

# Airport to boost promotional efforts

By NEIL YOUNG The Daily News

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BULLHEAD CITY — Laughlin/Bullhead International Airport will step up its promotional efforts for the summer, regarding its daily passenger service to and from Phoenix, said John Hastings, Mohave County Airport Authority board president. The MCAA operates the facility.

During the most recent Bullhead City Council meeting, Hastings reported on the service's progress since its Feb. 16 launch.

He said the goal is to continue to “increase awareness. Not everyone here is aware or remembers that we have air service.”

The ad campaign will revolve around escaping the summer heat, and inviting relatives and friends to visit.

Hastings is tracking the program's progress, which he said is challenging. There are no comparable situations with airports that are similar in size, demographics, near a major airport and formerly without service for at least 20 years, he said.

During the first quarter, which ran from February through April, planes were “just under 50 percent” full, Hastings said.

On time performance was pegged at 90.3 percent, compared to an average of 79.5 percent for other regional carriers.

Sky West, which operates the flights into and out of Laughlin/Bullhead for American Eagle, has an on time average of 81.55, he said.

“Forecasting the future is really quite difficult,” Hastings said. A variable will be the summer season response, unknown at this time. Hastings is forecasting 41.5 percent of seats sold in the second quarter of May through July, with things picking up to the 60 to 70 percent range in the third and fourth quarters.

“Success depends on revenues, not percentages,” Hastings said, adding it's “extremely difficult” to forecast revenues. Fares are based on when flights are booked. The more they're booked in advance, the lower the fares will be, he said.

Fares also depend on the days a passenger will be flying. Sunday is “a high demand day,” Hastings said.

So far, the airport has spent \$170,000 for marketing. That money is “airport cash” and not related to funds raised for the airline's revenue guarantee, he said. Fifteen percent of those revenue guarantee funds were spent in the first quarter, Hastings said.

“If nothing changes,” there should be enough money to guarantee service through October of next year, and there will still be “money in the bank,” he said.

For more information on booking flights at Laughlin/Bullhead International Airport, go to [flyifp.com](http://flyifp.com).