

BUSINESS PARTNER BRIEF

DECEMBER 2024



Director's Message



In the midst of the holiday season, we're officially wrapping up our 100th anniversary at LGB, having celebrated our milestone with a yearlong campaign to increase awareness about Long Beach's rich aviation history while also promoting LGB as Southern California's most convenient and easygoing airport! We might be more than 100 years old, but we're still the coolest place to land in Southern California. —Cynthia Guidry

Moment in Time: Celebrating 100 Years

You're invited to attend a special final celebration of the Airport's 100th anniversary on Thursday, December 5. The event marks the end of our yearlong centennial campaign and will take place from 10 a.m. to 11:30 a.m. in the Historic Terminal, where we will install a time capsule to be reopened in fifty years. We will also host some fun activities that we're keeping under wraps until event day. Join us for light refreshments, live entertainment and a great time! Kindly RSVP to lgbarpt@longbeach.gov or call 562-570-2678 to confirm your attendance.



CELEBRATING
100 YEARS:
FLYING TO THE FUTURE

Please join us as we conclude our centennial year celebration with the installation of a time capsule in the Historic Terminal, live music, light refreshments, and activities.

DECEMBER 5TH, 2024

10:00 AM - 11:30 AM

LONG BEACH AIRPORT

Historic Terminal
4100 E Donald Douglas Drive
Long Beach CA, 90808

Free parking in Parking Structure B

RSVPS APPRECIATED:

(562) 570-2678 or lgbarpt@longbeach.gov

Holiday Travel Projections

The holiday season is not only one of the most special times of year, but also one of the busiest for airports across the nation. Through our airline partners, Delta Air Lines, Hawaiian Airlines and Southwest Airlines, an estimated 130,000 passengers moved through LGB during the 10-day holiday period from Friday, Nov. 22, through Sunday, Dec. 1. That represents an 8% increase over the same time frame last year, marking one of the busiest holiday seasons on record for the Airport. Big thanks to all of our staff and business partners at LGB who are committed to delivering an exceptional experience for our travelers.

LGB Live! Holiday Concert Series

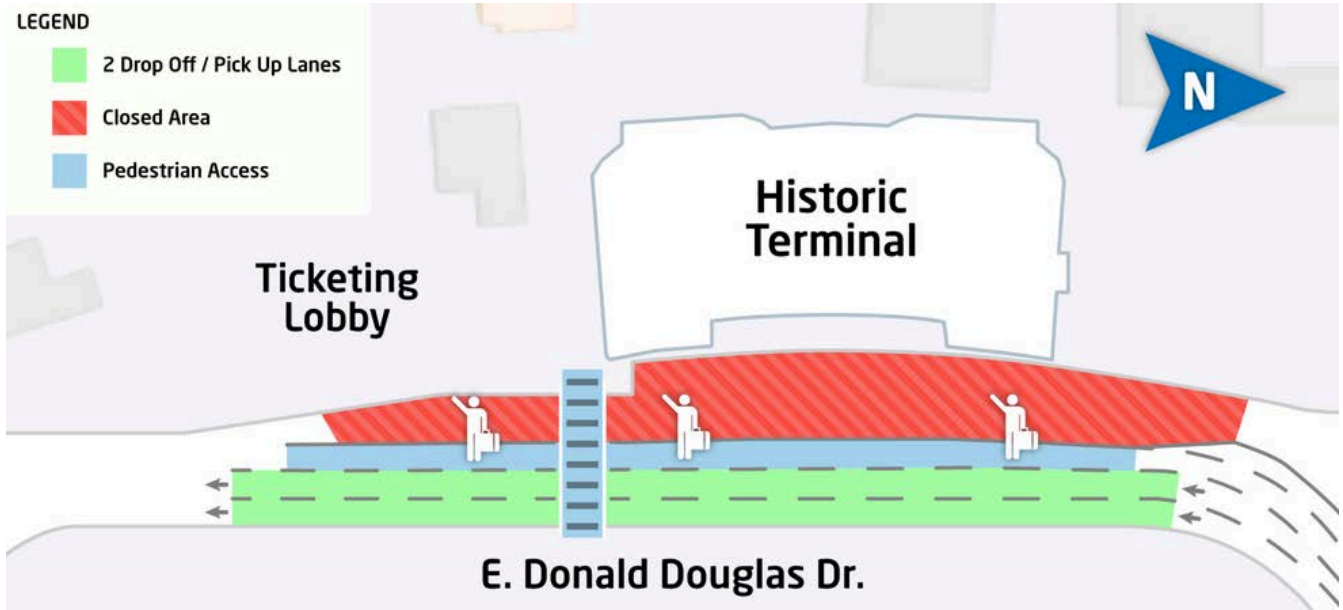
Happy Holidays! Local musicians bring good cheer to Long Beach Airport with live musical performances throughout the holiday season as part of LGB Live! In addition to professional musicians, we're especially excited to welcome students performing from Cabrillo, Millikan and Wilson high schools, as well as students in the Jazz Angels group. There will be more than a dozen live performances on Friday afternoons from 3 p.m. to 5 p.m. and Sundays from 11 a.m. to 1 p.m. through early January.



