

RFQ – Marketing Services

Questions Received

Updated: Wednesday July 23, 2026

1. **Budget Update:** The parking media spend that was originally stated was \$75,000, but it is \$30,000 for the next FY.
2. **Is there a recommended duration or flighting strategy for the Air Service campaigns (e.g., seasonal timing, number of months, or specific travel windows)?**

For Air Service campaigns, we generally align our flighting strategy with when travelers are actively researching and booking trips. Leisure travelers typically book domestic trips 1–3 months in advance (and often longer for peak travel periods), while business travelers tend to book closer to departure, often within a few weeks of travel.

With that in mind, our recommended campaign windows are:

- January–February: Focus on driving awareness and bookings for Spring Break travel, as many leisure travelers are planning and purchasing trips during this period.
- March–April: Promote summer travel opportunities, capturing travelers during key summer trip planning and booking months.
- August–September: We typically reduce or pause activity during this period, as demand for leisure travel planning is generally lower following the summer season.
- October–December: Ramp up advertising in October to influence Thanksgiving and holiday travel bookings, while also reaching business travelers booking late-year trips closer to departure.

In general, we recommend launching campaigns 6–12 weeks ahead of the targeted travel period to effectively reach leisure travelers during their planning phase, while maintaining visibility closer to travel dates to capture business travelers and last-minute bookings. This approach helps maximize reach across both audiences and aligns media investment with typical booking behavior.

3. **Are there priority traveler segments (e.g., business, leisure, infrequent travelers) that the Airport would like the agency to emphasize within each campaign?**

While we do not have a single priority traveler segment, our passenger base is generally balanced between business and leisure travelers. Across campaigns, we want to focus on

increasing awareness among individuals who may be loyal to a specific airline or who perceive air travel as unaffordable or inaccessible.

A key objective is to demonstrate that flying is an option for a broad range of travelers. We can support this messaging through the FlyMyAirport tool, which allows users to explore available destinations, compare travel options, and identify travel dates that align with their budgets. This helps showcase the value, convenience, and accessibility of flying from our airport.

For business travelers, messaging should emphasize the convenience of local air service and available route options. While larger corporate travelers may be less price-sensitive, affordability and value remain important considerations for small and medium-sized businesses. As a result, campaigns should balance convenience, connectivity, and cost-saving opportunities to appeal to both leisure and business audiences.

4. What are the priority geographies/markets outside Tulsa (drive markets, connecting markets, etc)?

Our primary geographic focus is the Tulsa DMA and the surrounding regional communities that utilize the airport for both business and leisure travel. In addition, Northwest Arkansas represents a key priority market due to its proximity, strong economic activity, and potential to attract travelers seeking convenient and competitive air service options.

Campaigns should prioritize awareness and consideration within these core regional markets while highlighting the airport's route network, convenience, accessibility, and value proposition for travelers throughout the broader catchment area.

5. How much continuity vs. evolution is the Airport seeking in future phases of “TUL Us About It”? Are there aspects of the current campaign that are considered essential to retain?

The Airport is seeking a strong level of continuity with the “TUL Us About It” platform. Significant investment has been made in the campaign's creative assets and video content, and maintaining consistent brand awareness over time remains a key priority. While creative executions can evolve to keep messaging fresh and relevant, we want to avoid frequent or dramatic shifts that could create confusion or dilute campaign recognition among travelers.

The “TUL Us About It” concept and its focus on authentic customer stories are important elements to retain. These stories help demonstrate the value of flying from Tulsa by highlighting real traveler experiences and reinforcing key messages around nonstop

destinations, ease of travel, convenience, accessibility, and the overall customer experience.

Future campaign phases should build upon this established foundation, leveraging existing brand equity while introducing new stories, destinations, and traveler experiences that continue to drive awareness, consideration, and bookings.

6. Does the Airport anticipate primarily evolving and extending existing “TUL Us About It” creative assets, or developing new creative concepts as part of these campaigns? How many usable testimonials/submissions have you received?

For the first year of the contract, the Airport anticipates continuing to build upon and extend the existing “TUL Us About It” campaign platform. We have established a strong foundation with the campaign and would like to maximize the value of the creative investment already made while continuing to build brand awareness and recognition in the market.

Our preference is to evolve the campaign through new executions, storytelling opportunities, and audience engagement initiatives rather than introducing an entirely new creative concept. However, we remain open to reevaluating the campaign strategy if performance metrics, engagement, or overall effectiveness begin to decline. At that point, we may consider refreshing the creative approach, expanding the campaign platform, or introducing a new tagline or concept.

The Airport currently has more than 35 customer testimonial videos available for use across marketing channels. In addition, we are in Phase 2 of the “TUL Us About It” campaign, which encourages travelers to submit photos and stories through our website for a chance to participate in giveaways. This initiative continues to generate user-created content and authentic traveler experiences that can be incorporated into future campaign creative and promotional efforts.

7. If new creative development is expected, is there budget allocated for this work or should it be included within the agency services scope?

Any new creative development should be included within the agency services scope. The Airport's current expectation is to continue building upon the existing “TUL Us About It” platform, with creative refinements and extensions incorporated as part of the agency's ongoing services.

We recognize that certain campaign concepts or larger-scale creative initiatives may require additional resources beyond the base scope of work. The Airport is open to considering additional budget requests if the agency proposes a compelling new campaign

concept, creative execution, or strategic opportunity that demonstrates clear value and aligns with our marketing objectives.

Agencies should assume that creative development is included within the proposed scope while identifying any recommendations that may warrant separate budget consideration.

8. For campaign ideas that extend beyond traditional media (e.g., experiential or engagement-based concepts), does the Airport anticipate the selected agency leading execution, or would implementation be handled by the internal team?

The Airport is open to innovative campaign ideas that extend beyond traditional media channels, provided they align with the overall campaign strategy and objectives. We welcome agency recommendations for experiential, engagement-based, or other creative activations that can enhance awareness and drive traveler consideration.

9. Implementation responsibilities may vary depending on the nature of the initiative. Can FlyMyAirport be fully integrated with campaign tracking (e.g., pixels, UTM parameters) to measure user behavior and conversions tied to campaign activity?

Yes, it can. It currently is being used.

10. Are there specific performance goals or benchmarks tied to FlyMyAirport usage (e.g., traffic, bookings, engagement)?

FlyMyAirport was launched in August 2025, and we have seen steady growth across key performance indicators, including flight searches, click-throughs to airline booking providers, estimated seats sold, and rental car purchases. As the platform is still relatively new, we are continuing to establish baseline performance trends and identify long-term growth opportunities.

Currently, we do not have specific performance targets tied to FlyMyAirport. However, we receive benchmarking data from FlyMyAirport that allows us to compare performance against similarly sized airports. Our goal is to maintain competitive performance relative to those peer airports while continuing to increase user engagement and conversion activity over time.

Agencies should consider strategies that drive awareness, engagement, and utilization of the platform, with a focus on supporting sustained growth across key user actions and helping the Airport remain aligned with or exceed peer airport benchmarks, which we can provide in the kick-off meeting with the selected agency.

11. What creative currently exists for the parking campaign?

The creative for parking focuses on our slogan, "Your Easygoing Gateway". It's using customer feedback with stock images to highlight what our customers love about parking at TUL. We have radio spots, Google text ads, and Google display ads currently running. Here is a screenshot of the creative:

