

Commerce Hub Newsletter - October 2015

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Building a Brand for a Customer-focused Growth Strategy

Amy Bourgeron, Marketing Specialist

Denver International Airport is launching a refreshed brand built upon its strategic vision to become “America’s favorite connecting hub, where the Rocky Mountains meet the world.”

Winning the hearts of our customers is at the core of our branding strategy, and to do this, we plan to exceed their travel expectations.



Developing this growth strategy was not an overnight journey. It has taken us two years to travel to where we are today. We studied our competitors and industry best practices. We talked to travelers, lots of travelers. We conducted more than 3,700 traveler intercept surveys, and we held focus group meetings here and on the east coast. We learned how air passengers travel, what they expect when they travel, and how much they spend when they travel. We even asked what they think

of our airport even if they had never flown through it. All of this information helped us craft a brand position and prioritize our focus going forward.

Getting to know our customers required research grounded in the behaviors, needs and attitudes of today's travelers.

We learned about the demographics and travel behaviors of each traveler segment including: how much money they spend in an airport, their share of the traveler population, their overall trip share (and DEN trip share), frequency of travel, who they travel with, and whether they have elite status.

We must be strategic about which customers to target; we must be focused, and we need to prioritize our investment opportunities. Our research revealed that some customer segments are more valuable than others from both a financial and advocacy perspective—and investment in these segments will yield better results than others.

Once we identified our target customer, we focused on building our brand based on what DEN has to offer to these traveler segments. We anchored our brand development on what they want, what we can offer, and what makes us competitive in today's global aviation marketplace.

Our final step in brand development was to translate these elements into a narrative that captures the unique brand we are now building.

Lufthansa to offer nonstop service between Denver and Munich

Lufthansa and Denver International Airport announced nonstop service between Denver and Munich, Germany. The service begins on May 11, 2016 and will be operated by an Airbus A330-300 five times per week: Tuesdays, Wednesdays, Fridays, Saturdays and Sundays.

The new eastbound flight LH 481 will departing Denver at 4:05 p.m. and arrive in Munich the following morning. The corresponding westbound LH 480 service will also operate on Tuesdays, Wednesday, Fridays, Saturdays and Sundays, departing from Lufthansa's Munich hub at 11:45 a.m. and arriving in Denver at 2:30 p.m. (all times local) after a 10 hour, 45 minute flight.



Each new nonstop, international flight generates economic activity, creates new jobs and raises Denver's profile on the global stage," said Denver Mayor Michael B. Hancock. "Lufthansa's Munich service is estimated to generate more than 700 new jobs and \$24 million in new wages for the state, as well as boost statewide economic output by more than \$80 million annually."

The Denver-Munich flight, which has a capacity of 236 seats, represents the first time that the A330-300 aircraft has been scheduled for regular service at DEN. By flying Lufthansa to Munich air travelers will be able to connect to any of 150 destinations served by Lufthansa and 21 partner airlines.



Pictured is an Airbus 330 with the Lufthansa livery.

RTD rail service to Denver International Airport will begin on April 22, 2016

The Regional Transportation District (RTD) received official notice from the project concessionaire, Denver Transit Partners, that the University of Colorado A Line commuter rail service from Denver Union Station to Denver International Airport will be ready for service on April 22, 2016.

The line is 23 miles of new electric commuter rail, which is part of the Eagle P3 project, the nation's first full public-private partnership for transit. Local RTD taxes combined with a \$1.03 billion federal grant and \$450 million from Denver Transit Partners, the 34-year concessionaire that will build, operate and maintain the trains, make up the \$2.2 billion project. The RTD University of Colorado A Line takes its name as a result of the first sponsorship through RTD's naming rights program.

The commuter rail line will use new rail cars that will be the first of their kind in Denver. They are faster than light rail, with a top speed of 79 mph versus 55 mph, are larger, and carry more people than light rail vehicles—200 people at maximum. The vehicles will offer level boarding to better accommodate travelers with luggage and accessibility needs.

"In just a few short months, our entire region will begin to experience the true unbridled potential of connecting FasTracks and Denver International Airport with the opening of the A Line," Denver Mayor Michael B. Hancock said.



Ground-level view of the new Westin Denver International Hotel and the station for the RTD University of Colorado A Line. At the station are railroad cars for the A line, which is scheduled to open April 22, 2016.

Denver Announces Airport-Related Service Contracts



The City and County of Denver has begun the procurement process for

Denver International Airport's janitorial, security, and window cleaning services. The request for information invites responses to the specific questions attached to help inform the City of best practices and industry changes that may have occurred since the last request for proposal process (2011).

Contracts for these airport services end in the middle of 2017. More specifically, the five-year janitorial services contracts totaling \$100 million expires in September 2017. The five-year security services contract totaling \$100 million is set to expire in July 2017, and the five-year window cleaning (\$20 million contract) ends in July 2017. The RFP is anticipated in early 2016 for a contract start date on or about July 1, 2017. Contract execution will allow a six-month ramp-up to contract implementation.

The request for information referenced above is available for downloading on the Rocky Mountain E-Purchasing System (BidNet) at <http://www.rockymountainbidsystem.com/>.

