

SEPTEMBER 2014 EDITION



The Power of Social Media for Airports

ISSUE 3

Thank you for subscribing to [Aviation Park Groups](#) newsletter.

Over the coming months, we will release further quarterly newsletters containing the latest news and essential information at Hawarden Airport.

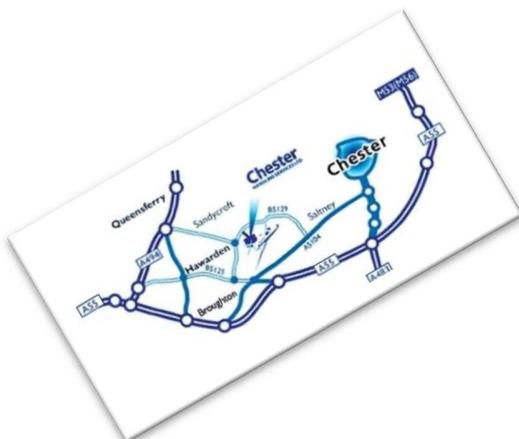
We will also include snippets of news from aviation around the world and pieces that we think you will enjoy.



keepmeupdated@chesterairport.co.uk and you never know, it may be included in the next edition.

[Hawarden Airport Tours](#)

Would you consider yourself to be and 'Aviation Enthusiast' or a 'Plane Spotter'? Do you have an interest in World War 2 airfields or Soviet era aircraft? Then a [tour](#) at Hawarden Airport is just the thing for you.



Have you got something that you feel should be included in this newsletter? Why not get in touch with us via



We have a wide selection of business jets and light aircraft that you can get up close to while your guide gives you the history of Hawarden Airfield and its ongoing operations today. We also have a unique selection of Soviet era aircraft including Antonov An-2's and a MiG 27.

This tour is completely **free** to book and you will be provided with a tour pack that you can take away with you as memento of your day.

We will never charge anyone for an airside tour, but I'm sure you can appreciate the time and effort that goes into arranging a tour by our staff. So we respectfully request that you make a donation to one of the two following charities.

Welsh Air Ambulance



www.walesairambulance.com/en/donate-to-wales-charity

Child Flight



www.justgiving.com/childflight/Donate

Tours are operated on Tuesdays and Wednesdays and can be for an individual or a party of any size.

All ages are welcome, but under 16's must be accompanied by an appropriate adult. If you would like to take a tour of Hawarden Airport, please get in contact with



us via keepmeupdated@chesterairport.co.uk

[Chocks Away Diner](#)

[Chocks Away Diner](#) is a purpose-built 50 seat diner serving local people, aviation enthusiasts and companies with a range of bistro-style food and daily specials.

We offer bespoke catering for corporate and visiting aircraft, on and offsite events, and catering in the cafe for passengers passing through Hawarden Airport.

We prepare everything on the premises and source our ingredients as locally as possible so we can hand-pick to get the freshest flavours.

We have built strong relationships with our suppliers so we know where our produce comes from and that it is the best it can be. By doing this we can make sure our reputation and standards continue to thrive.

Our opening hours are stated below.

Monday – Friday 7:30 – 16:00

Saturday – 10:00 – 15:00

If you want to get in touch with the Diner they are contactable on 07528502641 or

catering@chocksawaydiner.co.uk

To keep up to date on the diner specials follow chocks away diner on twitter.



[Twitter.com/chocksaway1](https://twitter.com/chocksaway1)

Social Media

The rapid growth of mobile technology in the past decade has facilitated the development of social media platforms such as Facebook, Twitter, and YouTube. More importantly, the increasing use of social media throughout the world has changed the way people communicate and share information on a daily basis. Social media provides an opportunity for two-way communications in real time—an invaluable tool for airport

information, it also presents challenges. Many of the most popular social media platforms are less than 10 years old and continue to incorporate new features and capabilities. Airport operators must evaluate the appropriateness of these platforms for their airports while the uses and popularity of social media are changing continually. This focus piece examines the current uses of social media and their potential benefits for airport operators.

than 82% from outside the United States and Canada. (Active users log in at least once a month.) Although Twitter does not report user statistics, companies such as Statistica and SemioCast that analyse social media data estimate that there were 500 million registered Twitter accounts and 200 million active Twitter users in 2012. In addition, social networking platforms such as YouTube, Google+, LinkedIn, and Pinterest have millions of users. The large and increasing number of social media users provides airport operators with an opportunity to facilitate global travel and social interactions that bridge cultural and communication barriers and enhance the airport experience for passengers traveling throughout the world.



operators who provide time-sensitive service to large numbers of people. Although the global acceptance of social media presents opportunities for airport operators to establish a rapport with travellers and to collect useful

Riding the Social Media Wave
Social media users account for at least one fifth of the world's population.