Terminal Roadway Improvements Update: Lane Closures In Effect

Enhancements to the roadway continue to progress and the landscaping looks great! From December 3 through early January, the thru lanes, drop off lanes and sidewalk in front of the Historic Terminal will be closed, as construction flips to the west side of the median. Access to the building will be available via the north, south and west doors. All drop-off and pick-up of passengers will be along the new median. Navigators will be onsite to assist passengers and keep the traffic moving.

We recommend departing passengers arrive early to allow sufficient time during the busy holiday travel period. Arriving passengers should encourage their drivers to wait in the Cell Phone Waiting Lot until they are ready for pick-up. Thank you for your patience as we continue to work to improve vehicular and passenger flow and create additional enhancements for those with mobility challenges. For more project information and travel tips, visit www.lgbroadimprovements.com



LGB Supports Community Events

As a treasured community asset supported by local travelers, Long Beach Airport prioritizes participation and support of community events. In fiscal year 2024, we proudly sponsored at least one event in each of the nine council districts. Here's a rundown of some of the events: Día de los Muertos Festival; Winter Wonderland; Belmont Shore Christmas Parade; summer concerts at El Dorado Park, Long Beach City College and Pan Am Park; Long Beach Sankranta'; Martin Luther King, Jr. Parade & Celebration; Mariachi Festival; Fiesta in Silverado Park; Back to School Jam at Veterans Stadium; Uptown Jazz Festival; Compton Centennial Air Fair; and the Cambodia Town and Pride Parades. LGB also participated in the Long Beach Grand Prix Expo, the Long Beach Marathon, Ronald McDonald House Walk for Kids, the Belmont Shore Car Show, various City-sponsored events, and hosted events on our campus like Wings for Autism, Special Olympics Plane Pull and our Festival of Flight. In total, we engaged with more than 36,000 people at these events!

