

## New nonstop service to Iceland begins in 2017

Tampa International Airport and Icelandair this week announced upcoming year-round service to Reykjavík, Iceland, adding to the Airport's great run of adding new international flights at TPA.

Flights will begin Sept. 7, 2017, with Icelandair offering two weekly flights to Iceland and connections to more than 25 destinations in Europe.

"Wow, here we are again," said Joe Lopano, CEO of Tampa International Airport, said at the press announcement Oct. 5. "We are thrilled to welcome Icelandair to the region. Travelers throughout Tampa Bay will now have nonstop access to one of the world's most exciting and stunningly beautiful destinations, as well as a convenient connection to other points in Europe and beyond."

"This is a big moment in the history of Icelandair," said Gudjon Arngrimsson, Icelandair's Vice President of Corporate Communications during the announcement ceremony. "We have built up quite a network and this is part of our plans to extend our service. We mean business coming into Tampa Bay."



*Connections through Icelandair's hub at Keflavik International Airport are available to more than 25 destinations in Europe. Icelandair also allows passengers to take an Icelandair Stopover for up to seven nights at no additional cost.*

Following the announcement, Arngrimsson and Lopano exchanged gifts – for Lopano, a model of the Icelandair plane coming to TPA; for Arngrimsson, a box of Tampa's finest cigars.

Icelandair's CEO Birkir Hólm Guðnason, in a statement, said the new service to Tampa Bay will further strengthen Icelandair's presence in the southeast and better serve passengers with faster travel times to Europe.

successes for the Airport and the region.

"We can compete with anybody in the world and we get up every day to prove that," he said. "I want to thank the folks at Icelandair for believing in this Airport, but most importantly believing in Tampa and believing in us."

Chris Minner, TPA's Vice President of Marketing, said the announcement was the culmination of a multi-year long process and the result of tremendous amount of hard work on the part of the Airport and its partners. ■



(Left to right) VP of Marketing Chris Minner, CEO Joe Lopano and Icelandair Vice President of Corporate Communications Gudjon Arngrimsson announce Tampa's exciting new nonstop service to Iceland with connections to Mainland Europe.

"Floridians will now have a refreshing alternative when traveling to Iceland and beyond, while Icelanders and Europeans will have direct access to the sunny beaches and many attractions of the Tampa Bay area," he said.

Tampa Mayor Bob Buckhorn, who also sits on the HCAA Board, said the new service continues a string of

*Helping celebrate the win were some of the key players in making that happen, including David Downing, the Executive Director at Visit St. Pete/Clearwater; Santiago Corrada, President and CEO at Visit Tampa Bay; Alfredo Gonzalez, Vice President of International Sales and Market Development at Visit Florida; Bob Rohrlack, President and CEO of the Greater Tampa Chamber of Commerce; Chris Steinocher, President and CEO of the St. Petersburg Area Chamber of Commerce; Craig Richard, President and CEO of the Tampa Hillsborough Economic Development Corporation.*

# Lufthansa celebrates one year at TPA

Lufthansa celebrated its inaugural year of service between Tampa and Frankfurt last month with German folk music, cake and all the usual festivities that accompany such an important milestone.

Quietly behind the scenes, they had another reason to cheer: More than 113,000 passengers flew the route since it began on Sept. 25, 2015.

113,491 passengers, to be exact.

In its first year, Tampa International Airport's newest international service was a huge success, providing an important connection between the west coast of Florida and one of Europe's biggest transportation hubs.

With this link, Tampa Bay and the West Coast of Florida is one-stop away from almost anywhere in the world. Lufthansa connects to more than 150 international destinations from Frankfurt, including such far away destinations as Cape Town, South Africa, or Mumbai, India. The new service helps boost the entire region's economy.

The service is estimated to have an annual economic impact on the Tampa Bay region of \$97



Representatives and crew from Lufthansa were on hand to celebrate the first anniversary milestone at a gate party held at Airside F.

million and to create roughly 680 jobs. Each flight offers 298 seats aboard an Airbus A340-300.

