



**Alberni-Clayoquot Regional District  
Long Beach Airport Advisory Committee  
Meeting Agenda**

**Meeting Date:** Wednesday, Sept. 21st, 2016

**Time:** 9:30 am

**Location:** District of Tofino Council Chambers

121 3<sup>rd</sup> Street, Tofino

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**1. CALL TO ORDER**

Recognition of Traditional Territories.

**2. BRANDING AND MARKETING OF CYAZ**

- a. Request for Decision on Primal Communications renaming recommendations.
- b. Primal Communications Renaming Recommendations 2016



## REQUEST FOR DECISION

**To:** Long Beach Airport Advisory Committee

**From:** Mark Fortune, Airport Superintendent

**Meeting Date:** September 21, 2016

**Subject:** Long Beach Airport (CYAZ) – Naming Recommendations

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### Recommendation:

***THAT the Long Beach Airport Advisory Committee recommend that CYAZ be branded as the Tofino Airport.***

### Summary:

In March of 2016, staff advertised a Request for Proposals for Branding and Marketing of CYAZ. The goals and objectives of this RFP was to enter into an agreement for services that would provide branding and marketing services to CYAZ, including, but not limited to: Identify Airport “brand” (logo and tag messages) and development of a branding strategy.

1. Investigate the possible renaming of the airport;
2. Develop a branding strategy;
3. Create and design a color palette, tag line and brand standards;
4. Identify ways to incorporate new brand to market to public;
5. Develop content that could assist in media/marketing.

Primal Communications was awarded the contract and has provided naming recommendations, their report is attached. There are a lot of opinions on the final decision on the name, but it is important to finalize the name so we can proceed with the branding and marketing as soon as possible.

Primal recommends that the name of the airport change back to Tofino Airport from the current name, Long Beach Airport. This would be consistent with the terminology used for official aeronautical purposes.

### Background:

Royal Canadian Air Force base Tofino was established in the early 1940's to solidify an aerial defense plan for the West Coast of Canada. RCAF Station Tofino was a land based station to take advantage of the advancements in aircraft design encountered during WWII. The assets of RCAF Seaplane base in Ucluelet were transferred to RCAF Tofino in 1944 when the Ucluelet station was closed.

RCAF Station Tofino assets were transferred to the Department of Transport after WW II as the Tofino Airport. The Department of Transport issued the former RCAF Station an alphabet identifier for the Tofino Airport, CYAZ.

The all alphabetic airport identifier CYAZ signifies an early Canadian airport.

Transport Canada shifted into an alpha numeric identifier system for airports established at a later date CAT4 = Qualicum Beach and CBS8 = Port Alberni to name a few local sites.

Over the decades Department of Transport has developed into Transport Canada with various federal Aviation related organizations including Environment Canada and Nav Canada. All the agencies in the aviation sphere reference CYAZ as the Tofino Airport.

Weather observations were started on the RCAF Tofino in the early 40's and are continued to this day. A reference to the Environment Canada weather site will indicate weather and historic information from the Tofino Airport.

All flight service information, flight planning and Federal documents indicate the location as Tofino. If you search out the Long Beach Airport in the Canadian Air Pilot (CAP) or Canadian Flight Supplement (CFS) you will search under the closest community, Tofino and locate the Tofino / Long Beach Airport.

**Options Considered:**

There are numerous options presented in the Primal report and the name could remain as Long Beach. There is a strong local desire for the name to represent the broader service area. Another option would be to attached a tag to the name, ie. Tofino Airport – gateway to the \_\_\_\_\_.

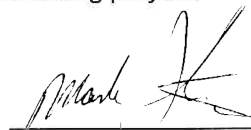
**Time Requirements – Staff & Elected Officials:**

Minimal.

