [NYTimes.com](http://NYTimes.com). ■



### From the Tampa Bay Business Journal, Oct 4:

Contour Airlines on Oct. 3, announced the addition of new service between Tampa and Macon, Georgia. The airline will commence the new route on Dec. 19 with service on Wednesdays and Saturdays. Read more about the service and TPA's newest airline partner at [bizjournals.com/tampabay](http://bizjournals.com/tampabay). ■

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## WHAT THEY'RE SAYING...

### ON TWITTER



*By far, #Tampa is my favorite city in Florida. All of my tweets for Tampa only share praise and respect. Wonderful and adorable city. A truly incredible airport too. Amazing route options and often deals to fly to/from.*

@ScottFordTVGuy, Oct. 2

*Just did an honest to goodness pay at the table transaction in a restaurant at @FlyTPA. America needs to catch on to this. #travel #MJapproved*

@MJonTravel, Oct. 1

*So no kidding - I travel tons and am often subjected to quick airport meals. Stumbled into @TBMiseEnPlace at @FlyTPA Tampa today. What a gem hidden in Terminal F! Worth arriving early for my flight!*

@NealDenton, Sept. 29

### ON FACEBOOK



*Shout out to TPA! All interactions were so incredibly wonderful, and extra bonus points for your interactive touch screen at gates for kids. It made waiting with my 3 year old so, soooo pleasant. Now if only I could get a beer from the restaurant and bring it to the terminal it would have been perfect. Cheers, from a momma that was worried to travel but you made it seamless. Thank you.*

- Rena Bobonis, Oct. 4

### VIA EMAIL



*Hi. I wanted to express to you the wonderful service provided to me by a Jerry Sullivan, one of the traffic guys roaming around the blue arrivals earlier today. I arrived in my car to pick up a really sick friend who had just arrived.... but she was in no condition for the ride home and could not get up from where she was seated at curbside. Jerry saw me with her and could plainly see she was not well. ... He was very kind and attentive. - Morrow Fisher, Sept. 19*



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