Lufthansa has a strong reputation for its customer service and personal touch. In late August, Lufthansa built upon this by becoming the first international carrier to join TSA Precheck, making it even faster for passengers to navigate security. ■



Mein Heimatland Musikanten performed at the Friday Flight on Sept. 23 in honor of the first anniversary and to kick off Oktoberfest. The band plays traditional German music straight from the festhaus!



Departing passengers are now able to enjoy the benefits of TSA Precheck as they depart from TPA thanks to a recent move by Lufthansa to become the first European carrier to accept TSA Precheck status.



## TPA BY THE NUMBERS: 7,000

Tampa International Airport is installing nearly 7,000 additional outlets for our guests to charge their mobile devices. The outlets will be located at seating areas throughout the Main Terminal and all four Airsides. The heaviest concentration of power pylons (shown) will be located throughout the sectional seating at the gate holding areas where multiple people can simultaneously charge devices.

Crews have already begun installing the power pylons at Airsides C and E. The project is expected to be completed in March 2017. ■



# Tampa International Airport tests crisis readiness with full-scale mass casualty exercise

As volunteers in red shirts sprawled out on the North Cargo Ramp airfield and TPA Airport Rescue Fire Fighters responded to the scene, Tampa International Airport's Triennial Full Scale Mass Casualty Exercise was officially underway the morning of September 15.

New this year: a family assistance component. Dozens of volunteers in blue shirts played the role of loved ones desperate for information about victims in the fictitious Atlantic International Flight 3500. TPA and airline representatives worked to secure an area for the pretend family members, disseminate information and calm them down, just as they would in a real disaster situation.

"One guy tried to climb up the wall to look out the window, others pretended to leave or faint, there were tears and crying," said volunteer Leisa Rasmussen, a member of the Association of Contingency Planners. "I have to say, the airport personnel was great. They really reacted with compassion."

Held every three years or less as mandated by the FAA, Tampa International Airport's Mass Casualty Exercise is intended to test and review its response and the response of partnering agencies in the event of a major aircraft accident. Nearly 200 volunteers from local colleges and Community Emergency Response Team (CERT) members played the roles of accident victims and family members and several local media outlets covered the event.

The exercise involved various departments at Tampa International Airport, as well as representatives from 17 different agencies, including the FAA, Alaska Airlines, HART, American Red Cross, Salvation Army, St. Pete-Clearwater International Airport, Hillsborough County Emergency Management, City



Firefighters arrive within minutes after notification of the simulated accident to begin tending to the victims. More than 200 volunteers participated in the Emergency Response Exercise to help emergency responders and airport staff train for a mass casualty disaster.

of Tampa Fire Rescue and the Florida Department of Health.

TPA Operations staff and Fire Rescue paramedics were the first departments to respond as the exercise began and executives and department leaders gathered in the Incident Command Center to share information and make critical decisions. Communications simulated social media posts with the latest information and held press briefings where CEO Joe Lopano and Airport Fire Chief Danny Olegario answered tough questions from pretend reporters.

Meanwhile, representatives from TPA and participating airlines handled the family assistance area at Airside F and helped transfer the volunteers to a nearby hotel.

Ira Arman, Vice President of South County CERT who acted as a family member, called the exercise a "learning experience for everyone" and commended the airport and airline reps for how they handled the holding room. "They did very well with the very little information they could share," Arman said.

The exercise ended Thursday afternoon with a "hot wash" briefing to review what went well and what needed improvement. Overall, the drill was considered a success, as so many of TPA's emergency procedures were tested and there were many helpful takeaways as well.

"We hope we never have to face a disaster," Lopano said. "But it's important that we are well prepared if we do." ■



This year's exercise also included a test of the family assistance program with volunteers pretending to come to the airport looking for information on loved ones involved in the fictitious accident.

## Frontier begins nonstop service to Las Vegas

Way before sun-up on Sept. 6, Tampa International celebrated the start of nonstop flights to Las Vegas on Frontier Airlines. The daily flights depart Tampa at 6 a.m. Southwest also flies to Vegas from Tampa.

