

# Calgary Airport Authority unveils new strategic direction and North Star brand

By **Mary Jane Pittilla** on June, 13 2018 | Airlines & Airports



Calgary Airport Authority has announced its new strategic direction and vision statement, referred to as the North Star.

The authority's new direction will focus on elevating guest experiences to drive economic growth for Calgary and Alberta.

As part of the policy, a refreshed visual identity for YYC Calgary International Airport was also unveiled.

The North Star vision statement runs: "We create effortless and memorable airport experiences that reflect Calgary's legendary hospitality and our region's natural beauty."

Bob Sartor, President and CEO, Calgary Airport Authority, said: "We are thrilled about the promise of our North Star and the positive impact this will have on our guests for many years to come. By placing our guests at the heart of everything we do, creating an experience that is reflective of the city and region we serve, and by providing the best value to our airline partners, we will be a key economic engine well into the future."

Inspired by the things that make Calgary and southern Alberta unique, Calgary Airport Authority is creating a plan for the airport that aims to reflect the city and region, and encouraging visitors to return.

The plan includes a fresh approach to retail and service offerings at YYC; improvements to airport processes; domestic terminal enhancements; and leveraging the campus development plan with the appropriate mix of businesses.

With an increased focus on enhancing the experience, Calgary Airport Authority's new Vice-President of Marketing and Guest Experience, Michael Hayward, added: "We're focusing on authentic western hospitality as we improve the experience for YYC guests. At the same time, our upcoming domestic terminal improvements and enhanced visual identity will reflect the beauty of the city and province."

Improvements in the domestic terminal have begun. The new identity system is on display in the domestic check-in areas, soon to expand to the improvements under way in domestic arrivals.

Calgary Airport Authority is a not-for-profit organization incorporated under the Regional Airports Authorities Act of Alberta. Calgary Airport Authority is responsible for the management, operation and development of YYC Calgary International Airport and Springbank Airport (YBW).

YYC welcomed 16.3 million passengers in 2017, supporting more than 50,000 jobs and generating

billions of GDP per annum in economic activity.