

# elevations

SALT LAKE CITY DEPARTMENT OF AIRPORTS NEWSLETTER | APRIL 2010



## LOS ANGELES AREA SKIERS ATTRACTED TO PARK CITY

The Salt Lake City Department of Airports recently partnered with the Park City Chamber of Commerce-Convention and Visitors Bureau and the Summit County Restaurant Tax Fund to successfully attract funds from the Utah Office of Tourism to support a television advertising campaign in the Los Angeles area.

The partnership resulted in a concentrated advertising blitz worth almost two million dollars that ran in Los Angeles for four weeks this winter.

Ads enticed Californians to ski in Park City and highlighted

convenient flights and easy access to the mountains from Salt Lake City International Airport. The campaign featured a program that offers an afternoon of free skiing if you pre-register and show your same day airline boarding pass at the ski resort ticket window. Named QuickSTART (Ski Today and Ride Today), the promotion is designed to attract new skiers to Utah.

The Park City Area Lodging association ran a concurrent online marketing campaign to enhance the television buy and the three Park City ski resorts contributed over one million dollars in

free lift tickets by supporting the QuickSTART program the campaign promoted.

"The program was wildly successful. During the month of January, we can directly attribute 601 first time visitors to Park City through this promotional campaign. That equates to over \$1 million in economic impact to the State from visitors who were most likely choosing alternative ski destinations prior to this visit to Utah," says Cathy Miller, Director of Marketing and Sales for the Park City Chamber of Commerce-Convention and Visitors Bureau.

## AIRPORT SERVICE QUALITY AWARD

Salt Lake City International Airport recently earned an honorable Airport Service Quality Award in the category of Best Airport with 15-25 million passengers.

Airport Service Quality is a worldwide system of passenger surveying that gathers customer service information at participating airports. It is a benchmarking tool designed to help airports to measure customer service and compare to airports worldwide, within regions and in size categories.

Pierre Coutu, with the International Airport Professional Program, said in a letter to Airport Executive Director, Maureen Riley, "It is clear that you are part of a management team whose focus is good customer service, operational excellence and efficiency. As such this award distinguishes your airport as a leader in a very competitive industry."

## 2010 CENSUS IS IMPORTANT TO SALT LAKE CITY

In 2000, Utah missed out on an additional congressional seat by 835 people. Consequently, the state lost representation and funding for projects. For these reasons and others, citizens are being encouraged to participate in the 2010 Census currently unfolding.

More information can be found at [www.slccgov.com](http://www.slccgov.com) or [www.2010.census.gov](http://www.2010.census.gov).

## EXCELLENCE IN PAVING AWARD

The Utah Chapter of the American Concrete Paving Association and the Utah Department of Transportation recently awarded Salt Lake City International Airport with an Excellence in Paving Award. The award was presented for the Airport's Concourse Apron Rehabilitation Phase 2 project in recognition of high quality engineering.

The project was concrete pavement restoration that involved a combination of full and partial depth replacement, small patches, joint resealing and diamond grinding. The project rehabilitated concrete apron that was originally placed in four different stages from 1969 to 1985.

To allow the airlines to function, the project was divided into 12 stages to rotate the number of gates that were closed at a time. The existing concrete panels had to be lifted out and hauled away instead of being broken up on site due to their close proximity to occupied buildings. The panels were replaced with new 16-inch thick concrete pavement on top of new 7.5 inch thick lean concrete base.

Granite Construction was the general contractor on the project and Geneva Rock Products placed the concrete pavement. The Airport's in-house Engineering Department designed the project and managed its construction.



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\*Service resumes May 14, 2010.