**Financial:**

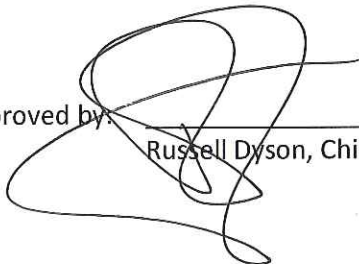
The budget for marketing is limited. It is important to determine the name and continue with the branding and marketing project.

Submitted by:



Mark Fortune, Airport Superintendent

Approved by:



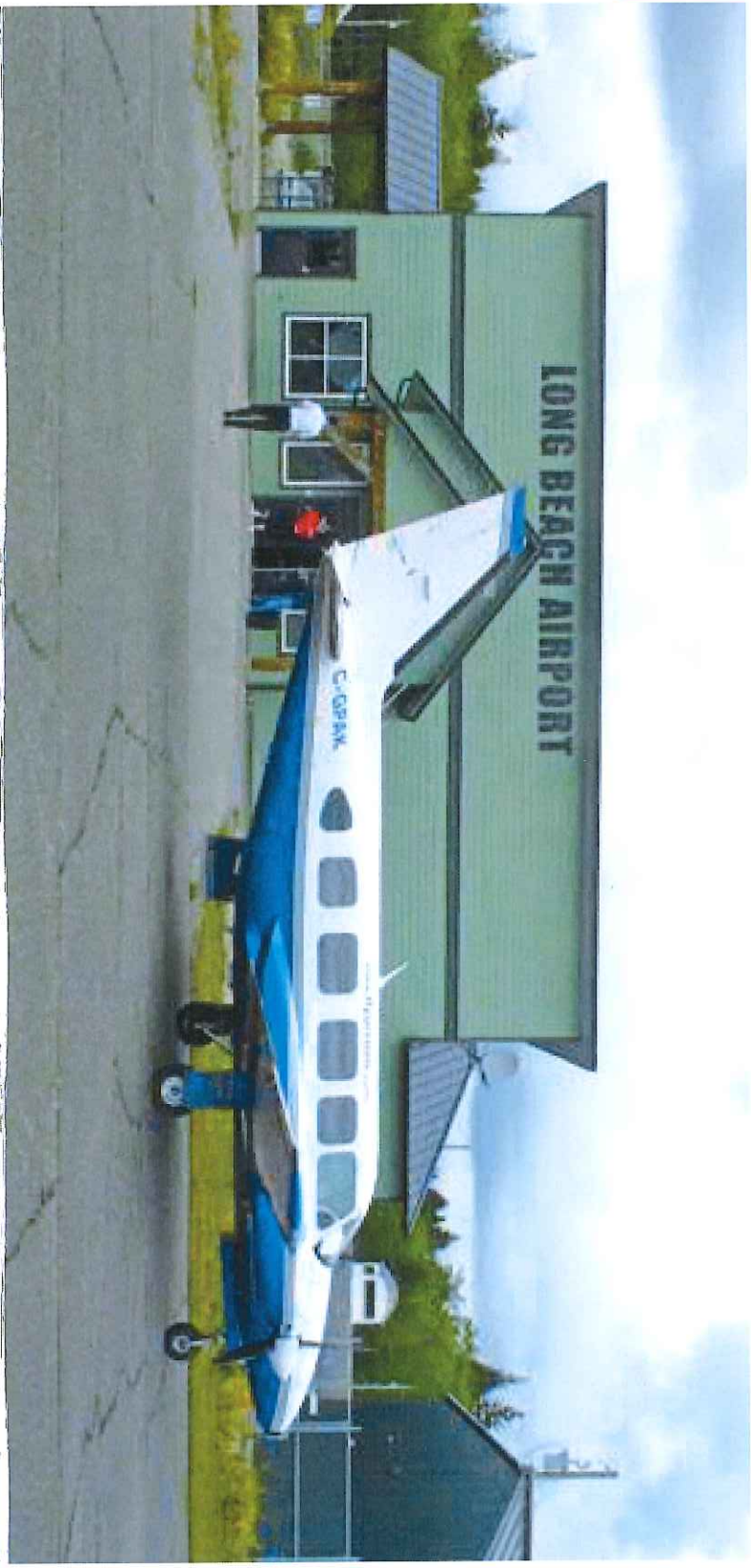
Russell Dyson, Chief Administrative Officer



# **Renaming Recommendations 2016**

## **Tofino-Long Beach Airport**

Prepared by Primal Communications Ltd.



