



## **A BRAND-NEW LOOK FOR AVL**

*New logo and brand package reveal*

On August 19, AVL proudly revealed the new logo, brand package and refreshed website. In the morning, a media event was held at the airport entrance sign where the new logo was revealed. In the afternoon, passengers were able to join in the celebration with an event in the newly opened North Concourse.

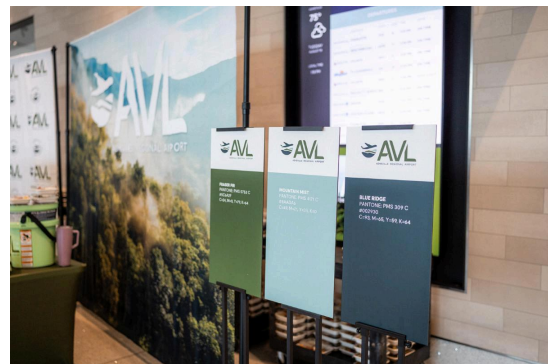
The new brand look includes a new suite of logos, refined typography, and a vibrant color palette, all thoughtfully inspired by the bold, steady, adventurous beauty of the region. The mountain-centric iconography grounds the airport firmly in its Appalachian home, while the subtle airplane wing embedded in the “A” crossbar of the AVL moniker reminds the region, Asheville Regional Airport is where adventure takes flight.

This is more than just a new logo, it’s a dedication to passengers, employees, and the community that AVL is a modern convenient gateway for business and adventure with the mission to champion exceptional experiences and economic vitality.

The new brand package emerged from a deeply thoughtful and collaborative process, drawing insights from airport staff, community members, and frequent travelers. This reveal marks a new era for AVL!

**[WATCH VIDEO](#)**



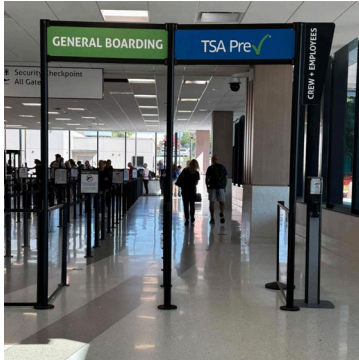


SEE THE NEW BRAND PACKAGE

## TSA CHECKPOINT #TheMoreYouKnow

*Helpful amenities for travelers at AVL*

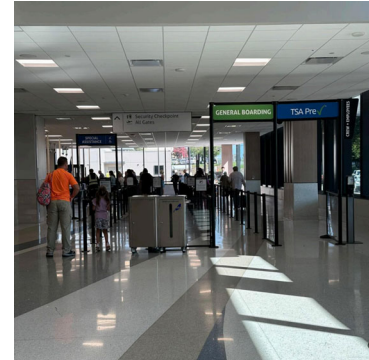
Big changes have taken place at AVL recently. As part of the completion of the North Concourse, the Transportation Security Administration (TSA) checkpoint was relocated. This location allows for construction to continue onto the next phase of the **AVL Forward** project. Did you know that the TSA at AVL offers several helpful amenities for travelers?



**TSA PreCheck:** A frequent question from travelers is if a TSA PreCheck lane is available at AVL, and the answer is yes! Travelers enrolled in this program will experience an easier screening process and shorter wait times. Be sure to look for the TSA PreCheck lane at AVL if you are a member and check out the [TSA website](#) if you are interested in enrolling.



**Special assistance and stroller lane:** AVL has a dedicated lane for passengers in need of special assistance, like those in wheelchairs or passengers with children in strollers.

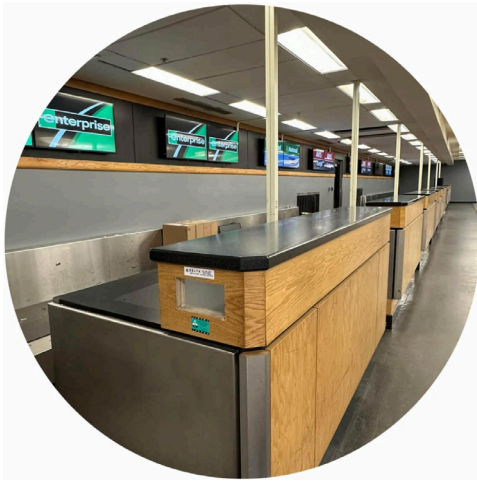


**TSA Cares:** This program provides detailed information and support for passengers who may need additional assistance with the screening process, such as those with disabilities and medical conditions. The program includes an option to request the help of a TSA Passenger Support Specialist who can provide assistance through the security screening process. See the [TSA website](#) for more information.