"This adds an additional carrier into an existing marketing which creates more choices for the consumer," said Kenneth Strickland, Acting Director of Air Service Development, adding that Frontier is one of TPA's fastest growing carriers with an 8.5% increase in seat capacity in 2016 compared to 2015. ■

*Pictured with the breakfast cake, from left, are Debbie Stokes, Airport Marketing Coordinator; Danny Cooper, Marketing Manager; Strickland; Hallie Pell, Police Officer; Maria Cook, Events Manager; Duy Tran, Police Officer; Robert Furman, Airport Operations Specialist; and Lloyd Hersey, Airport Operations Manager.*



## TPA says "thank you" as projects hit the halfway mark

How do you properly thank the hundreds of workers responsible for the largest construction project in Tampa International Airport history?

You throw a barbecue. A really, really big one.

In early September, TPA staff hosted more than 1,600 workers from the Master Plan project projects as a way to thank them for their hard work and dedication to the historic expansion.

Workers have logged more than 2.1 million hours since the project began and roughly 6,800 people have touched the

project in some way, shape or form.

In addition to great food, there was a DJ, T-shirt giveaways, speeches and recognition for several workers who have gone above-and-beyond in terms of safety.

Airport CEO Joe Lopano and Vice President of Facilities and Administration Al Illustrato addressed the crowd. "The work happening here right now will transform the Airport like no other project since the Airport was first built in 1971," said Lopano. "It is all possible because of you – because of your ingenuity, your hard work and your dedication. For all of that, thank you." ■



*As the Airport Expansion Project hits the halfway mark the Airport said "thank you" to the nearly 1,600 construction workers who are making the future of Tampa International Airport a reality. CEO Joe Lopano and the Planning and Development staff expressed their appreciation for the crews' hard work, dedication and commitment to jobsite safety.*



*The Airport's Vice President of Facilities and Administration Al Illustrato (left) presents Damian Gonzalez of Kenpat (right) with a letter of appreciation for his outstanding commitment to safety.*



## Peter O. Knight Airport hosts Cars & Coffee



More than 500 vintage and classic autos alongside some of today's hottest rides graced the airfield at Peter O. Knight Airport at the recent Cars & Coffee. The event, hosted by duPont REGISTRY to promote the culture of luxury auto ownership, was the first of its kind at the Airport.

More than 1,000 car enthusiasts descended on Peter O. Knight Airport on Sept. 17, for the duPont REGISTRY Cars & Coffee event that featured more than 500 vintage and classic autos alongside some of the industry's newest models.

"We have a tremendous partnership with duPont REGISTRY and look forward to hosting future events that allow us to showcase our airport and share its many benefits with the community," said Brett Fay, Senior Manager of General Aviation.

Cars & Coffee is the brainchild of

Thomas L. DuPont and his business partner, Steve Chapman, who in 1984 launched duPont Publishing to produce full-color, monthly magazines featuring classic, luxury and exotic cars for sale.

In 2006, Cars & Coffee events were added as an advertising initiative to reach luxury auto lovers. A few times a year, the famed event heads out on the town and to an area landmark. Most recently, Cars & Coffee teamed up with the Museum of Fine Arts in St. Petersburg.

This year's sponsors included BMO

Harris, Atlas Aviation, and Ferrari of Tampa Bay. Buddy Brew sold coffee and breakfast sandwiches. Cars started arriving at 6:30 a.m. – Ferraris, Lamborghinis, Maseratis, Porsches.

"As the sun rose on the beautiful Tampa skyline, a giant cruiseship departed from the port, and a locally-based acrobatic sport plane left a smoke trail against the azure blue sky," Mr. duPont said. "It was a fabulous event. Atlas Aviation and the Tampa Aviation Authority worked extraordinarily hard to make sure everyone was happy. We all were! It was a great day, Tampa Bay!" ■

## FRIDAY FLIGHT CELEBRATES HISPANIC HERITAGE MONTH

Join us for the next Friday Flight on October 14 when we celebrate Hispanic Heritage Month with a performance featuring the high-energy Latin sounds of Orquesta Los Soneros. They'll be playing a selection of original songs as well as some of the hottest Salsa, Merengue, Bomba y Plena and Latin Jazz music of all time. The event takes place in the newly-opened atrium between Airsides A and C. Catch the Friday Flight! ■



## Employee Profile - Alison Hoefler



Those who have been around Tampa International Airport for a while or worked with Southwest Airlines have most likely seen Alison Hoefler's friendly face around the Airport, or perhaps around town. As the Regional Leader in Community Affairs & Grassroots under the Communication & Outreach Department, Alison is responsible for building relationships in the state of Florida and connecting with community and civic groups for TPA's most popular carrier.

