

Tourism partners key to TPA success



In November 2014, Lufthansa announced nonstop 5-day-a-week flights between Tampa and Frankfurt, Germany. The new service was the result of countless hours of hard work by TPA and its partners.

Edelweiss Air to Zurich, Copa Airlines to Panama City, Lufthansa to Frankfurt, and soon, Icelandair to Reykjavik.

These are among Tampa International Airport's recent air service victories that have more than doubled international enplanements at TPA and added tens of millions of dollars to the Tampa Bay region's economy each year.

The international flights are the direct result of a strong partnership formed among the Airport, Visit Florida, Visit Tampa Bay and Visit St. Pete-Clearwater over the last six years.

"We absolutely would not be where we are today without the incredible support from our Visit Florida, Visit Tampa Bay and Visit St. Pete-Clearwater partners," said Chris Minner, Tampa International Airport Executive Vice President of Marketing and Communications. "The support they provide makes all the difference in convincing a major airline such as Lufthansa or Copa to send a plane to Tampa."

And those planes mean business - for hotels, restaurants, shops, theme parks,

museums, theater companies, sports teams and ground transportation providers.

"Jobs and dollars go beyond the airport and the tourism industry," said Patrick Harrison of Visit Tampa Bay. "From dry cleaners to legal services, so many are impacted by the economic benefits of increased tourism in Florida."

Since its launch in 2013, Copa's nonstop service to Panama City has generated \$82 million in economic impact and created 147 direct impact jobs, according to a study completed by the consulting firm ICF International. Since September 2015, Lufthansa's flights have generated \$125 million in economic impact for the state and have supported or created 786 jobs.

"Our European and Latin American visitors not only pump dollars into hotels, restaurants, transportation and tourist attractions," said Visit Florida Vice President of International Sales and Marketing Alfredo Gonzales. "They spend on retail, medical, technology ... there are hundreds of things our international visitors spend money on."

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TPA PRIDE

Airport employees showed up in force at this year's Tampa Pride.



TPA BY THE NUMBERS



\$125 million

The TPA-Frankfurt route on Lufthansa has generated \$125 million in economic impact for the state. TPA's tourism partners played a crucial role in winning the new service.

Airport partners help land new routes, drive economy

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The state and local tourism agencies play a critical role in attracting and ensuring the success of new routes at TPA by working year-round to promote the region to various overseas and cross-country markets, and by providing cooperative funding for marketing initiatives of specific routes. The Airport also provides marketing support for the routes and waives some fees for up to two years.

"The best way for the Tampa Bay area to continue its strong forward motion is through regionalism, which is often spearheaded by something that's good for all of us – air service development," said David Downing, President & CEO of Visit St. Petersburg/Clearwater. "We're lucky to also have Visit Florida as such a committed partner locally, because they know what's good for the region is also good for the state."

Edelweiss was the first to benefit from the partnership, launching flights in 2011 and increasing service to Zurich even after their eligibility for the support expired.

Since then, the tourism partners have collaborated with TPA to help attract both international routes and new nonstop domestic routes such as Seattle and San Francisco.

"Those international and domestic connections



TPA's tourism partners, including Visit Florida, Visit Tampa Bay and Visit St. Petersburg/Clearwater, help give the Airport a competitive advantage when it comes to bringing in new airlines.

reverberate well beyond leisure travel," Minner said. "They attract businesses looking to relocate or expand, and plant the seed for families looking to make a move from another state."

The airport recently set its sights on new air service targets, including San Diego, Amsterdam, Dublin, Lima and Bogota.

"We've got a strong team at the airport," Minner said. "But our partnerships are what separate us from the pack when we're making our pitch to the airlines." ■

Delta to launch nonstop daily flights to Salt Lake City

Delta Air Lines announced on March 13 that it will soon offer daily, year-round nonstop flights between Tampa International Airport and Salt Lake City. The service will begin on Dec. 21, and tickets are available now.

Salt Lake City, known for its surrounding mountain ranges and ski resorts, has been among TPA's top target markets and helps round out its service to the western part of the country. Daily, year-round service is projected to generate more than \$16 million in economic impact to the region.