**RENTAL CAR COUNTERS  
RELOCATION**



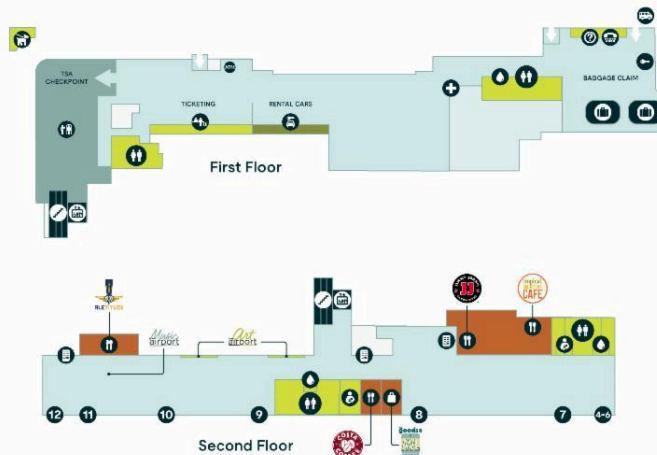


With the completion of the North Concourse, work is continuing into Phase 2 of **AVL Forward**. This next phase will include the southern expansion of the baggage claim area as well as the construction of the South Concourse. To accommodate this work, the rental car counters have relocated from the modular units to a temporary location in the Legacy Terminal's ticket lobby – [see map](#). The rental car pick-up/drop-off points will remain in the parking garage directly across the street from the terminal and key drop boxes will remain in the parking garage and baggage claim.

**LEARN MORE ABOUT AVL  
FORWARD**

## ASHEVILLE REGIONAL AIRPORT TERMINAL MAP

- Key**
- 1 Luggage
  - 2 Arrival Checkpoint / Counting
  - 3 TSA Checkpoint
  - 4 Baggage Claim
  - 5 Baggage Reclaim
  - 6 Checkpoint
  - 7 Gates
  - 8 Rental Car
  - 9 Ticketing
  - 10 TSA
  - 11 TSA
  - 12 TSA
- Amenities + Features**
- 13 Guest Services + Welcome Center
  - 14 Restroom
  - 15 Mother's Room / Lactation Suite
  - 16 Water Fountain
  - 17 Pet Relief Area / Newborn Friendly Restroom
  - 18 AT&T
  - 19 TSA PreCheck
  - 20 Rental Car Key Drop Box
- Eat + Shop**
- 21 Starbucks
  - 22 Dunkin' Donuts
  - 23 Crumbl's
  - 24 The GrubHub
  - 25 Tropical Smoothie Cafe
  - 26 Vending
- Parking + Transportation**
- 27 Shuttle Stop
  - 28 Rental Car Counters



**AVL'S MUSIC IN THE AIRPORT RETURNS**

## *A new space and a fresh sound*

AVL's popular Music in the Airport program has resumed in the new North Concourse.

We are proud to be a part of Western North Carolina, our art and music programs are designed to showcase some of the creativity that is generated throughout this region. From painters and sculptors to folk musicians and concert pianists, the program gives local artists a stage (or a wall) on which their art forms can be appreciated by thousands of travelers, daily. We invite you to enjoy a taste of the arts along your journey.

Here are some exciting new enhancements to the Music in the Airport program:

- **A new space:** The performance area has moved to the North Concourse (post-security) near gates 11 and 12.
- **A new setup:** There is a beautiful new setup including a custom rug and signage.
- **A new piano:** A fresh sound from the brand-new piano, an investment to enhance the passenger's journey through music.

