



Landing nonstop daily service to Amsterdam aboard Delta was a team effort that involved the entire Tampa Bay region.

## Delta brings nonstop daily service to Amsterdam

*As reporters, employees and curious passengers gathered in the Main Terminal SkyConnect atrium on Aug. 22, the buzz was fueled by the sight of fresh tulips, stroopwafels and bicycles near the stage where a big announcement was to be made.*

Finally, Executive Vice President of Marketing Chris Minner confirmed the big news: Delta Air Lines will launch year-round nonstop flights to Amsterdam from Tampa International Airport beginning May 23, adding a fifth European destination to TPA's route map and providing an easy gateway to Delta's vast network of worldwide connections.

Amsterdam was one of the three European cities TPA targeted for international air service development in late 2016.

"This was one of our top priorities and we worked closely with our partners to make it happen. It's a prime example of what we can achieve when we work together," Tampa International Airport CEO Joe Lopano said. "We're excited to embark on this new international partnership with Delta, which will benefit not only Tampa Bay travelers but our entire region as we bring more European visitors to our area."

The Amsterdam service is expected to have an economic impact on the region of \$110 million and create more than 1,000 jobs.

At a press conference held at TPA, several

community partners praised Delta for bringing the service to the Tampa Bay area.

"Thanks, Delta, for all that you have done for this community," Tampa Mayor Bob Buckhorn said. "And thank you for believing in what the next chapter will look like for Tampa. We have much work ahead of us and we will not rest. Ever."

Visit St. Pete/Clearwater President & CEO David Downing stressed the importance of creating a nonstop connection to such a key European destination.

"To get directly there is a huge win for us," Downing said. "Strategically, it fits perfectly with what we do to bring people to the number one beach in America right now, Clearwater Beach. We have offices in Germany, we have offices in the United Kingdom, and we've already been working with them to figure out how we can maximize the \$110 million this flight is going to bring to this region."

Amsterdam Schiphol Airport is among Europe's busiest airports and one of Delta's largest European hubs, connecting passengers to destinations across Europe, the Middle East, India, Africa and Asia via Delta's partner airlines Air France, KLM, Alitalia and Jet Airways.

Delta will use a 211-seat Boeing 767-300 for the flights, which will operate daily during peak travel periods and four to five times weekly during non-peak periods. ■

### IN THIS ISSUE



#### Frontier adds six new routes

Frontier is one of TPA's fastest growing airlines.



#### The birds are back

Roy Butler's iconic metal birds return to the public eye.



#### Meet Jennifer Orr

Sales Associate Jennifer Orr greets her customers at Spanx with warmth and charm.



### TPA BY THE NUMBERS



## 44

That's the number of new routes launched by both domestic and international airlines at Tampa International Airport over the past two years. Among the new routes are San Francisco, San Diego, Salt Lake City and Reykjavik.

# Spirit expands at TPA with two new Carolina destinations



*Spirit, which has grown by 141 percent in the past four years, is growing again - this time with two new routes to North Carolina.*

*As one of TPA's fastest growing airlines, Spirit had much to celebrate with their Tampa passengers at the launch of two inaugural flights to Asheville, N.C., and Greensboro, N.C.*

On Thursday, Tampa International Airport helped celebrate with cake the launch of two new exciting routes on Spirit Airlines to the cities of Asheville and Greensboro in North Carolina. The flights will operate year-round, two to three times a week depending on the season.

Spirit is TPA's second-fastest growing airline, having added eight of its 21 nonstop routes in the last year, including the recently announced service between Tampa and

Philadelphia which will launch on Dec. 14. In the last year, the low-cost carrier has experienced a 45.5 percent increase in passenger traffic at the Airport, and over the past five years Spirit passenger numbers have grown by 141 percent. Last year, Spirit served nearly 1.1 million TPA passengers.

TPA currently offers nonstop service to the North Carolina markets of Raleigh/Durham and Charlotte, but with flights to Greensboro and Asheville are growing tourist destinations, expected to be popular with both business and leisure travelers.

To book a flight on Spirit, go to [www.spirit.com](http://www.spirit.com). ■

## Frontier sees fantastic growth

Frontier Airlines announced Aug. 8 it will launch seasonal service from Tampa International Airport to six new cities this winter: Grand Rapids, Michigan; Syracuse, N.Y.; Greenville/Spartanburg, S.C.; Charlotte, N.C.; Portland, Maine; and Norfolk, Virginia. The addition of these destinations includes service to four new markets for TPA – Portland, Norfolk, Greenville/Spartanburg and Syracuse – and brings the total number of TPA's Frontier flights to 19, solidifying Frontier's position as the fastest-growing airline at the Airport.

