

Airport awaits arrival of passenger service

By NEIL YOUNG The Daily News | Posted: Monday, January 16, 2017 1:18 am

BULLHEAD CITY — As regularly scheduled passenger service begins one month from today, “It’s a really busy time as we ramp up to the first flight. We’re doing a lot of coordinating, with the resorts to the chambers (of commerce) to the different cities,” said Jeremy Keating, Laughlin/Bullhead International Airport director.

Beginning Feb. 16, the airport will offer one nonstop American Eagle flight to Phoenix Sky Harbor Airport each day, as well as one arriving nonstop flight from the same airport. American Eagle is a regional carrier for American Airlines.

Keating said airport officials met with the resorts and chambers last week to ask what they’re doing to promote the service. “We’re amazed by all the things they’re doing,” he said.

The resorts have their hosts talking it up, as well as putting information on their websites and Facebook page. “They’re putting it on their marquee signs, putting it in their in-room displays, on every TV in every room,” and they’re also doing direct mailing, and reaching out to sister properties, Keating said.

“All the resorts that talked to us were doing a lot more stuff than we realized they were doing, which is fantastic,” he added.

He said the Bullhead Area Chamber of Commerce has it on its Facebook page, and the city of Bullhead City placed one of the radio commercials the airport is running on its Facebook site.

The airport has purchased a heavy schedule of radio advertisements touting the fact travelers no longer have to make the “desert drive” to Las Vegas, and can fly out of Laughlin/Bullhead with ease. The airport is also advertising in print media, and on TV2, Keating said.

Airport officials are also speaking before civic organizations in Kingman and Lake Havasu City to spread the word and they’ll be at all the special events being held in the Tri-state, he said.

The airport has a new mobile billboard which is making its way around the area, Keating said.

“We’re all over the place,” he said with a laugh.

Keating cited positive comments on social media. “People are just loving that we have air service and the family can come visit them. They don’t have to drive to Vegas to pick them up.”

For more information, go to www.flyifp.com.