



WINDOW  
SEAT

a look over AVL



## HAPPY HOLIDAYS FROM AVL

*Wishing you a bright and joyous holiday season*

AVL wishes you a happy and safe holiday season. Whether you're taking off on a new adventure or experiencing a familiar one close to home, we hope your days are filled with meaningful moments and time well spent with those you love, in places that inspire you. Thank you for being part of this monumental year with us, there was so much to celebrate. We're excited for what's ahead and we look forward to welcoming you to AVL in 2026, as new journeys take flight.

# AVL FORWARD

## UPDATE



### AVL FORWARD MILESTONES

*2025 was a big year for AVL*

It's hard to believe that 2025 is almost over. Not only did this year fly by, but a lot of exciting things happened around the Airport as AVL Forward moved into Phase 2. Check out some of the milestones from this year.



- **April 11:** AVL and Paradies Lagardère announced **new retail stores and restaurants** opening during Phases 1 and 2 of AVL Forward. This includes five food and beverage restaurants, two retail stores and multiple vending concessions options.
- **June 11:** The new **ticket counter lobby** opened inside the North Concourse.
- **June 25:** The new **North Concourse and temporary TSA checkpoint** opened. This major milestone included new food and beverage options and amenities.
- **August 19:** AVL **revealed a brand-new look** shaped by the timeless beauty of the Blue Ridge Mountains, the spirit of western North Carolina and AVL's promise to be more than an airport. 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.
- **August 27:** The **rental car counters** were **relocated** to the legacy terminal's ticket lobby. A new rental car building south of baggage claim is expected to open in the spring of 2026.
- **October:** Phase 2 of AVL Forward officially began. A **new passenger journey** was also introduced as Phase 2 demolition and construction continued.
- **November 7:** Beneficial occupancy for the new Air Traffic Control Tower was obtained, making way for upfitting and controller training.

- **December:** A 150' tower crane was erected as part of AVL Forward's Phase 2. This crane will allow crews to safely work while the current Air Traffic Control Tower remains fully operational.

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## AVL WINS BIG

*Even though we really don't like bragging*

The Greater Asheville Regional Airport Authority does not usually brag on itself, but sometimes it's a must. And it turns out that, much like AVL Forward, our team is officially *out of this world*.

At the 2025 ACI NA Marketing and Communications Awards, AVL earned five first place honors, competing against airports across North America. Our refreshed brand identity received international recognition and taking home first place for capturing the spirit of Western North Carolina. Our creative and interactive postcard printing station, created with local artist Jessica C. White, won for "Promotional Item."

We were especially proud to receive first place in "Video" for our powerful short film documenting Hurricane Helene and AVL's role as the region's primary accessible gateway for relief efforts. The work of our team and our airport partners, including Charlotte Douglas International Airport, Savannah/Hilton Head International Airport, Raleigh Durham International Airport, Piedmont Triad International Airport, Wilmington International Airport, Charleston International Airport, McGhee Tyson Airport, Cincinnati Northern Kentucky international Airport, Gulfport Biloxi International Airport and Fort Lauderdale-Hollywood International Airport, were jointly honored in first place in the "Best in Airport Partnerships" category. Watch the award-winning video that highlights our airport partners [here](#).

Another major accomplishment came with a first-place recognition for "Overall Marketing Strategy" in the Small Airport category.

Then came the big moment. AVL received the Peggy G. Hereford Award, naming us the top airport marketing and public relations team in North America. This honor goes to the airport that receives the most first place wins and honorable mentions across all categories.

AVL was thrilled to celebrate Tina Kinsey, AVL's chief administrative officer, who received the Ted Bushelman Legacy Award for her leadership, creativity and lasting impact on our industry.

Every one of these honors reflects you! Our passengers, artists, partners and community inspire us every day. Thank you for motivating us to keep reaching for new heights together.

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From left: Carrie Kelly (Ailevon Pacific Aviation Consulting), Kari Goetz (Winzig Consulting), Angi Daus (Asheville Regional Airport VP Air Service + Corporate Communications), Tina Kinsey, A.A.E. (Asheville Regional Airport Chief Administrative Officer), Kevin M. Burke (President and CEO Airports Council International – North America), Lew Bleiweis, A.A.E. (Asheville Regional Airport President + CEO), Alexandra Ingle (Asheville Regional Airport Marketing + PR Manager), Erin Burns (Louis Armstrong New Orleans International Airport Deputy Director of Aviation for Customer Experience, Marketing & Communications).