"Salt Lake City is one of our largest unserved destinations and we're pleased to now offer the ease and convenience of nonstop connections to Salt Lake City International Airport," said Joe Lopano, CEO of Tampa International Airport. "We know this route will be popular among our skiing and adventure-seeking leisure travelers and, likewise, we expect lots of visitors from Utah and surrounding states to come enjoy our beautiful beaches and warm weather."

The new service is also good news for fans of Delta, which already offers nonstop flights from Tampa to numerous popular destinations.



New service to Salt Lake City begins in December 2017.

"Delta has a decades-long history of serving Tampa customers and we're excited to add nonstop service to our Salt Lake City hub, where they can experience the great outdoor recreation and business-friendly environment Utah is known for," said Joe Esposito, Delta's Vice President, Network Planning – Americas. "Customers will also have easy, one-stop access to dozens of other destinations in the western U.S." ■

TPA named among the best airports in North America



Tampa International was named #2 in North America for airports larger than 2 million passengers. It's the latest accolade placing the Airport among the best in customer service in North America.

Tampa international Airport is among the best in North America - yet again.

Airports Council International on March 6 named Tampa International Airport North America's top airport for airports serving 15 to 25 million passengers, according to its annual Airport Service Quality Awards, and second-best for North

American airports larger than 2 million annual passengers.

The ASQ Survey is regarded as the world's leading airport passenger satisfaction benchmark, recording over 600,000 individual surveys in 41 languages across 84 countries. Its scientific methodology, strict quality control procedures and commitment to impartiality have won industry

recognition and established the ASQ Survey as the global standard for measuring passenger satisfaction in 34 key performance indicators, including cleanliness, amenities, wayfinding and security.

Tampa International Airport's overall satisfaction score was driven by noted increases in the security category, including wait times and the courtesy and helpfulness of security personnel, as well as the check-in category, also with high marks for courteous and efficient staff. The award comes while TPA undergoes a massive \$1 billion construction project during the entire survey period.

"We're especially proud to have earned these prestigious awards despite the unprecedented construction program happening in our terminals and throughout our Airport," said Airport CEO Joe Lopano. "These awards are one more recognition of the brilliant design of our facilities and dedication to providing a world-class guest experience by the entire TPA team including our Airlines, concessionaires, TSA and CBP." ■

TPA's concessionaires earn top honors at 2017 ARN



SSP America, which runs Ducky's, the marches on Airsides C and F, as well as Hard Rock Cafe was among four concessionaires to win top honors at ARN conference.

Four of Tampa International Airport's concessionaires won big in March at the 2017 Airport Revenue News conference in New Orleans.

SSP America took home the award for Best Food & Beverage Brand Restaurateur in the large restaurateur category.

HMSHost took home top honors in the large restaurateur category for the Best Overall Food & Beverage Restaurateur as well as the award for best Restaurateur with the Highest Regard for Customer Service.

NewsLink Group was named the best overall small retailer as well as the best Travel Convenience Operator.

Paradies Lagardère earned the honor of Best Overall Retailer among large retailers. ■



NOW SERVING: Airside C is now at the epicenter of TPA's local food renaissance with new flavors from well-known Tampa Bay restaurants.

Airside C awash in local flavors as new marche opens



Options include (clockwise from top left) grilled oysters from Ulele, pizza from Bavaro's, a pita platter from Louis Pappas, butterscotch pie from Goody Goody, a shrimp tortilla salad from Fitlife Foods and a freshly made churro dipped in chocolate from Café con Leche Ybor City.

Opened to the public on March 24, Marche C brings local flavors from six prominent restaurants in the area including Ulele, Goody Goody, Café con Leche Ybor City, Fitlife Foods, Bavaro's Pizza and Louis Pappas Fresh Greek.

The restaurants offer everything from grilled oysters and cocktails to homemade pizza, fresh churros and a

range of salads and healthy grab-and-go options. With all six restaurants hailing from the Tampa Bay region, Marche C is home to the largest concentration of new local restaurants in the airport and highlights TPA's commitment bringing Tampa Bay flavors. Overall, the airport is adding 69 new shops and restaurants. Of those, about 40 percent are local. TPA Vice President of Concessions

Laurie Noyes said bringing in local concessions is part of the effort to enhance passengers' travel experience.