In the past two years, the airline has more than doubled its TPA passengers from 438,131 to more than 1 million annual passengers. It has also more than tripled its number of flights, from six during the summer of 2016 to this year's 19, which include the airline's seasonal flights that will launch in November. The biggest jump has taken place over the last year, which saw an 83 percent increase in Frontier passengers flying through TPA.

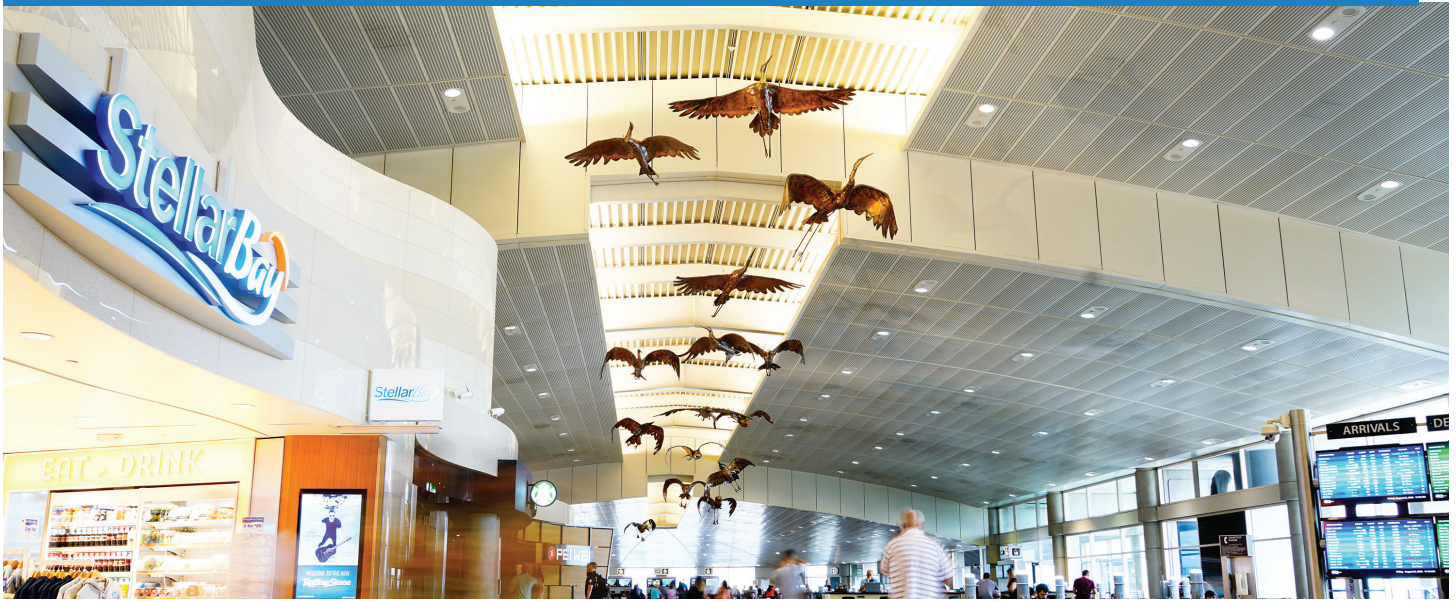
"Tampa International Airport is delivering record



*Frontier Airlines has tripled its number of flights since 2016, jumping from six to 19. That includes the six new flights announced Aug. 8.*

passenger numbers this year, including a 9 percent increase in domestic passengers, and the expansion of Frontier Airlines is an important piece of that story," TPA Executive Vice President of Marketing Chris Minner said. ■

## Roy Butler's copper birds find new nest at Airside A



Roy Butler's iconic copper birds have long graced Tampa International Airport's Main Terminal, greeting thousands of passengers every day as they floated above the escalators. They went into storage at the start of Phase 1 of the Master Plan expansion. Last month, they were reintroduced as one giant flock on Airside A. Passengers and guests are taking note of the striking birds, posting photos and reminiscing about the artistic icon.

