MEMORANDUM

TO: Mayor and City Council Members

FROM: Jim Smith, Executive Director
Aviation Department

DATE: December 4, 2014

SUBJECT: Thanks Again Program

The Thanks Again program, Airport customer loyalty program, authorized by City Council in October 2013, is well underway. Your office asked about the revenue generated attributable to the program. We have limited information now, yet expect future reports to help us all critique the program.

Attached are data from the first six-months of Thanks Again, which began April 2014. From inception through October 31 2014, enrollments are 3,592 members.

In January 2015, the department will receive a quarterly data analytics report which is expected to give us more information, such as identifying members' recent transactions, spending amounts, and frequency of transactions. This information is valued by the airport as it may be used to understand the spending patterns of program members and identify attrition in airport concession and parking transactions.

The best assessment of revenue generated from this program, and loyalty programs in general, will occur overtime as significant data is required to identify trends. As the program ages, revenue trends among members will be identified. We look forward to using and sharing the benefits the program provides.

Jim Smith
Executive Director

Attachment

xc: Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager

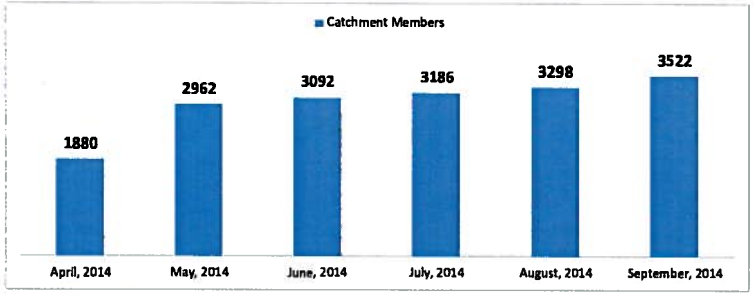
THANKS AGAIN LOYALTY PROGRAM PERFORMANCE MEASURES

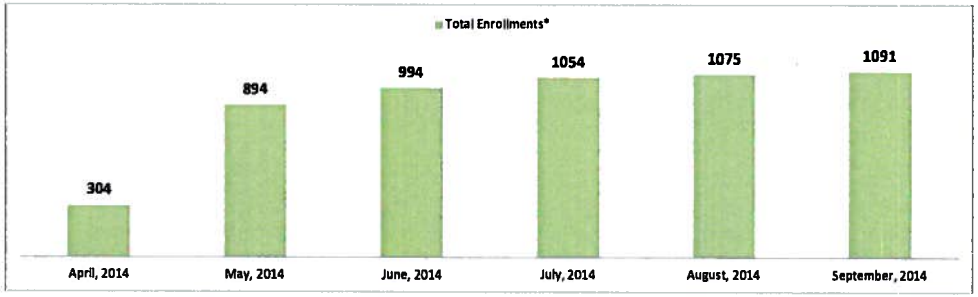
ABIA DATA (2014 vs 2013)

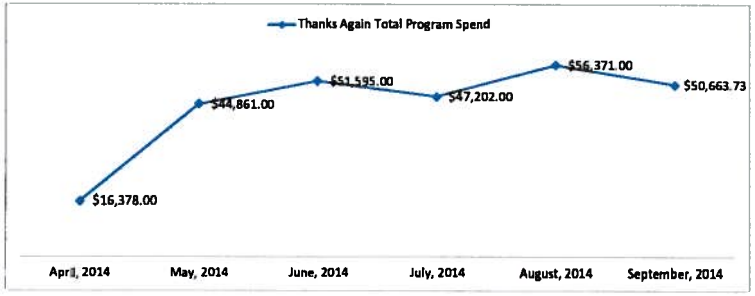
	April, 2014	May, 2014	June, 2014	July, 2014	August, 2014	September, 2014	October, 2014	November, 2014	December, 2014	January, 2015
ABIA Passenger level increase	3.78%	4.67%	6.98%	8.91%	10.02%					
ABIA Parking Revenues	-0.91%	7.15%	4.41%	7.61%	6.10%					
ABIA Other Concession Revenues	0.56%	13.17%	-5.08%	17.67%	19.46%					

AUS - PROGRAM DATA

	April, 2014	May, 2014	June, 2014	July, 2014	August, 2014	September, 2014	October, 2014	November, 2014	December, 2014	January, 2015
Thanks Again Concessions Spend	$5,972.00	$14,751.00	$16,352.00	$13,771.00	$15,280.00	$14,425.73				
Thanks Again Parking Spend	$10,406.00	$30,110.00	$35,243.00	$33,431.00	$41,091.00	$36,238.00				
Thanks Again Total Program Spend	$16,378.00	$44,861.00	$51,595.00	$47,202.00	$56,371.00	$50,663.73				
Thanks Again Concessions Transaction Count	498	1,281	1,440	1,307	1,463	1,298				
Thanks Again Parking Transaction Count	183	684	785	707	879	779				
Thanks Again Total Program Transaction Count	681	1,965	2,225	2,014	2,342	2,077				
Thanks Again Average Concessions Transaction Size	$11.99	$11.52	$11.36	$10.54	$10.44	$11.11				
Thanks Again Average Parking Transaction Size	$56.86	$44.02	$44.90	$47.29	$46.75	$46.52				
Mobile Enrollments	75	197	70	51	15	8				
URL Enrollments	229	393	30	9	6	8				
TOTAL	304	590	100	60	21	16				
Total Enrollments*	304	894	994	1054	1075	1091				
Catchment members **	1880	2962	3092	3186	3298	3522				







*Total enrollments are enrollments from local urls in marketing collateral.
**Catchment members are the total enrollments from a variety of sources.