Having worked for Southwest for 20 years – 16 in Tampa – Alison is a true ambassador for the Southwest brand, and is a big fan of her home airport. She does a lot of traveling, both around Florida and around the country, and has watched the airline grow along with TPA over the years.

"I've held positions at Southwest and loved every one," Alison said. "My various jobs have afforded me some fantastic opportunities and too many extraordinary moments to mention." This includes an upcoming special moment in history for both the airline and TPA: Southwest will soon land its first flight to Cuba, making Havana Southwest's 100th destination city.

Alison's job has allowed her opportunities to connect with the community, as well as with organizations and groups throughout the country and the world, in ways she never dreamed. She's thrown the first pitch at a Tampa Bay Rays

game and acted as assistant coach alongside Nolan Ryan in an employee softball game at Orlando's Wild World of Sports. She has attended a presidential debate and was proud to be part of the unveiling of "Florida One," a plane painted with the Florida flag, at TPA.

"One of the responsibilities our team has in Community Affairs & Grassroots is to partner with national organizations who are aligned with important issues such as education, human rights or advocacy," Alison said. "A recent special experience, as part of my affiliation with the Barbara Bush Foundation for Family Literacy, was spending a weekend full of activities in Kennebunkport, Maine to celebrate the former First Lady's 90th birthday. It was an experience I won't forget."

Alison also helped with the grassroots efforts to repeal the Wright Amendment and was in Dallas to witness the day the restriction from Love Field was lifted, allowing Southwest to fly nonstop to Dallas Love Field, where the airline is headquartered.

"What I love about my job is that no two days are ever alike," Alison said.

Alison was born

in Rochester, New York, and her father's job kept her family moving often, spending time in Chicago, the New York City area and Texas. Alison graduated from Texas Tech University. She worked as a travel agent for an independent agency before joining Southwest Airlines as a customer service and operations agent. In the meantime, her parents moved to the Tampa Bay area, so she would visit Tampa often.

In 2000, Alison became the Area Marketing Manager for Florida so she permanently moved here and has loved being a Floridian ever since.

While Alison enjoys taking advantage of the travel perks of working for Southwest and likes to visit new and exciting places, one of her favorite things to do when she's not working is to relax at the beaches here in the area. Another relaxing past time for Alison is baking. "It's therapeutic!"

Last Thanksgiving she made 18 different pies and desserts for a large family and friends gathering. Needless to say, everyone brought home dessert leftovers.

Alison said she's excited for what the future holds, both for Tampa International Airport and Southwest Airlines, and is looking forward to the upcoming service to Havana and forming new and exciting partnerships.

"It's a great time to be working at Southwest Airlines," Alison said. ■



*Hoefler said she was proud to be at the historic unveiling of Southwest Airlines' Florida One at Tampa International Airport in April 2010.*



## TPA Around Town



(Top left) Florida Airport CEOs met with U.S. lawmakers in Miami to discuss airport infrastructure investment. Pictured from left are Mark Gale, FLL CEO; U.S. Sen. Marco Rubio; Ofc. Andy McManus and K9 Roky, U.S. Rep. Carlos Curbelo; MIA CEO Emilio Gonzalez; SRQ CEO Rick Piccolo; Joe Lopano and MIA Deputy Director Ken Pyatt.

(Top right) Airport CEO Joe Lopano and Arnaud Feist CEO of Brussels Airport Company at the ACI World Conference. Lopano recently completed his term on the ACI-NA Board and joined the ACI-World Board at the meeting.

