

LEWISTON-NEZ PERCE COUNTY REGIONAL AIRPORT [LWS] AIRPORT MEDIA GUIDE

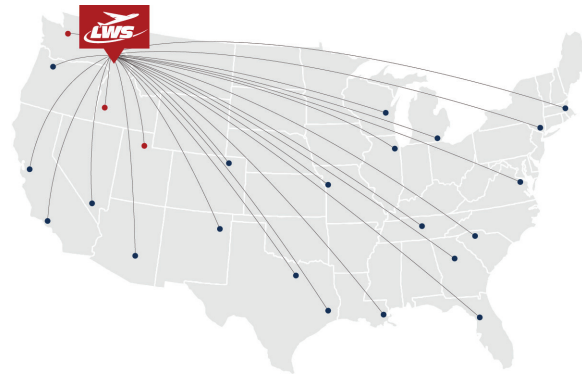
AIRPORT ADVERTISING

Airport advertising is one of the most cost-effective ways to reach an ideal, targeted group. This is certainly true at the Lewiston-Nez Perce County Regional Airport.

MORE THAN 200,000 PEOPLE USE THE LEWISTON AIRPORT EACH YEAR.

Business travelers in particular value this local connection to economic centers like Salt Lake City, Seattle, and Boise. Leisure travelers also like the unlimited access to the rest of the country and world from these national hubs. These educated, experienced, adventurous travelers are ideal customers for all local businesses, including you.

The Lewiston airport's smaller, regional size provides an added bonus: there are less distractions for travelers, allowing more of their attention to focus on advertising, which is prominently placed in the terminal and baggage claim area. What better way to tell your customers who you are and what you can do for them?



LWS: A VALUE TO THE COMMUNITY AND BUSINESSES

The Lewiston regional economy is extremely stable and is supported by diverse industries generating a lot of inbound and outbound air travel, which means a huge number of potential customers pass through our airport.

Thriving tourism drives inbound traffic to the area on a seasonal basis for the National Association of Intercollegiate Athletics (NAIA), river cruises, and endless outdoor adventures.

AIRPORT PROFILE

- Conveniently located on the border of Washington State and Idaho.
- Home to two airlines: SkyWest and Horizon Air.
- Offers connecting flights to the major hubs of Salt Lake City, Seattle, and Boise.
- Serves travelers for local tourist events, including national baseball tournaments, college sporting events, river cruises, and outdoor hunting and fishing.



Lewiston's geographic location is conducive to aviation operations. The region's mild weather rarely impacts flights and its relative isolation in North Central Idaho makes flying the most convenient form of transportation to areas outside of the region.



Prepared for:
Lewiston-Nez Perce County Regional Airport

Prepared by:



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IN 2016, LWS DOMESTIC PASSENGERS GREW **19%**

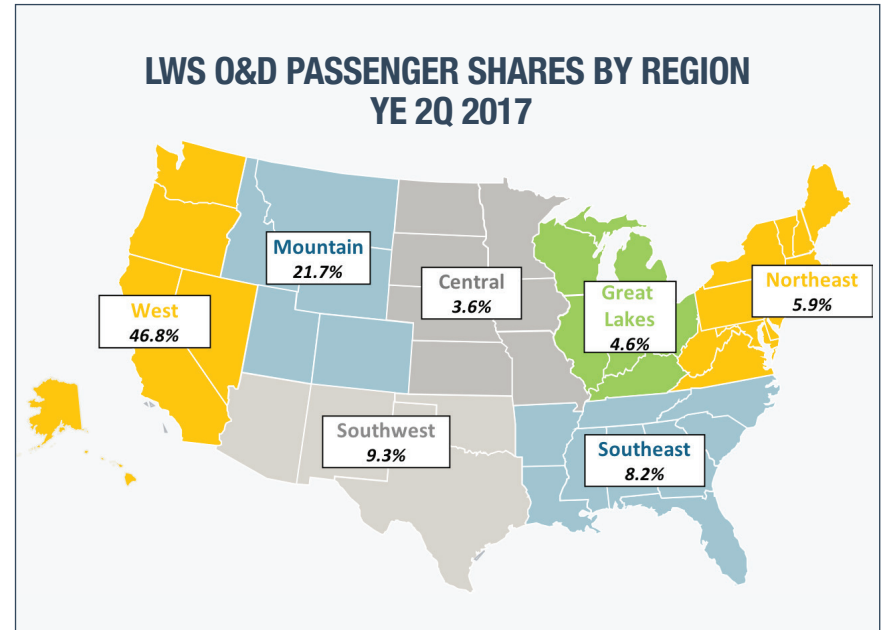


- Like the Lewiston economy, LWS passenger traffic exhibits overall stability.
- In the second quarter of 2017, LWS reported over 140,000 domestic O&D passengers. Traffic is now well above pre-recession levels after a slow recovery during the past 10 years.
- As with most aviation markets, LWS passenger levels are impacted by airfares. As LWS airfares have declined from their 2013 peak, passengers have responded positively.



THE WEST AND MOUNTAIN REGIONS ACCOUNT FOR ALMOST **70%** OF TOTAL LWS O&D PASSENGER TRAVEL

- The Top 7 LWS markets account for 50% of the airport's passengers
Top 7 = Seattle, Boise, Los Angeles, Salt Lake City, Las Vegas, San Francisco, Phoenix
- Los Angeles, Las Vegas, Phoenix, Denver and Sacramento have experienced robust growth over the past 5 years



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Please contact our office to discuss availability and any questions you may have.