

Key elements to airport-funded, standalone advertising campaigns and creative, other than under:

- An Air Service Incentive Plan (ASIP); or
  - A federal grant allowing more leeway; or
  - A regional effort funded by non-airport sources
- A. Generally permissible – Airport’s products and services, including:
1. Specific destinations, including why someone would travel to that destination. Does not have to be all destinations. Can be a destination that the airport has deemed strategic within the context of its business plan.
  2. Promoting specific airlines, provided such marketing encompasses all airlines in proportion to their relative footprint at the airport.
  3. Experience (concessions, parking, ease of access, short curb-to-gate transition time, lack of crowds, free wifi, proximity to where someone lives or works, etc.).
  4. Comparisons with competing airports on location, destinations, air fares, experience.
  5. For destination passengers (i.e., those living not in the airport’s catchment but in cities served nonstop from the airport): all of the above other than as noted below.
- B. Generally not permissible:
1. Economic development or tourism marketing. E.g. , “come to Northwest Arkansas to visit Crystal Bridges/ride bike trails/view the autumn colors.” Exceptions:
    - a. A campaign in a city with XNA service, promoting flights to Northwest Arkansas but NOT promoting the destination (i.e., selling the how to get here but not the why).
    - b. A joint campaign by the airport and a non-airport partner (e.g., destination marketing organization or regional consortium) under which the non-airport partner funds the tourism element whilst the airport funds the air service element. Example:

For a hypothetical \$10k campaign targeted at NYC residents: “(Benefit a) Come to the Northwest Arkansas to enjoy the fall colors without the crowds of New England (benefit b) by flying from LaGuardia to XNA with three nonstop flights daily. (CTA) Go to [flyxna.com/xyz](https://flyxna.com/xyz) to book your trip today!”

“a” funded by DMO or regional partner at \$5k. “b” funded by XNA at \$5k. CTA covers both equally
  2. Focus on specific airlines unless under
    - a. An ASIP; or
    - b. A federal grant allowing more leeway; or
    - c. A regional effort funded by non-airport sources; or
    - d. A comprehensive campaign encompassing all airlines in proportion to their relative footprint at the airport.