## TPA to host subcontractor outreach event



The outreach event takes place on Sept. 14 in the Marriott's Grand Ballroom.

With the completion of the first phase of TPA's Master Plan expansion, the Airport is preparing to embark on the \$543 million second phase of the program and will host a Master Plan Subcontractor Outreach and Opportunities Fair on Friday, Sept. 14, from 9 - 11:30 a.m. in the Marriott Tampa Airport Grand Ballroom. The event offers subcontractors the opportunity to meet the prime contractors, and learn about the projects and pre-qualification requirements.

For more information and to register, visit the event at [www.eventbrite.com/e/prime-connections-2018-a-subcontractor-outreach-event-registration-48380328866](http://www.eventbrite.com/e/prime-connections-2018-a-subcontractor-outreach-event-registration-48380328866). ■

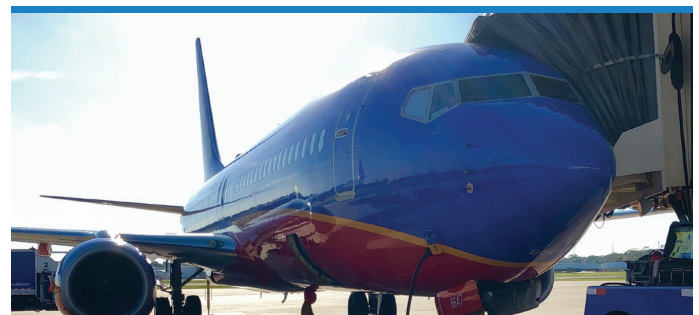
## Southwest adds LAX service

Southwest Airlines, on Aug. 7, began daily nonstop service between Tampa and Los Angeles.

The new route is the third airline at TPA to offer nonstop service to the popular West Coast hub, adding to Delta Air Lines' existing service to LAX and Spirit Airlines' service which began in April.

Southwest is TPA's most popular airline, serving 34 percent of the Airport's annual passengers. The LAX route expanded the airline's service from Tampa to the West Coast after Southwest also launched new flights to San Diego last month.

Tampa International Airport celebrated the new nonstop service with a gate party, complete with balloons, music and a Marilyn Monroe impersonator. ■



Southwest now flies nonstop to LAX, helping expand Tampa International Airport's west coast service.

## All concessions now complete and open on Airside C

With expanded hours and locations on two airside, Tampa International Airport's duty-free options are better than ever before.

And, importantly, they're available to all patrons – not just international fliers.

Guests flying through Airside E and F can stop at Tampa Duty Free shops to pick up a wide-range of luxury goods, including everything from confections and chocolates to cosmetics, designer watches/sunglasses and fragrances.

One caveat: Cigarettes and alcohol are only available for purchase for international travelers.

The Tampa Duty Free on Airside E is open from 8 a.m. until 8 p.m., while the location on Airside F, the home of most of TPA's international flights, operates from 8 a.m. until 10 p.m.

Employees receive a 10 percent discount at both stores. ■



Tampa Duty Free on Airside E and Airside F are open to all patrons - not just international travelers. Hours: Airside E: 8 a.m.-8 p.m.; Airside F: 8 a.m.-10 p.m.

## TPA is home to concrete plant for big Taxiway W replacement project

Tampa International Airport's concrete needs are so tremendous these days that one of our contractors has decided to build a concrete-manufacturing plant right at the Airport.

The concrete is headed for TPA's Taxiway W replacement project, which replaces 5,000 feet of asphalt and concrete. When complete, the multimillion dollar project will improve the Airport's airfield with better, longer-lasting materials.

The batch plant itself is a sight to behold – call it a real-life Transformer. Trucked in by semitrailer, the plant's various parts and pieces are hoisted into the air and assembled on the spot by crane. In some cases the wheels remain attached to different elements of the structure, suspended in the air for the duration of the project.

But the plant is more than a novelty, and helps to significantly reduce trucking costs compared to off-site plants. This is especially useful on large jobs, such as this project.

TPA's contractor, Ajax, will process some 62,000 tons of stone into roughly 30,000 cubic yards of concrete – or about 3,000 concrete trucks worth. ■



The concrete plant helps reduce travel time and cost.

## We've got spirits, yes we do; we've got spirits how 'bout you!

Whether you're looking for locally made gin, vodka, rum, whiskey or bourbon, TPA has you covered with products from the St. Petersburg distillery – a St. Pete-based distillery founded in 2014.