According to Facebook, there were more than one billion active Facebook users worldwide as of October 2012, with more

Connecting with Passengers. Social media applications such as Twitter and Facebook give airport operators effective ways to interact directly with passengers in real time.

Social media provide for direct and immediate interaction between passengers and airport operators, more so than one-sided exchanges such as press releases or announcements.

One of the most common uses of social media such as Facebook and Twitter is for informal communications with passengers to locate facilities and services or provide feedback on the airport experience. Airport operators are using social media to promote their airports by advertising new service by airlines and airport concessionaires, offering

discounts, promoting special events, or organizing contests. Social media are used to provide updates on the status of ongoing airport projects. For example, San Diego International Airport uses social media to inform the public about its Green Build program. George Bush Intercontinental Airport/Houston provided advance pictures of United's new Terminal B South using its Flickr and Twitter accounts. London Gatwick Airport used Stickybits with bar codes to show videos to passengers in areas affected by construction. In addition, social media play an important role in communicating delayed flight information, ground traffic delays, and updates during crises. During Hurricane Sandy in October 2012, airport operators used social media to inform passengers of the status of flights affected by the storm.

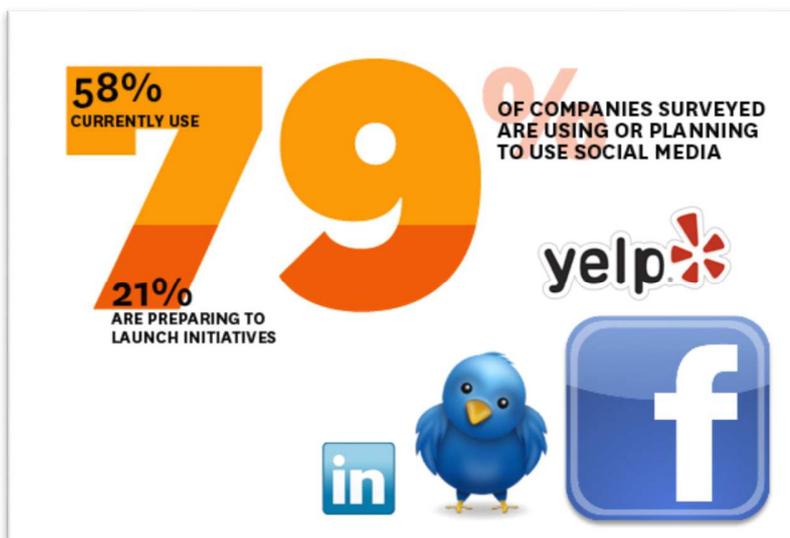
Building a Brand.
An airport's brand can be enhanced through the use of social media by presenting visual images of the many facets of airport operations and demonstrating the importance of an airport to the regional economy.

Traditionally, public presentations, media coverage, and press releases were the primary tools used for promoting airports. Although those tools are still important, the worldwide use of social media provides an opportunity to reach more people in different ways.

For example, Twitter "tweets" with passengers present a human side to an airport and enhance airport customer service. Similarly, Facebook postings about new airline service and airport concessions demonstrate efforts by airport operators to continually improve the passenger experience.



While Facebook is used to post updates, pictures, and videos, YouTube is used almost exclusively to post videos of significant airport events such as construction projects, green initiatives, or special community presentations. In addition to making connections with individual passengers, an airport brand can be strengthened by identifying and targeting key groups in an airport's customer base. For example, families traveling with young children are typically a key group in the customer base at many airports. To meet its objective of being a family-friendly airport, London Gatwick teamed with SoundCloud in 2012 to provide free downloads of children's books. (SoundCloud is an online audio distribution social media platform.) In addition, Gatwick introduced a new program for budding authors to submit short children's stories for the chance to be recorded and published through the initiative.



In September 2012, the Dublin Airport Authority (DAA) created the Dubliners @DublinAirport campaign using Twitter, Pinterest, and SoundCloud to promote a DAA-sponsored new theatrical adaptation of James Joyce’s famous collection of short stories performed at the city’s theatre festival.

Increasing Nonairline Revenue.
Airport marketing efforts using social media can encourage passengers to shop in airport concessions and increase nonairline revenue.