"The Airport is the first and last thing people see when they come to visit Tampa Bay and it's important that we reflect all the great things our community has to offer," she said. ■



Tampa International Airport passed this year's TSA comprehensive inspection with zero discrepancies.

TPA aces safety inspection

Tampa International Airport has once again successfully passed the TSA's annual comprehensive security inspection with no discrepancies. Throughout the nearly month-long review, the TSA inspected the Airport's required Airport Security Plan (ASP), Security Procedures, Training, Contingency Plans and Incident Management. ■

Now offering: New nonstop flights to St. John's, Punta Cana



TPA is now offering seasonal flights to two new international destinations.

Tampa International Airport is pleased to announce upcoming seasonal nonstop service, adding to its growing list of international destinations. On Friday, April 7, WestJet will launch new weekly service from TPA to St. John's, a harbor city and capital of Newfoundland and Labrador province known for its colorful row houses and plentiful walking trails. The flights run through May 26 and can be booked at www.westjet.com.

Tour operator Vacation Express is introducing nonstop Swift Air flights from TPA to Cancun and Punta Cana as part of a six-night vacation package. Flights will depart for Punta Cana every Friday starting May 5 through June 9, 2017, and for Cancun on May 12 through June 30, 2017. Packages can be booked online at www.vacationexpress.com. ■

Catch the **Friday Flight** and celebrate **Cinco de Mayo** with

MARIACHI INVASOR DE MEXICO

#FridayFlight

May 5 | 4:30 p.m. to 6:30 p.m.
Main Terminal between Airsides A and C

Tampa International Airport



Employee Spotlight: Tony Parreira

The first thing Tony Parreira noticed when he arrived at Tampa International Airport six months ago was how “modern and fresh” everything looked and felt.

“The landscaping is beautiful, the red and blue coloring throughout,” Parreira said. “Everything from the terrazzo floors to the fountains and decorations and the artwork ... It just felt like a comfortable environment.”

This meant he had his work cut out for him. As the new site manager for Flagship, which provides janitorial services throughout TPA, Parreira and his team were tasked with one of the most important aspects of airport customer service: cleanliness.

The bar was already set high, with TPA consistently maintaining high rankings in appearance and cleanliness on Airport Service Quality surveys and other lists for years. Now, it was up to Parreira to lead the newly hired company – which consists of many employees who have worked at TPA for several years – to continue the legacy as TPA undergoes a major expansion.

“This is a Class A facility and our goal is to keep everything looking new,” Parreira said. “People really notice things like clean bathrooms and clean glass and windows so it’s important to maintain those elements around the clock.”

Parreira’s expertise runs deep, having managed janitorial services for his entire career. He grew up in Rhode Island after his parents moved there from the Azores region in Portugal. He attended Rhode Island College, graduating with a double major in management



Flagship manager Tony Parreira came to Tampa International Airport in October 2016.

and marketing and a double minor in Spanish and Portuguese.

After college, he went straight into janitorial management at Emerald Square Mall in North Attleboro, Mass., which he found he enjoyed quite a bit.

“I love dealing with people and speaking to different people, learning about different cultures,” Parreira said.

He also loves music. Parreira played guitar and bass in a rock band that played all over the Northeast

at nightclubs, weddings and events throughout the 1980’s and ‘90’s. His band even appeared in the movie “Mystic Pizza.”

In 2002, Parreira took his first airport janitorial management job at T.F. Green Airport (PVD) then went on to manage cleaning services at Logan International Airport (BOS). In 2015, after he and his wife Margarita

found themselves shoveling out of five feet of snow one June, they’d had enough of the North.

On a whim, the couple moved to Florida where Parreira was hired by Flagship Airport Services to work at Orlando International Airport (MCO). This past fall, he joined TPA. Since then, TPA has continued to receive high compliments on airport cleanliness. Parreira has loved working with his janitorial team members and with the Authority.

