

Item 8

Community & Grand Opening Events Update TDP Committee Meeting October 25, 2012



T2 Parking Reopens

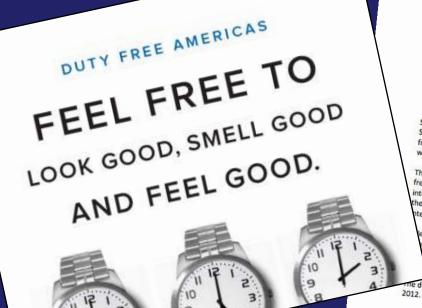
- Terminal signage
- Radio spots
- E-alert
- Media release
- Media event
- Advertisements





Duty Free Store Announcement

- Media release
- Wall wrap



NFWS

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619.400.2884/kjones@san.org Duty free store coming to San Diego International Airport New international service a key factor

Katie Jones

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SAN DIEGO - July 12, 2012 - In addition to a wide range of new dining and shopping options coming to San Diego International Airport as part of the Concession Development Program, travelers will see a duty free store. Today, the San Diego County Regional Airport Authority Board approved a seven-year lease Tree store, Today, the sam Diego County Regional Airport Authority board approved a seven-year lea with Duty Free Americas San Diego, LLC to design, build and operate a duty free store in Terminal 2.

The Airport Authority determined that the level of international enplanements will now support a duty

free store because of new service to Tokyo, which begins on December 2, in addition to current international service to London, Mexico and Canada. Increased international service is a strong focus for the Airport Authority; \$2.3 billion is spent each year by visitors who arrive by air to San Diego, and tternational visitors tend to stay longer and spend more than domestic travelers.

e look forward to providing duty free shopping to our international travelers," said Nyle Marmion,

ager of concession development for the Airport Authority. "Our goal is to provide our customers a wide variety of options, and this duty free store will further expand our offerings." y free store will sell liquor, tobacco, chocolate, perfume and other common duty free products.

a duty free store will be located in Terminal 2 East post-security, and is targeted to open December 1,

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Mastering the Art of Airports

Concessions Profiles

- Continued interviews with \bullet incoming concessionaires
- Drafted profiles \bullet
- Available on san.org ullet



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Look Ahead: Concession Development Program Roll-out

- New restaurant and store announcements
 - December 2012
 - May 2013
 - August 2013
 - Q1 2014







Look Ahead: Local/Small Business Involvement

- Good news: media release
- Final total numbers for local/small business contracts



Look Ahead: Tensile Fabric Installation

Media event TBD



Look Ahead: Receiving & Distribution Center Opening

- Media & VIP event
- Timing: November 14



Grand Opening Events

- Planning under way
- Funding split evenly between Authority and two prime contractors









QUESTIONS?