(Right) The airport air service development team participated in 16 meetings at the World Routes Conference in China in September. Picture are TPA VP of Marketing Chris Minner and Interim Director of Air Service Development Kenneth Strickland with airline network planners.



## THE FLORIDA ORCHESTRA VISITS TPA

On a mission to bring live music to all of Tampa Bay, The Florida Orchestra kicked off the season with a blitz of more than 15 free concerts in four days for TFO on the Go week Sept. 21-24. In all, orchestra members played at over 12 different locations including a brewery, hospitals and the Airport.

At TPA, guests were treated to a performance by a string trio on Sept. 21 and a brass quintet (shown) on Sept. 23.

For more information on the orchestra's calendar of events for 2016-17 season visit [FloridaOrchestra.org](http://FloridaOrchestra.org). ■

# Board Brief: October

The Hillsborough County Aviation Authority's regular board meeting was called to order on Thursday, October 6 by Chair Robert Watkins. Vice Chair General Chip Diehl, Mayor Bob Buckhorn, Commissioner Victor Crist and Gary Harrod were also in attendance.

During the management report, Vice President of Operations and Customer Service, John Tiliacos provided the board with an update on hurricane preparations and briefed them on Tampa International Airport's triennial emergency response exercise where the airport along with community partners and agencies practice what would happen in the event of a plane crash.

"This was our largest exercise to date with over 200 volunteers and 17 agencies participating. We worked with the National Transportation Safety Board to really focus on the response to families," said Tiliacos.

In addition, Chris Minner, the Vice President of Marketing proved the board with the monthly air service update. He reported that the airport saw a 19% increase in international passengers in August 2016 compared to August 2015. He also recapped the announcement of Icelandair beginning non-stop service to Reykjavik,

Iceland in September of 2017. Minner highlighted Icelandair's #mystopover program that encourages travelers to spend time in Iceland before making connections throughout Europe.

"This is a remarkable set of reports and we are lucky to have you, Joe, and this whole team," said Watkins at the conclusion of the management reports.

The Board selected another art feature for Airside F as part of the public art component for Phase 1 of Master Plan. Minner presented the concept, which is a hanging sculpture done by international artist Frederik Molenschot and is the final piece to be selected by the board.

The Board also approved a contract with Terminal Getaway Spa to provide services that include chair massage, nail and skin care and retail products. Terminal Getaway will have locations at all airside. And the Board approved a contract with Teamsters Local 79, which includes employees in maintenance, the AOC, guest services and property control. Changes to the contract included an increased allowance for safety shoes.

The next Board meeting will be held on Thursday, November 3 at 9 a.m. in the HCAA board room.

## E-NEWSLETTER SIGN-UP

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The electronic version is distributed twice monthly and can be read on your computer or any mobile device.

## WHAT THEY'RE SAYING...

### ON TWITTER:

*@FlyTPA is pretty stellar when it comes to helpfulness and customer service. Especially my curbside guy, Larry. Shout out to him: Sweetest. Teaching in Green@sassmouther, Sept. 28*

### ON FACEBOOK:

*I've been in a lot of US airports. TPA is the best one I've been in. Spacious, updated, plenty of seating and restaurant options. And unlike many airport, their restroom facilities have the capacity to handle the crowds without waiting in line. My advice if you are taking your family to Disney World, fly to Tampa instead of Orlando. Conway Todhunter, Sept. 29*

*My favorite airport to travel through or from! And F terminal just opened a little coffee and sandwich/croissant shop that is fantastic! Also, their bar looks like a pirate ship, what fun! Very friendly and accommodating! Safe travels and be happy you're going through TPA. Gretchen Seidel-Blade, Sept. 28*

### VIA EMAIL:

*I would like to compliment Kenny Garcia for being so helpful, and courteous during a very stressful situation. Someone mistakenly took my bag when they got off the parking shuttle. I noticed someone had the same luggage tag as me, never thinking it was my bag! When I got to my stop - my bag wasn't there. The shuttle driver radioed others and the person who took my bag noticed it when they got to their car. Kenny met those people and retrieved my bag, allowing me to wait in the cool air conditioned office. Cathy Thompson, Sept. 19*



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