“I feel like I’m part of a team,” Parreira said. “I don’t feel like a contractor working for a client. I really take a lot of pride in this airport and I enjoy coming to work every day.”

Parreira loves loves beaches, fishing and traveling. He and Margarita often visit Colombia, where much of her family lives, and other countries all over the world when they get the chance. He also enjoys visiting and spending time with family: Son Justin, daughter Kaylee, stepson Andres, stepdaughter Leidy and his newer additions, grandsons Jayden, 10, and Alex, a year and a half old. ■

“I love dealing with people and speaking to different people, learning about different cultures.”



TPA in the World



Clockwise from top left: Debbie Stokes, Warren Stone, Anita Hoover, Ernest Andrews, Barbara Barton, Ron Klimley, Rose Klimley, Sonia Corpes and Damaris Torres Cordova celebrate at this year's Tampa Pride festival on March 25; General Aviation ops manager Marilyn Gauthier hangs out with a giant strawberry at, you guessed it, Florida Strawberry Festival held in early March; Airport CEO Joe Lopano met with Florida Sen. Bill Nelson at a recent ACI conference where Nelson was honored for his longstanding support of airports; TPA's Danny Cooper, Ilana Goldenberg, Brett Fay and Carolyn Langdon crash TPA's tent at SUN 'n FUN on April 4; Dan Seeley, Shari Kopp, Audra Cona and Rick Sanz represent TPA at the Build Tampa Bay Career Fair & National Signing Day; Lopano meets with Rep. Vern Buchanan in Washington D.C. on March 21.



In the News



One year in the making, TPA's new flight to Salt Lake City is expected to add millions to economy.

“Approximately half of the passenger traffic between the two cities will be Tampa residents heading to Utah ski areas and the other 50 percent will be Utah travelers coming here for spring break. That is expected to result in an annual economic impact of \$16 million from direct visitor spending and about 172 jobs, primarily handlers and gate agents.”
- Fran McMorris, Tampa Bay Business Journal, March 13

Airport receives 'StormReady' title

Tampa International Airport recently became the first Florida airport to receive StormReady certification from the National Weather Service. The official designation came on March 2, when the Airport presented its program and verified to the NWS that it has met the criteria for the recognition.



The NWS StormReady program is designed to recognize communities and organizations that have reached a high level of severe weather preparedness and meet a list of criteria that has been established by the NWS and state and local emergency management officials.

“The StormReady recognition for Tampa International Airport is pretty exciting and I can't say enough about the persistence and dedication of Airport staff in working with us throughout this process,” said Brian LaMarre, NWS Meteorologist-In-Charge for the Tampa Bay area. ■

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WHAT THEY'RE SAYING...

ON TWITTER



@FlyTPA I arrived at the airport from the UK yesterday & was so impressed by the friendliness & professionalism of the airport staff.

- Graeme Campbell @gcampbellmusic, April 3

@FlyTPA you are my hero. 9 mins from door to gate AND your employees even laugh at my jokes (at 5am). Best. Airport. Ever.

- Brie Pusateri @brie_pusateri, March 31

@FlyTPA the Tampa airport is the quickest and easiest airport to get through, with the friendliest staff-- especially TSA agents. Kudos

- Lauren E. Ettlinger @laurennettlinger, March 30

ON FACEBOOK



It doesn't get any easier than this anywhere else in the country!

- Pam Wimmer, April 4

First time flying into Tampa. I don't have any negative experiences I easily found my way around easy luggage pick up, very clean with excellent staff always willing to help. Excellent Airport! Keep up the good work.

- Debbie Burk Ward, April 3

For anyone fed up with the crowds at Orlando, the long queues at Immigration and Customs, plus the hour long wait at car rental, consider going to Tampa instead. Is airy, light, the staff pleasant and communicative and no longer do you have to cope, as a UK direct flyer, with 7 other UK flights arriving at the same time. They cleared our flight in, in less than 20 mins, immigration was pleasant and the bags came quickly. Forget MCO, go TPA instead!

- Mike Matthews, April 2



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