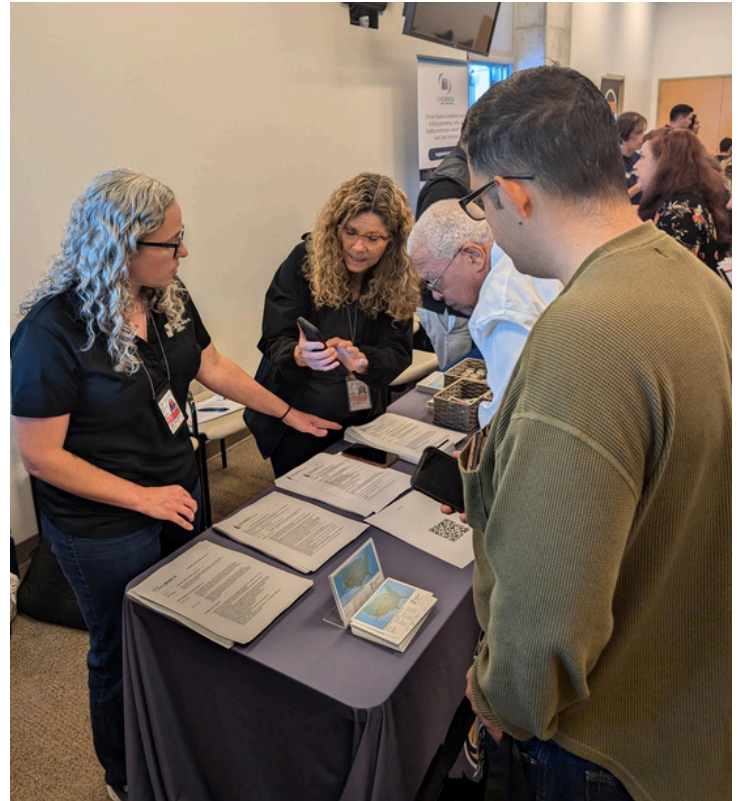


Seen at the Scene

Long Beach Airport employees and friends took part in the Long Beach Dia de los Muertos Parade in November. LGB's colorful parade float was a standout at this special cultural celebration!



LGB was part of the City of Long Beach Career Fair at Long Beach City College, Pacific Coast Campus. It was great to connect face-to face with over 200 students, community members and current City employees pursuing career opportunities.



As a proud sponsor of the Port of Long Beach's Celebrating Women in Trade event, we had the opportunity to meet more than 220 high school students from the Long Beach Unified School District and dozens of professionals in the international trade industry.



Grateful for Volunteers

Long Beach Airport is so fortunate to have an incredible group of approximately 30 volunteers as ambassadors for Long Beach Airport, greeting guests, helping behind the scenes and promoting LGB at various community events. For the last fiscal year, ending September 30, our volunteers racked up more than 2,600 hours of community service. Absolutely amazing! One highlight of the year included our therapy dog handlers visiting more than 800 students in classrooms at Long Beach Unified School District campuses. I'm so grateful to our entire crew of dedicated volunteers who deliver so much value to our travelers and our community.



LGB News Coverage

EXTRA! EXTRA! Long Beach Airport is regularly recognized by journalists as a valued community resource and industry leader, and LGB was featured in more than 865 newspaper, television and industry trade publications in fiscal year 2024. A significant source of media attention was our centennial anniversary, with every major local newspaper and regional television station providing extensive coverage that reached an estimated audience of more than 6.3 million people, with an estimated publicity value of \$574,000. Major headlines for the year included: coverage of the reopening of our Historic Terminal building; our 2024 Festival of Flight; new all-time monthly traveler records; LGB offering incentives to encourage general aviation users to use unleaded fuel; the reveal of our centennial mural; the installation of rooftop solar canopies on the parking structures; the expansion of our Careers Taking Flight youth programming; coverage of the Terminal roadway loop improvements; and news about the addition of campus tenants like JetZero and Ampaire.

Passenger Traffic October

LGB served a total of 340,474 travelers in October, which reflects a 0.8% decrease in airline passenger traffic compared with the same month last year

	OCT 2024	OCT 2023	% Change	OCT 2022	% Change	YTD 2024	YTD 2023	% Change	YTD 2022	% Change
Passenger Traffic										
Enplanements	169,510	171,561	-1.2%	147,328	15.1%	1,726,733	1,524,971	13.2%	1,357,992	27.2%
Deplanements	170,964	171,684	-0.4%	147,143	16.2%	1,733,792	1,523,680	13.8%	1,349,467	28.5%
Total Passenger	340,474	343,245	-0.8%	294,471	15.6%	3,460,525	3,048,651	13.5%	2,707,459	27.8%
Total Air Cargo	1,058	1,025	3.2%	1,148	-7.8%	9,377	9,898	-5.3%	11,286	-16.9%

Airport Administrative Offices Holiday Closures

Long Beach Airport administrative offices will be closed on December 25, 2024, for Christmas and January 1, 2025, for New Year's Day. Airport operations, security and building services will continue uninterrupted.



Cynthia Guidry
Airport Director