Although the ways that social media can be used to enhance nonairline revenue have not been explored fully, early efforts suggest that location-based applications such as Foursquare can influence purchase decisions through social engagement. Foursquare operates on Global Positioning System (GPS) hardware in mobile devices such as smartphones that allow passengers to “check in” at a business or location; at the same time, it provides the locations of nearby businesses

that are registered with Foursquare. In addition, Foursquare can be linked to Twitter and Facebook accounts, so that every time a passenger leaves a status update or check-in, it will be posted to their Twitter and Facebook accounts, increasing the potential number of participants. Airport operators have set up Foursquare check-in venues at participating airport retailers. With each check-in, a passenger announces to their friends on Facebook, Twitter, or other connected networks that they are at that particular airport retailer. San Francisco International Airport (SFO) sponsored a Foursquare contest that earned the airport an award for the best single social media promotion by a U.S. airport presented by Travel and Leisure in their inaugural Social Media in Travel and Tourism Awards. In February 2013, Hartsfield-Jackson Atlanta International Airport became the first location on Foursquare to pass 1 million check-ins, according to Foursquare. In addition,



passengers traveling through Atlanta left more than 2,000 tips for future travellers about favourite dining places, art exhibits, or the location of power outlets.

Managing Airport Business.
Information mined through social media can inform airport business decisions.

Feedback from passengers on concession performance, parking operations, ground transportation, and the overall airport experience can provide valuable, real-time information that’s not available from other sources. The continuing development of new software will allow airport operators to compile and analyse social media data and share this information with others within their organization. Airport operators can develop



a “social intelligence” that is forward-looking, global in scope, and capable of playing out in real time. A number of social media management tools such as HootSuite, TweetDeck, and BuzzStream are available to help airport operators manage all of their platforms. The features of these tools vary, including scheduling and publishing posts, messages, or announcements throughout various social media networks; monitoring and listening to public conversations taking place on social media; and providing analytical and tracking capability. Companies in the private sector are using social media to initiate conversations and gather primary data on specific topics. For example, General Electric partnered with Virgin Airlines to gather information about what it called a “social” airplane and offered prizes for the best ideas. By using hashtags and enlisting the followers of its Twitter account, General Electric received thousands of ideas that it used to fine-tune its understanding of airline passenger expectations and create new processes for injecting stakeholder input into

strategic planning and product development.

. Evaluate potential uses of social media in the context of their airport operations, the needs of the regional population



Airports with Benefits.
Social media is a new frontier for airports.

Pioneering efforts by many airport operators throughout the world continue, although the full potential of social media usage for airports has yet to be discovered. The challenge for airport operators is to: Recognise that conversations about airports are taking place on social media already. Take advantage of pioneering efforts made by other airports, including their experience with the tools used to monitor social media and the resources required to establish and maintain a social media presence.

base and business community, and the demand for national and global connectivity. Consider potential new uses of social media beneficial and perhaps unique to their airports. Estimate the costs and benefits of social media, and the overall value to the airport. Approaching social media in a systematic way can provide benefits to both airport operators and passengers. With real-time feedback, airport operators have an opportunity to enhance the passenger airport experience through social interactions, which should result in increased revenues, passenger loyalty, and a strong airport brand.



Airfield Anniversary

This month marks the 75th anniversary of Hawarden airfield. It was established on 1st September 1939 and was one of the main RAF airfields for the UK during the 'Battle of Britain'. RAF Hawarden was classed as one of the best, yet most dangerous training grounds for pilots, flying Spitfires and Hurricanes. It also held the RAF's no 48 maintenance unit and until July 1957 stored, maintained and scrapped military aircraft, including Handley Page Halifax, Vickers Wellingtons, Horsa gliders, Avro Lancaster's and DH Mosquitos.

A short concrete runway was built for testing Wellingtons however a further two runways were built in spring 1941. At the end of the war between June and September 1945 more than 1000 aircraft were brought back to Hawarden to be broken up and the RAF then ceased their operation at Hawarden on 31st March 1959.

Hangars were constructed at Hawarden airfield for the many aircraft they stored, some which still remain in operation today. Many of the hangars still have original bomb holes from the fighting aircraft during the war.

The de Havilland Aircraft Company took over the main Vickers Wellington factory/hangar, where they built the Wellingtons and became part of Hawker Siddeley Aviation in the 1960s. The first Hawker Siddeley business jet, HS125, was designed and

produced by the factory for nearly forty years. It was later sold to Raytheon Corporation but in 2007 they changed their name to Hawker Beechcraft.

Hawarden airfield has stayed true to its past roots and since the 1970's the airfield has built many factories and is now the center of wing production for all Airbus aircraft currently used today.