The products began going on sale this summer and can be found at Gasparilla Bar, Cigar City Taproom, Café by Mise en Place, all located on Airside F, Ulele and Cigar City on Airside C, and P.F. Chang's in the Main Terminal.

International passengers can also purchase bottles of the locally made liquor at TPA's two duty-free stores – located on Airside E and F.

St. Petersburg Distillery is a family-owned and operated artisan distillery founded by Dominic Lafrate and his sons Steve and Dominic Jr. The distillery's Banyan Reserve Vodka has been named best in the South by Southern Living. ■



*Banyan Reserve vodka, pictured here, is one of many different local spirits offered at Tampa International Airport from the St. Petersburg Distillery.*

CONCESSIONS CORNER

## Final elements of Master Plan Phase 1 are nearly complete

After years of construction walls and barricades on the Transfer Level of the Main Terminal, Tampa International Airport's historic expansion is all but complete.

The new transfer level is more open, modern and spacious than ever before – nearly a football field larger with four new outdoor terraces and all new restaurants.

A space that has seen hundreds of millions of visitors will live on for years to come, giving a proper welcome for hundreds of millions of more passengers to come.

In late August, TPA reopened the shuttle to Airside E, completing the shuttle work to and from that airside. Around the same time, two of the final areas of new floor space reopened to members of the public, removing the final barricades from the center of the Transfer Level.

With these walls down, it's now possible to see – and to walk – from one end of the terminal to the other without obstruction. Also new: TPA's new smoking area, which is located near the Main Terminal Food Court, and new dynamic signage in the meeter greeter areas by the airside shuttle lobbies.

The final two remaining shuttle lobbies – at A and F – are scheduled to reopen soon, completing all shuttle work. Once these shuttles reopen, the only remaining work will be on the new Shoppes at Bayshore retail area, which is slated to open later this year. ■



*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: Jennifer Orr

*Jennifer Orr knows a potential Spanx customer when she sees one. It might be a woman pausing in front of the Airside C store to gaze at leggings as she's pulling her carry-on behind her, or a puzzled-looking man wondering if he should pick up some garments for a significant other. Some customers come to her in despair.*



*Jennifer Orr is a Sales Associate at Spanx. With a quirky sense of humor and Jamaican accent, she has had a lot of success at Spanx on Airside C.*

"I hear all the time, 'I packed everything but underwear,'" Orr said. "Or, 'I'm going to a wedding and I have no strapless bra.' I love to introduce them to a product that works, something that makes them feel good."

Orr draws Tampa International Airport passengers in with her warmth and her charm. Her quirky sense of humor, friendly Jamaican accent and to ability quickly get someone into a comfort zone help her sell tens of thousands of dollars in Spanx shapewear, intimate wear and clothing each month. It's not unusual for someone to stop into the store just to browse and walk out minutes later with 18 items costing \$1,300, as one customer did last month.

She has been a Sales Associate at the store since it opened in July 2017 and even Orr, with her extensive retail background, is surprised by her success. She applied with concessionaire Paradies Lagardere and didn't know where they would place her at TPA, but was hoping it would be somewhere exciting with lots of sales potential.

"When I found out I was going to work at Spanx, I

almost cried," Orr said. "I thought, 'Who's going to buy underwear at an airport?'"

She has since changed her tune.

"It's brilliant marketing, really," she said. "This is the perfect place for a Spanx. I meet so many different people in so many different scenarios."

Orr move from Jamaica to Toldedo, Ohio, when she was a young teen, and became somewhat of a teacher's pet immediately because of her seriousness when it came to schoolwork. A debutante throughout high school, she had her sights set on being a fashion designer. While studying fashion merchandising, she modeled and also interned at Harrods department store in London, where she helped shut down the store once so the Queen could shop there.

Throughout the years, Orr owned her own boutique shop and managed large department stores in the Maryland and Washington D.C. area while raising three sons. Wanting to get away from the cold, she moved to the Tampa Bay area in 2005 and worked for Kohl's and other large department stores as a buyer and department manager.

When she was ready for a change, she looked online and found retail positions available with Paradies and decided to take a chance. She has never looked back and is thankful to Paradies TPA General Manager Jim Mackey and Assistant General Manager Tim Carlin for hiring her.

"Tampa International is a fun place to work and I've really met some nice people," Orr said.

