



Press Releases



Airports Council Recognizes Winners of the 2022 Excellence in Airport Marketing, Communications, and Customer Experience Awards

October 28, 2022

WASHINGTON – Airports Council International – North America (ACI-NA), the trade association representing commercial service airports in the United States and Canada, today announced the recipients of the 2022 Excellence in Airport Marketing, Communications, and Customer Experience Awards. Vancouver International Airport, the airport with the most overall recognition across categories, received the 2022 Peggy G. Hereford Award for Overall Excellence.

“ACI-NA is pleased to honor our industry’s communications, marketing, and customer experience professionals through the 2022 Excellence in Airport Marketing, Communications, and Customer Experience Awards,” said ACI-NA President and CEO Kevin M. Burke. “As we continue our industry’s recovery from the pandemic, the ability to effectively communicate to both passengers and airport staff and connect with communities is paramount. I offer my congratulations to each of the winners recognized for their work to elevate guest experience through meaningful marketing, communications, and customer experience strategies.”

Since its formation in 1990, the Excellence in Airport Marketing, Communications, and Customer Experience Awards have recognized the quality of work, abundance of talent, and creativity within the marketing, communications, and customer experience fields of the airport industry.

2022 Award Winners

Annual Reports

This category recognizes the annual report that best projects a positive image for the airport through well-written and well-organized content, excellent design, and well-conceived overall packaging.

The 2022 winner for Annual Reports is Regina International Airport.

Brand Identity

The winner in this category best demonstrates the visible elements of an airport's brand that together identify and distinguish the brand in the minds of airport passengers.

The 2022 winner for Brand Identity is Ontario International Airport.

Digital Advertising

The winner in this category demonstrates the best in web and social media advertising that promotes the airport, including giveaways, contests, and other promotional initiatives.

The 2022 winner for Digital Advertising is Long Beach Airport.

Partnering with Carriers

The ever-changing nature of the aviation industry has created opportunities for airports and airlines to work together. The winner in this category best demonstrates how the airport has cooperated with airlines for the good of both entities and the community.

The 2022 winner for Partnering with Carriers is Tulsa International Airport.

Print Communications

This category recognizes excellence in brochures and print advertising to highlight a specific event, industry segment, or special offer.

The 2022 winner for Print Communications is Milwaukee Mitchell International Airport.

Promotional Items

This category recognizes successful results of using merchandise to promote the airport or a specific initiative.

The 2022 winner for Promotional Items is the Chicago Department of Aviation.

Radio Advertising

The winner in this category best demonstrates the usage of radio advertising to promote a specific event, airport service, industry segment, or special offer.

The 2022 winner for Radio Advertising is Evansville Regional Airport.

Video and Film Production

This category recognizes best overall production of an airport video, film, web commercial, or television commercial.

The 2022 winner for Video and Film Production is Tampa International Airport.

Community Education and Outreach

This category recognizes airports with the most creative and effective community outreach and aviation education programs conducted online, inside, or outside the airport.

The 2022 winner for Community and Education Outreach is Winnipeg James Armstrong Richardson International Airport.

Special Events

The winner in this category best demonstrates the completion of a unique special event to promote the airport within a community.

The 2022 winner for Special Events is Louisville Muhammad Ali International Airport.

Responsive Communications

The winner in this category best demonstrates successful communications surrounding any irregular or otherwise unscheduled operation or event, either internal or external.

The 2022 winner for Responsive Communications is John Glenn Columbus International Airport.

Social Media Campaigns

This category recognizes campaigns that connect people through social media and allow them to be integrated in a product, service, or overall airport experience.

The 2022 winner for Social Media Campaigns is Dallas Love Field.

Newsletters

The winner in this category best demonstrates how internal and/or external newsletters can educate or inform about airport initiatives.

The 2022 winner for Newsletters is Oakland International Airport.

Websites

This category recognizes outstanding websites from a design, communications, accessibility, and navigation standpoint.

The 2022 winner for Websites is Vancouver International Airport.

Customer Experience Technology Innovation

This category recognizes passenger-facing technological innovations inside and outside the terminal—including mobile websites, mobile apps, and other innovations with the best overall design, functionality, and clarity.

The 2022 winner for Customer Experience Technology Innovation is Raleigh-Durham International Airport.

Partnering with Concessionaires or Service Providers

As airports work to enhance the customer experience, this category recognizes excellence when airports and concessionaires/service providers work together.

The 2022 winner for Partnering with Concessionaires or Service Providers is Vancouver International Airport.

Customer Experience Programs

The winner in this category best demonstrates how new elements to current programs or new programs developed in the customer service arena have significantly enhanced the overall passenger experience at the airport. This award is given in three categories: Large Airport, Medium Airport, and Small Airport.

The 2022 winners for Customer Experience Programs are Miami International Airport (Large Airport), Dallas Love Field (Medium Airport), and Birmingham-Shuttlesworth International Airport (Small Airport).

Marketing Programs

The winner in this category best demonstrates how marketing programs help define an airport's product or service and create a strategy for communicating the message that will produce growth. This award is given in three categories: Large Airport, Medium Airport, and Small Airport.

The 2022 winners for Overall Marketing Programs are Vancouver International Airport (Large Airport), Ontario International Airport (Medium Airport), and Gerald R. Ford International Airport (Small Airport).

Public Relations Programs

The winner in this category best demonstrates how a public relations program can be a planned effort to improve the airport's image in the public eye. This award is given in three categories: Large Airport, Medium Airport, and Small Airport.

The 2022 winners for Public Relations Programs are Vancouver International Airport (Large Airport), Memphis International Airport (Medium Airport), and West Virginia International Yeager Airport (Small Airport).

Best in Airport Partnerships

This award recognizes the value of partnerships between airports when undertaking marketing, public relations, and customer experience initiatives. Entries should demonstrate how airport teams worked together to plan and execute initiatives within the marketing, public relations, or customer experience discipline areas.

The 2022 winners for Best in Airport Partnerships are Vancouver International Airport and Seattle-Tacoma International Airport.

###

About ACI-NA

Airports Council International-North America (ACI-NA) represents local, regional, and state governing bodies that own and operate commercial airports in the United States and Canada. ACI-NA member airports enplane more than 95 percent of the domestic and virtually all the international airline passenger and cargo traffic in North America. Approximately 380 aviation-related businesses are also members of ACI-NA, providing goods and services to airports. Collectively, U.S. airports support more than 11.5 million jobs and account for \$1.4 trillion in economic activity – or more than seven percent of the total U.S. GDP. Canadian airports support 405,000 jobs and contribute C\$35 billion to Canada's GDP. Learn more at www.airportscouncil.org.

© 2022 Airports Council International - North America

1615 L Street NW, Suite 300 / Washington, DC 20036

Phone 202-293-8500 / Fax 202-331-1362