

SYNOPSIS ON DISCUSSION OF BRANDING FOR BOB HOPE AIRPORT

The Airport Authority is currently exploring options to rebrand Bob Hope Airport to improve its visibility in the air travel marketplace. The effort arises out of declines in air service offered by the airlines over the last six years and the consequent reduction in passengers using the airport.

The official legal name of the airport was changed from Burbank-Glendale-Pasadena Airport to Bob Hope Airport in December 2003. While the Bob Hope Airport name is reasonably well-known in the immediate Los Angeles area, the airlines serving the airport have observed that their passengers who originate from markets across the country have little or no awareness of Bob Hope Airport or where it is as an option when making travel plans to Southern California. The airlines have strongly recommended that the Authority use a name for marketing purposes which include a geographic reference to help the passenger better recognize it as an airport in the Los Angeles area to choose.

Such use of a name or name and logo is typically referred to as “branding” of the airport. On an interim basis over the past two years, the Authority has been using the brand name “Burbank Bob Hope Airport” to meet this need. However, the Authority believes a more thorough evaluation is called for. Discussion has focused on identifying a brand name that would include the most effective geographic reference to easily convey the location to the widest traveler audience. This name would be used for branding purposes, but the legal name of the Airport facility itself would remain Bob Hope Airport.

This is not uncommon in U.S. airports which have been named in honor of an individual, but are marketed and known to the traveling public by a different name, or by a name that includes both the honoree and the location of the airport. Examples include Lindbergh Field/San Diego International Airport; Louis Armstrong New Orleans International Airport; John Wayne Airport/Orange County Airport; Norman Y. Mineta San Jose International Airport.

The Authority is evaluating the possible return to the Airport’s most successful branding, known across the country – Hollywood/Burbank Airport, which is favored by the Airport staff and by the airlines. A variation of that approach has been offered by a representative of the Hope family: Hollywood/Burbank Bob Hope Airport. Airport Legal Staff are reviewing any trademark issues associated with the use of the word “Hollywood.”

Commissioners from the Operations and Development Committee are consulting informally with their respective appointing cities to gather some initial input to assist in this ongoing discussion.

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Item A