## Summary

The purpose of this report is to provide an analysis of the possible renaming opportunities for the Long Beach Airport and to provide options and recommendations for moving forward with our brandSTORMING™ process and the development of a marketing plan for the airport to benefit the stakeholders in the region.

Primal has spent time reviewing and evaluating the benefits and drawbacks for the naming options presented on the following pages. The following pages will provide the recommendations and suggestions for effective naming to move forward with creating the brand for the airport.

## Renaming

### Existing:

Long Beach Airport ([www.acrd.ca](http://www.acrd.ca))

Tofino-Long Beach Airport (YAZ) ([www.tofinoairport.com](http://www.tofinoairport.com))

### Options:

1. Tofino Airport (since 1944)
2. Pacific Rim Airport
3. Tofino - Ucluelet Airport
4. Clayoquot Airport
5. Tuff City Airport
6. YAZ Airport
7. Tofuke Airport
8. TLA-O-QUI-AUT Airport

The options listed above are in no particular order. They were chosen out of many other options as being the closest in potential that match the region and popular online searches.

## Options, URLs and Search Results (Web Mentions)

Name	URL	Search Results
1. Tofino Airport	www.TofinoAirport.com (Current)	3,740,000
2. Pacific Rim Airport	www.PacificRimAirport.com	30,200,000
3. Tofino-Ucluelet Airport	www.Tofino-UclueletAirport.com	393,000
Clayoquot Airport	www.ClayoquotAirport.com	599,000
Tuff City Airport	www.TuffCityAirport.com	2,850,000
YAZ Airport	www.YAZairport.com	129,000,000
Tofuke Airport	www.TofukeAirport.com	1,040,000
TLA-O-QUI-AHT Airport	www.tla-o-qui-ahairport.com	39,200

Each of the URLs are available for the options above. The results are from a simple google search for the first wording in each name, such as "Pacific Rim" for the Pacific Rim Airport option. The purpose of the results are to show the relative popularity and frequency of the names in searches.



## Choice 1

Name	URL
Tofino Airport	www.tofinoairport.com (Current)

### BENEFIT(S)

Keeping with the Tofino-Long Beach Airport name has many benefits.

1. Tofino is the most recognizable name in the region.
2. Your current website is www.tofinoairport.com.
3. The name is easy to remember, easy to read and write.
4. Search results for tofino are relatively high, with room to grow.

### DRAWBACK(S)

1. Tofino-Long Beach Airport does not speak to all areas serviced by the airport.
2. The name is quite long.

### OPTION

Switch and simplify to Tofino Airport, removing the Long Beach part of the name. This matches your current website URL, shortens the name and provides clarity.

## Choice 2

Name	URL
Pacific Rim Airport	www.pacificrimairport.com

### BENEFIT(S)

1. Pacific Rim represents all areas in the region.
2. The website URL is available. \*
3. The name is easy to remember, easy to read and write.
4. Search results for Pacific Rim are very strong and recognizable.

### DRAWBACK(S)

1. The search results are extremely high, which causes competition in searching.
2. A large level of investment will be needed to raise brand awareness against other Pacific Rim companies.
3. Pacific Rim doesn't pinpoint the exact region that the airport is in, as it is a broad area that spans multiple continents.
4. Pacific Rim doesn't speak to the flight options available to and from the airport, which may cause confusion amongst visitors. The area is too large and isn't serviced by the airport.

