



Travel made
EASY!

Rebrand Program



Killeen City Council
Resolution/Airport Renaming

September 2023



Rebrand Program: 4 Phase Process

1

RESEARCH
STRATEGY

2

DESIGN
ELEMENTS

3

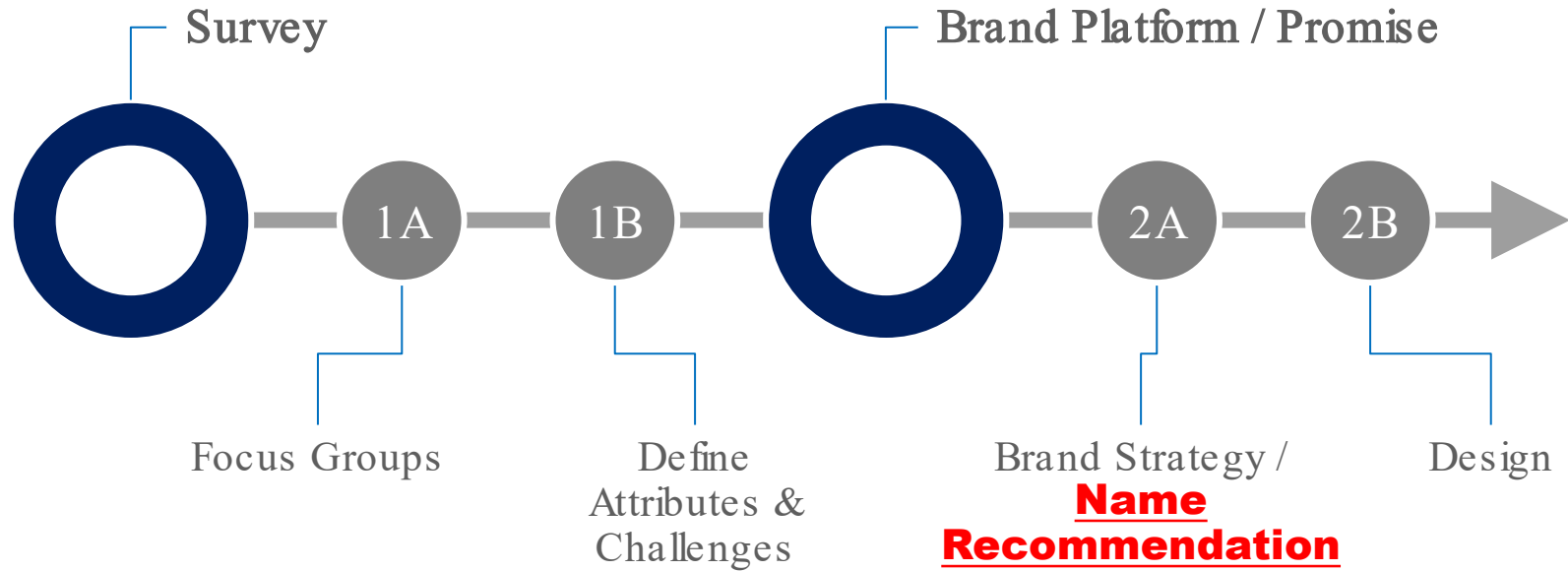
BRAND
IMPLEMENTATION

4

BRAND
LAUNCH

ASM

PHASE 1 – Task Outline



PHASE 1 – RESEARCH



SOFT MARKET RESEARCH



(41) PASSENGER INTERCEPT



(81) STAKEHOLDER SURVEY



(2) FOCUS GROUP SESSIONS

Passenger intercept surveys



Collection period: JUNE - AUG 2023



Total Surveys collected: 41



Visitors - 28%



Local – 72%



Stakeholder insight surveys



Collection period: JUNE – AUG 2023



Total Surveys collected: 81



SURVEY insights

Like

- Close and Convenient
- Easy parking
- Friendly staff
- Drive – easy access
- Clean facilities
- Simple process

Dislike

- Staffing shortages
- Flight connections
- Cancelled / delayed flights
- Airline and flight options limited
- Inconsistent customer service
- Expensive fares



ATTRIBUTES

Fort Cavazos
Close to Home
Short flights to hubs
Easy Connections
Cheap Parking
Close-In Parking
Competitive fares / cost effective
Short Drive Time
Small Terminal
Shorter lines
Convenience
Comfort
Customer Service/Ambassadors
Save time
Quick TSA processing
Growing community

CHALLENGES

Limited Air Carrier options
Limited schedule
(Perceived) unreliable service
Hub Connection required to get to most destinations
(Perceived) expensive fares
Limited concessions
Image/customer service
Website
No clear identity established
Military Airport only?
GSA reliance
Larger airports nearby
Improved ground access to AUS
Expanded air service at AUS

CORE VALUES

User-Friendly

- Small terminal
- Close in parking
- Short drive time
- Short security lines
- Friendly staff
- Clean facility

Cost Effective

- Save time=money
- Save on fuel
- Save on parking fees
- Save on hotel fees

Flyer-Friendly

- Easy access to major hubs
- 1 major air carrier
- One stop Global access

Positioned to Serve

- Growing economic hub
- Fort Cavazos
- Central Texas

PROPOSED NAMES:

FOCUS GROUP RECOMMENDATION

1

Greater Killeen
Regional Airport

2

Killeen Regional
Airport

ALTERNATIVES:

THE ALTERNATIVES CONSIDERED:

1. Do not change the name
2. Select the name recommended by the focus group
3. Select another name

Which alternative is recommended? Why?

Alternative 2 is recommended because:

Based on the results of the surveys and deliberations within the focus group, Alternative 2 reflects the recommendations of the community and represents the preliminary brand strategy.

RECOMMENDATION:

Staff recommends City Council change the name of Killeen-Fort Hood Regional Airport to Greater Killeen Regional Airport as recommended by the focus group.