For more information about the City and County of Denver Purchasing Division click on this [link](#).

Upcoming DEN construction, professional services, and revenue development bids can be found in the “Future Opportunities” link on [Flydenver.com](#).

Denver International Airport “DIA Day” Brings Together Hundreds of Firms



The “DIA DAY” business opportunity and outreach event provided current airport business information and an overview of upcoming business opportunities to more than 500 people in attendance. The one-day event featured DIA senior

leadership discussions about anticipated contract work in the Airport Infrastructure Management division, concessions, the Great Hall Project and DIA procurement contracts for (1) security, (2) window washing and (3) janitorial services.

Heather Barry, DIA Commerce Hub director of business affairs welcomed attending company owners, business leaders, city officials, and numerous small and minority-owned businesses. Eric Hiraga, DIA executive vice president/chief of staff followed and spoke about the airport’s strong financial position and continued trajectory for doubling in growth capacity in passenger service and related businesses. Amy Bourgeron, DIA brand and marketing specialist introduced the new Denver International Airport logo, which is based on the airport’s FAA identifier code, DEN. Now, going forward, the widely known three-letter airport identifier DIA will often be changed to DEN, aligning the new branding strategy with trending travel and passenger behavior data underlining a more precise targeting of our aviation consumer needs.

Even Dreyer, chief of staff for Denver Mayor Michael B. Hancock, offered insight about the mayor’s vision of maximizing business capacity and further growing this region’s number one economic engine: Denver International Airport.

A blend of small-to-medium and large-sized firms—from the food and beverage, retail, construction, professional service, and supplier industry—networked, developing a learning and teaming atmosphere aimed to capture the diversity of

upcoming airport business opportunities. This event, as in the previous two-years, brought together the collective expertise of airport staff, who emphasized the great potential for businesses at DIA. They helped businesses understand and pursue the airport's ongoing and growing opportunities.

The breakout sessions, which filled the meeting rooms to their capacities, further discussed approaching airport business opportunities and provided DIA division updates, overviews of changes, and new directions for DIA's Airport Infrastructure Management division. The luncheon panel, facilitated by Barry, reintroduced Hiraga and presented Ken Greene, the airport's executive vice president/chief operating officer, who spoke about Denver International's positive standing and economic impact across the aviation spectrum and its leadership in sustainable and operational proficiency. The two panelists answered questions from the audience.

DIA Day culminated with the opportunity for conference attendees to board airport buses and be transported to DIA for airfield tours to see the airport's environmental stewardship projects and current construction.

To learn more about the DIA Commerce Hub services or airport business opportunities please call (303) 342-2351 or visit our webpage at <http://business.flydenver.com/bizops/commerceHub.asp>.

Denver International Airport Business Education Courses

Sponsored by the Airport Infrastructure Maintenance (AIM) Division

Denver International Airport's AIM Development Office is offering classes to contractors about providing services at DIA. The classes cover how to set up your company successfully to get airport projects, what it means to do work at an international airport, and special project prerequisites. Some classes will talk about upcoming 2016 projects, and others will review AIM Development processes and requirements. These classes are great for networking with industry experts and other entrepreneurs in the community.

To register, visit <http://business.flydenver.com/bizops/bizEducation.asp>.

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Does Your Small Business Qualify for Government Contracts?



The U.S. Small Business Administration's "[Size Standard Tool](#)" can help you determine if you qualify as a small business under SBA size standards. Qualifying as "small" may allow your business to take advantage of valuable government contracting opportunities reserved for small businesses. To be eligible as a small business concern, your business must satisfy the SBA's size standard for your industry, be operated for profit, be independently owned and operated, and be based in the United States, making significant contributions to the U.S. economy.

SBA uses the North American Industry Classification System (NAICS) as the basis for its size standards. NAICS assigns numerical codes to classify business activities to various economic sectors and industries. An NAICS code has six digits. The first two indicate the economic sector, the third the subsector, the fourth the industry group, the fifth the industry, and the sixth the U.S. industry.

For more information about U.S. Small Business Administration programs and services click on this [link](#).

Commerce Hub Business Education and Support Training to Continue

Denver International Airport's Commerce Hub Business Education and Support Training will resume its regularly scheduled sessions beginning in the first quarter of 2016. We look forward to serving you at our next session.

For more information about the Commerce Hub services or airport business opportunities please call (303) 342-2351 or visit our webpage at <http://business.flydenver.com/bizops/commerceHub.asp>.

"DIA DAY" Presentation Materials Available Online

The October 19, 2015 airport "DIA DAY" PowerPoint session materials can be found on the [DIA Commerce Hub](#) webpage. Click on the "[Outreach and Financial Capacity Guidance](#)" link to see the various links containing information on the outreach events' major topics.





Airport Business Opportunities--At your Finger Tips

Denver International Airport posts business and contract opportunities on its website, [Flydenver.com](http://flydenver.com). Remain informed about airport current business opportunities and upcoming business activities by visiting the [Business Center](#) webpage. Complete the [Concessions](#) and [Project](#) application forms to be electronically notified of contract announcements.

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