The next time you fly through AVL you may get to hear one of our weekly, volunteer musicians. Check out the current line-up:

- **Mike Andersen:** Mondays 11-2pm
- **Phil Okrend:** Thursdays 12:30-2:30pm
- **Jay Brown:** Thursdays 2:30-4:30pm
- **Bill Cozzens-Bryant:** Fridays 12:30-2:00pm

Are you a local musician who wants to learn more about how to participate in the Music in the Airport program? Visit [flyavl.com/artintheairport](http://flyavl.com/artintheairport).



## **EFFICIENCY AND INGENUITY**

*How AVL is adding efficiency to the airport experience*

Phase I of AVL Forward, the new North Concourse, has been open for two months and many have been able to experience the beautiful design elements and much-needed space. Aside from aesthetics, the North Concourse is full of ingenious ways that AVL is working to bring efficiency to the airport experience. Take a look at some of these streamlined approaches that can be seen and experienced along your journey:

- **Cleaning robots:** It's good that the AVL Forward project is space-themed, because it feels like we are living in the future. With a lot more space to clean in the North Concourse, our hard-working custodial team is receiving assistance from some high-tech tools. There are two automated cleaning machines that help to keep the beautiful terrazzo floors and carpets in good shape. These helpful cleaning robots amazingly avoid running into objects (and people) as they go about their task.

- **Energy efficient glass:** The new concourse is full of glass, making way for stellar mountain views. These windows use electrochromic glazing that automatically tints based on the outside light, which helps to save energy and power, while keeping passengers comfortable as they enjoy the gorgeous natural beauty of our region.
- **Escalators:** This may seem like a small thing, but the new escalators conveniently convey passengers from the TSA screening checkpoint to the North Concourse's second level where the gates are located. There is an elevator located right next to the escalator for those who need (or prefer) it.
- **Digital lost and found system:** AVL's Guest Services recently upgraded to a digital lost and found system. This will make logging and searching for lost items faster and more convenient. The program has features like convenient shipping options and a digital **lost item form** passengers can fill out.

These are just a few new ways AVL is bringing efficiency to the airport experience, making the passenger journey more enjoyable.



## WE'RE LISTENING

*And answering your questions*

From Facebook:

**"Why no local food offering?" — Mike B.**

**"...Frequent business travel and no early breakfast dining option in the new terminal was shocking. The new terminal is beautiful though." — Johnny B.**

We've had a lot of great feedback and questions come through about the new concession offerings in the new North Concourse – here is the real answer to your real questions.

Much like the building of the new terminal, our full concession offerings for AVL Forward will be coming in phases. The five new North Concourse concessions that opened in June are part of a bigger program that will continue to grow in local offerings and variety, including a full-service sit-down restaurant. The five new concessions – Aletitude, The Goods@AVL, Costa Coffee, Jimmy John's and Tropical Smoothie Café – currently utilize and feature over 30 local purveyor's items. Examples include Mountain Merch, Ella B Candles, French Broad Chocolates, Bears Smokehouse, Culloweegee Farms and many more. These first five concessions, plus the extended vending offerings, include a variety of hot and cold food and beverage options. In the mornings you can find warm breakfast options at Jimmy John's and Tropical Smoothie Café such as egg sandwiches, breakfast flatbreads and breakfast wraps, as well as fresh fruit topped smoothie bowls to fuel your travel day. The local employees that operate and serve you at each of these concessions are excited to see you the next time you fly!

Learn a little more about AVL's concession plans for the fully completed new terminal here: [AVL and Paradies Lagardère announce new retail stores and restaurants | Asheville Regional Airport](#).

To learn more about all of the concessions, amenities, and customer service programs in the terminal, please visit: [SHOP + DINE + RECHARGE | Asheville Regional Airport](#).

Thank you for your continued patience and understanding as we move forward in bringing you more space and concession offerings!

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## FLY NONSTOP FROM AVL TO FLORIDA

*There are 10 convenient nonstop options to choose from!*

Whether you're headed to the Gulf or the Atlantic, riding rollercoasters in Orlando or eating Key Lime pie in Key West, exploring Miami or adventuring in the Everglades, AVL can get you ready for your next Florida adventure with nonstop flights to **10** different airports! Book a flight from AVL to the Sunshine State today!



[BOOK A FLIGHT](#)

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**23 NONSTOP DESTINATIONS. LET'S GO!**





BOOK YOUR FLIGHT TODAY



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