

# Airport officials optimistic about flight use

By NEIL YOUNG The Daily News | Posted: Wednesday, March 1, 2017 10:57 pm

BULLHEAD CITY — It has been two weeks since American Airlines launched direct flights between Laughlin/Bullhead International Airport and Phoenix Sky Harbor International Airport, connecting with cities worldwide.

Although there are no official tallies, the number of passengers has been in the 30s and 40s, said Jeremy Keating, airport director. The planes have a 70-seat capacity. They came close to that number this past weekend, Keating said.

“I don’t know that anybody was really honestly expecting it to be all 70 seats full from day one,” he said. “It sometimes takes a while for everybody to get the hang of it.”

Although there has been plenty of publicity in the media, with newspaper stories and radio commercials, some people are not plugged into the media, Keating noted.

“How do you get to all those people that really don’t pay attention to the media that much?” he asked. “That is a challenge, but that’s where the word of mouth comes in.”

The airport has been using Facebook and is employing digital advertising.

Flying to Phoenix is more than going from point A to point B. It’s an experience, said Keating, who was on the Feb. 16 inaugural flight.

“The flight is awesome. They only fly at 22,000 or 23,000 feet, which is a really smooth ride and it’s almost like you’re paying for a scenic flight to Phoenix,” he said. “The flight is absolutely gorgeous. You fly by Sedona and you can see the red rocks, you can see the white-capped mountains of Flagstaff.”

Keating said the airport has received many positive comments about the service, including one unique instance where “we helped a guy get his cat sitter here so that they could go on a cruise.” His local cat sitter bailed at the last minute, so he had to fly in a friend from Denver, Keating said.

Airport management and staff go above and beyond the call of duty to greet passengers, he said.

“We want to keep every customer that we have,” he said.

Outreach includes “making sure people have taxis, making sure people are finding the shuttles that they need.”

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