

From: Airport Commission 1
Sent: Friday, February 11, 2022 6:49 AM
To: Kazmierczak, Matthew; Airport Commission 10
Subject: Re: Potential Agenda Item - Investigate Survey to see the impact of changing name to Silicon Valley Mineta International Airport

Hi Matthew,

Could you please add this email thread to the public record for Monday's meeting?

More specifically, I want to make sure the other Commissioners have an opportunity to see these questions ahead of the meeting. Given that marketing is on the agenda for Monday's meeting, this seemed to be an appropriate time to bring this up again.

San Jose, CA versus San Jose, Costa Rica

Has anyone quantified how many people get San Jose Costa Rica and California mixed up? The following video from May 2019 in the Atlanta Airport is a brief interview with someone who was the victim of travel agent's mistake of mixing up the two cities. Gate agents apparently told the gentleman in the video that this is a fairly frequent mix-up. I once met another person whose travel agent made the same mistake on her flight from Lebanon. There have been various news reports through the years of this kind of mix-up. These cases are clearly anecdotal, but it does make me question if people do know the way to San Jose.

<https://www.sfgate.com/travel/article/san-jose-travel-plane-airplane-lufthansa-nightmare-12477144.php>

<https://photos.app.goo.gl/Aer2TAw2h6co9Dkr7>

New video by Ken Pyle
[photos.app.goo.gl](https://photos.app.goo.gl/Aer2TAw2h6co9Dkr7)
Other Questions:

In addition to the questions posed below in my 2/1/18 email, there are a number of others that were in my Airport Questions document that may be relevant to our marketing efforts.

1. Why don't people fly from SJC? Why do they?
2. What other opportunities are there advertising airport flights using on-site signage?
3. What sort of partnerships/sponsorships are we doing with the:
 - a. Global Business Travel Association?
<http://www.gbta.org/Pages/default.aspx>
 - b. And the Silicon Valley chapter of the association?
<http://svbta.org/meetinginfo.php?id=111&ts=1498171906>
 - c. Others?

4. How does the airport work with both the San Jose and Santa Clara Convention Centers to drive new business?
5. Have we considered advertising in airline magazines? Maybe work in concert with the greater SJC area to promote the entire area.
6. There is no FAQ on the website (at least I couldn't find one. Perhaps my Airport Questions document could form the basis for FAQs
https://docs.google.com/document/d/1oUs-kIB4M1MzPKcF7PTTQGQ80sx2vzfCvI17_LKoPNg/edit?usp=sharing

From: Airport Commission 1
Sent: Thursday, February 1, 2018 10:23 AM
To: Kazmierczak, Matthew <Matthew.Kazmierczak@sanjoseca.gov>; Airport Commission 10 <AirportCom10@sanjoseca.gov>
Subject: Potential Agenda Item - Investigate Survey to see the impact of changing name to Silicon Valley Mineta International Airport

Hi Matthew and Commission Chair,

A very good question was raised in yesterday's San Jose Mercury about the potential marketing value of changing the name of the airport to Silicon Valley Mineta International Airport.

I too have asked that question in my ongoing list of questions and I think his suggestion for a survey is worth consideration. Beyond an internal survey, this survey should be more comprehensive and include recipients from existing and potential destinations. We would need to engage a market research firm to implement, but I can imagine that the type of questions we would want to understand are:

- * Which airport would you use to get to Silicon Valley? (SFO, OAK, SJC, LAX, Other)
- * Which cities do you most closely associate with Silicon Valley (rank)? Cupertino, Fremont, Palo Alto, Mountain View, Menlo Park, Santa Clara, San Francisco, San Jose, San Mateo, Sunnyvale
- * Why would you travel to Silicon Valley? - pleasure, business, other

This is the type of study that might be accomplished with a like-minded organization, such as the Silicon Valley Leadership Group.

What's the process for getting a discussion of this sort of market survey on our meeting agenda?

I suspect that the Commission would make a recommendation for staff to look at the costs and benefits of doing such a survey and, then, depending upon whether it is a significant enough cost, then it might have to go before City Council for approval. Having said that, it seems like this could be a cost of marketing and should be a routine part of business, assuming the marketing budget

Thanks,

Ken

<https://www.mercurynews.com/2018/01/31/letter-change-the-name-to-silicon-valley-mineta-airport/>

Letter: Change the name to Silicon Valley Mineta Airport
www.mercurynews.com Regarding the growth of Norman Y. Mineta San Jose International Airport, the traffic flow could be substantially increased if it were renamed Silicon Valley Mineta International Airport. Travelers ...