Active in her church and strong in her faith, she has even prayed for customers who seem to be going through a particularly hard time. She loves making new connections as well as seeing repeat customers pass through as they're flying through TPA.

*"This airport is amazing. I love my staff here ... This is where I want to spend the remaining years of my airline career."*

In her free time, Orr loves teaching Sunday school class at her church and gardening at her home. She still ponders the idea of one day enrolling in college courses to finish her fashion design degree.

"You read about those 90-year-olds who go back to finish college," Orr said. "That will be me." ■



# TPA in the World



Airport CEO Joe Lopano, Tampa Mayor Bob Buckhorn and members of a diverse Tampa Bay delegation visit Brightline's Miami Route to get a glimpse of what the future may hold for Tampa.



TPA General Counsel and EVP of IT testified before Congress on Sept. 6 about cybersecurity and airports. Stephens recommended that Congress consider directing the adoption of standards and best practices across the industry.



Executive Assistant Carol Marino, President of our Toastmasters Corporate Club, Plane Speaking @FlyTPA, attended the 87th Annual Toastmasters International Conference in Chicago on Aug. 23. She's pictured here with Toastmasters CEO Daniel Rex, who leads the organizations world headquarters.



Officer Brad Dilley (third from left) recently won "Officer of the Year" for the year 2017, while Detective Matt Ewing (second from left) received the "Rocky Pomerance" excellence in policing award.

## In the News



TPA is one of the top 10 cheapest airports in the U.S. based on ticket prices, parking, food and other amenities.

### From AOL, Aug. 31:

AOL Online recently posted the results of a study by Reward Expect, naming TPA as one of the top 10 cheapest airports in the U.S. The study compared rates for tickets, parking, food, Wi-Fi and other amenities. Read more and see the entire list on AOL online at: [www.aol.com/article/finance/2018/08/31/top-10-cheapest-airports-in-the-us/23513824/](http://www.aol.com/article/finance/2018/08/31/top-10-cheapest-airports-in-the-us/23513824/)



### From the Tampa Bay Business Journal, June 7:

The Tampa International Airport Police Department recently participated in the Lip-Synch Challenge, a nationwide sensation among law enforcement organizations. Read more and watch the full video on the ABC News 7 website: [http://www.mysuncoast.com/news/watch-tampa-airport-police-participates-in-lip-synch-challenge/article\\_68f22f3a-a47f-11e8-944f-8f96bad54a7c.html](http://www.mysuncoast.com/news/watch-tampa-airport-police-participates-in-lip-synch-challenge/article_68f22f3a-a47f-11e8-944f-8f96bad54a7c.html). ■

### E-NEWSLETTER SIGN-UP

Want a digital version of the Airport newsletter? Go to [TampaAirport.com](http://TampaAirport.com) and click on "Airport Newsletter" located in the popular links section. The electronic version is published twice monthly. Have a story idea? Send it to [enipps@TampaAirport.com](mailto:enipps@TampaAirport.com).



## WHAT THEY'RE SAYING...

### ON TWITTER

*@Delta kudos to your @FlyTPA gate crew for customer service. Nice, professional and efficient. Love Melinda at E64. @joeyspatzFL, Sept. 4*

*The staff at @FlyTPA is so efficient at directing crowds and making sure the security check is quick but thorough. This airport will always be my favorite. Nice job on the ongoing reno as well! @tim\_meh, Sept. 4*

*Gotta love the tranquility of @FlyTPA. So easy to navigate. Defo my number one stateside. #goodbyesun @EamonoR, Sept. 1*

### ON FACEBOOK

*We brought the kids to watch planes take off and land. The staff couldn't have been kinder to us. They suggested the perfect viewing area and presented the kids with assorted gifts. Both Ashley and Danny (TPA Communications) were incredible!!  
- Lisa Cohen Middleton, August 29*

*To me Tampa International is the best airport in the USA, it is extremely organized and clean; the staff is super friendly, they have many charging stations inside each terminal, and places to eat and shop.  
- Eduardo Forte, August 22*

### VIA EMAIL

*It has been a while since I have been to TPA. When I walked off the elevator the new look over took me. WOW, what a fresh new look. The openness, the new shops and crisp clean decor was amazing. I cannot wait for you to complete the project. Keep up the great work. Tampa International is the best place to travel from and especially, to come home to. Thanks to all who work there.*

- Vito DeBellis Jr., August 24



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