

ATTACHMENT 2

AIRPORT TOURISM AND AVIATION MARKETING INTRODUCTION INFORMATION - REVISED

Tourism pitch

Located in California's Central Valley, Merced Yosemite Regional Airport offers a travel experience that is private and convenient. With the advantage of size, location, and complimentary parking we create an efficient and hassle-free process perfect for travelers looking to explore Merced's up and coming community, Yosemite National Park, or an easy trip to Las Vegas or Los Angeles. Deeply committed to our growing community and the tourists who visit, we provide a friendly and professional experience to help you get to where you need to go.

Tagline:

Your community. Your airport. Your ticket to adventure.

Aviation pitch

Merced Yosemite Regional Airport offers hangars for lease, or corporate hangars built to suit. Our Fixed Based Operator is available to help with airplane maintenance and offers concierge services. Additionally, the airport provides a self-fueling station, and is home to a National Weather Service station, two air ambulance services and a fire station.

Tagline:

Privacy, adventure, and the love of flight.