\* At time of search

## Choice 3

Name	URL
Tofino-Ucluelet Airport	<a href="http://www.tofino-uclueletairport.com">www.tofino-uclueletairport.com</a>

### BENEFIT(S)

1. Tofino-Ucluelet represents all areas in the region.
2. The website URL is available.\*
3. Search results for Tofino-Ucluelet are lower and easily dominated.
4. The name is close to the current name and the transition would be smooth.

### DRAWBACK(S)

1. The search results are low, which shows a lack of searching.
2. An additional level of investment will be needed to raise brand awareness.
3. The hyphenated name can be confusing to searching and typing the web address.

\* At time of search

## Considerations

Name	URL
Clayoquot Airport	www.clayoquotairport.com

### BENEFIT(S)

1. Clayoquot represents all areas in the region.
2. The website URL is available.\*
3. Search results for Clayoquot are lower and easily dominated.
4. The name speaks to the region as a whole.

### DRAWBACK(S)

1. The search results are low, which shows a lack of searching.
2. An additional level of investment will be needed to raise brand awareness.
3. The name can be confusing to spell, searching and typing the web address can be difficult.
4. The name awareness is quite a bit lower than Tofino, which will cause unnecessary questions about the location, service area.

\* At time of search

## Considerations

Name	URL	Search Results
Tuff City Airport	<a href="http://www.tuffcityairport.com">www.tuffcityairport.com</a>	2,850,000

### BENEFIT(S)

1. Tuff City is a unique and humorous name.
2. The website URL is available.\*
3. Search results for Tuff City are high and the name is popular.

### DRAWBACK(S)

1. The name is more specific to slang for Tofino.
2. An additional level of investment will be needed to raise brand awareness.
3. The name can be confusing to understand and be associated with an airport.
4. The name awareness is quite a bit lower than Tofino, which will cause unnecessary questions about the location, service area.

\* At time of search

## Considerations

Name	URL	Search Results
YAZ Airport	www.yazairport.com	129,000,000

### BENEFIT(S)

1. YAZ is the call name for the airport.
2. The website URL is available.\*
3. Search results for YAZ are very high and the name is popular.
4. YAZ is fun, exciting and new.

### DRAWBACK(S)

1. The name is Primarily known for its use as a birth control pill.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name can be confusing and hard to associate with an airport due to its current use.
4. The name doesn't speak to the region, service areas or partners.

\* At time of search

## Considerations

Name	URL	Search Results
Tofuke Airport	www.tofukeairport.com	1,040,000

### BENEFIT(S)

1. Tofuke is a unique and connects Tofino and Ucluelet.
2. The website URL is available.\*
3. Search results for Tofuke are moderate.
4. Tofuke is fun, exciting and different.

### DRAWBACK(S)

1. The name could be confusing.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name doesn't easily connect with the region, service areas or partners without an investment in branding.

\* At time of search

## Considerations

Name	URL
TLA-O-QUI-AHT Airport	www.tla-o-qui-ah Airport.com

### BENEFIT(S)

1. The name is a unique and connects to the First Nations heritage and history.
2. The website URL is available.\*
3. Search results are low and easily dominated.

### DRAWBACK(S)

1. The name could be confusing and hard to remember for tourists.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name is hard to spell and pronounce.

\* At time of search





## Primal Recommendation - Tofino Airport

Primal recommends changing back to the name *Tofino Airport*, the original name from 1944. This name has the most marketability, brand equity and recognition in the region.

1. This name has the built in brand recognition.
2. Most popular and recognizable search name of Tofino.
3. Uses the existing URL of [www.tofinoairport.com](http://www.tofinoairport.com) and it's search equity.
4. Has existing brand equity.
5. Easy to understand and search online.
6. Easier to spell.
7. Great marketing potential and opportunity for increased awareness.

Please review the entire recommendations document and provide us with your thoughts, ideas and feedback.

Thank you