From left: Kevin M. Burke (President and CEO Airports Council International – North America), Tina Kinsey, A.A.E. (Asheville Regional Airport Chief Administrative Officer), Erin Burns (Louis Armstrong New Orleans International Airport Deputy Director of Aviation for Customer Experience, Marketing & Communications).





## 2026 TRAVEL RESOLUTIONS


*A new year, a new adventure*


As 2025 draws to a close, it's time to start thinking about the adventures that lie ahead in 2026. As you start to craft those resolutions for the new year, how about making your 2026 travel resolutions? Here are some ideas to help you get started:

 **Don't wait to take that dream trip. The world is closer than you may think.** You can fly nonstop to 26 destinations or around the world from AVL with one easy connection.

 **Go somewhere familiar.** We all have our favorite spots we like to travel to that feel like a second home. Return to one place you love and experience it differently. A new neighborhood, new season, new reason. Which of the 26 nonstop destinations from AVL have you been to before?

 **Travel with intention.** Visit 3 places that make you feel something different. One that relaxes you, one that excites you, and one that surprises you. Suddenly it's not about miles. It's about memories.

 **Spend more time in nature.** Whether it's skiing in Denver, swimming with dolphins in Florida, or hiking in the Nevada desert, you can get to your outdoor adventure from AVL with one easy nonstop flight. Go take a breath of fresh air and explore!

 **Make travel a habit, not a one-time event.** There is plenty of history, art, food and culture to explore in cities all around the U.S.A., with easy nonstop options from AVL. A short 2 -hour flight could have you in New York City spotting the Statue of Liberty or all the way down to Key West snorkeling with the sea turtles.

 **Fly local, shop local.** Cities all over the country (and the world) have amazing local treasures that are waiting for you to discover. Be sure to snag some local WNC treasures at AVL, in the goods@AVL, on your next flight.

Make your list of 2026 travel resolutions and get those flights booked for a year of adventure!

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## BOSTON IS CALLING

*Plan your adventure today*

Whether you love history, food, art or sports there is an abundance of activities and sights to see in Boston. From historic landmarks to exciting local cuisine there are plenty of adventures to be had in this great American city. It's easier than ever to fly to Boston with nonstop flights from AVL to BOS available on three airlines. So go ahead and book a trip today and explore everything Boston has to offer!

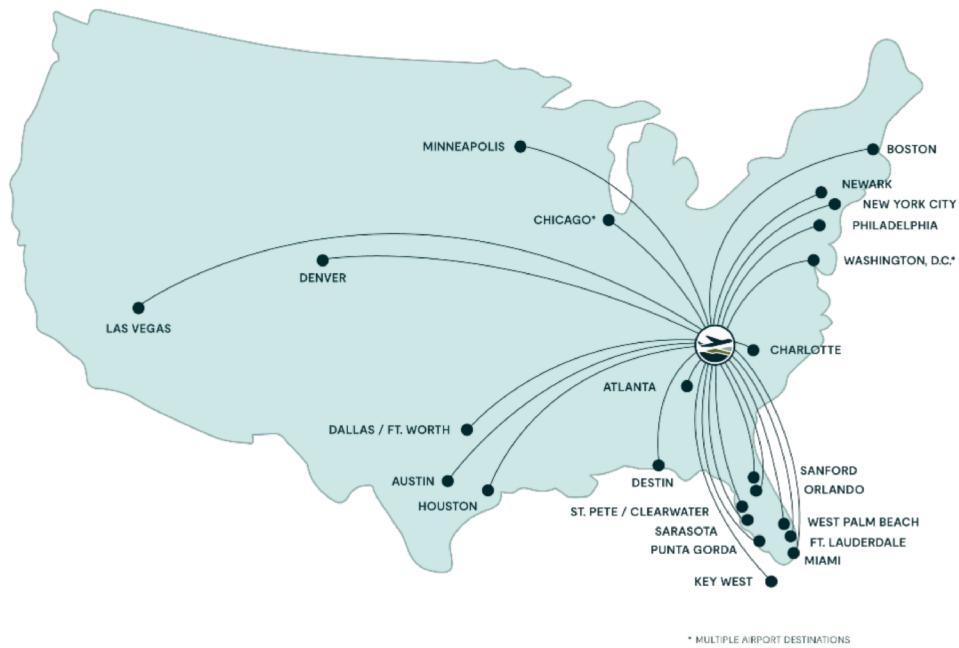


**BOOK A FLIGHT**

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**26 NONSTOP DESTINATIONS.**

AVL — where Adventure takes flight.



BOOK YOUR FLIGHT TODAY



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