
Where
adventure
takes flight.
2025 YEARLY REVIEW
AVL
ASHEVILLE REGIONAL AIRPORT



Letter From President and CEO

Lew Bleiweis

This past year marked a defining chapter for Asheville Regional Airport, one characterized by momentum, renewal, and confidence in the future. On June 25, 2025, we reached a major milestone with the opening of the new North Concourse and temporary TSA Security Checkpoint. This represents the first completed phase of AVL Forward, our historic construction of a completely new passenger airport terminal. The North Concourse represents years of planning, collaboration, and investment in infrastructure that will support the region's growth for decades to come. In October, we began the second phase which will take us further into the project with more milestones to celebrate.

2025 also marked a bold new evolution of identity for us. We proudly unveiled a new, award-winning brand and refreshed website inspired by the Blue Ridge Mountains and the spirit of our region. More than a visual update, the new brand reflects our promise to be an authentic and convenient gateway for business and adventure, championing exceptional experiences and economic vitality for the communities we serve.

Growth continued across our air service offerings with the addition of new nonstop routes. Allegiant Air launched service to Washington, D.C. (Dulles) on June 20, and Delta Air Lines introduced nonstop flights to Boston Logan on May 10, strengthening connectivity for residents, businesses, and visitors alike.

The business of the airport continued to move forward by meeting the growing needs of our users with creative solutions. Priority was placed on completing the 10-year master plan and advancing revenue growth through land development, parking expansion and infrastructure enhancements supporting air service growth.

Equally important is how we've shown up for our community each day. Long-standing traditions like the Runway 5K welcome the community onto the airfield while supporting mission-aligned local organizations. At the same time, evolving passenger programs such as Music in the Airport, Art in the Airport , and our new customer experience program AVL KIND, create meaningful moments of connection and care in our new terminal space. These efforts are made possible by the kindness, professionalism, and welcoming spirit of the team members who serve our passengers.

In 2025, we welcomed strong new leadership and earned prestigious national and international awards, all milestones that reflect both the growing strength of our team and the impact of our work.

And significantly, in 2025, Asheville Regional Airport served 2.24 million passengers, the second busiest year of passenger utilization in AVL's history, reinforcing our role as a vital and resilient regional gateway. Our financial position remained strong, with assets exceeding liabilities by $357,631,170, enabling continued investment in infrastructure, service, and stewardship.

As we reflected this past September on one year since Hurricane Helene, we did so from a place of progress and perspective. The region has moved forward with resilience and so has its airport. Today, AVL stands positioned for continued growth, grounded in community, and guided by purpose. I am proud of our team, grateful for our partners and community, and excited for what lies ahead as AVL Forward continues.

Sincerely,

Lew Bleiweis, A.A.E.
President & CEO
Asheville Regional Airport



Air Service

In 2025, Asheville Regional Airport welcomed 2.24 million passengers, making it the second busiest year in AVL's history, underscoring the airport's importance as a driving force in our regional economy. Reaching this milestone during a year shaped by unexpected impacts shows the strength of our partnerships and the confidence they have in our region. Air service offerings expanded with new nonstop options, including Allegiant's daily service to DCA and Delta's 2x weekly service to BOS. Together, these accomplishments highlight continued momentum and growing connectivity for residents, businesses, and visitors that is expected to continue.

6 Airlines and 27 Nonstop Destinations

Allegiant
American
Delta
Sun Country
JetBlue
United











A Brand-New Look for AVL



An Award-Winning Launch

With a new terminal space on the horizon, Asheville Regional Airport (AVL) introduced a refreshed brand identity on August 19, National Aviation Day, retiring a logo that had represented the airport since 1997. The new logo, brand package, and refreshed website mark a significant step forward for the organization and its role in the region.

The day began with the unveiling of the updated entrance sign featuring the new logo, with local media present to capture the moment. That afternoon, a public celebration in the North Concourse invited travelers and community members to experience AVL's new look firsthand. The festive and intentionally curated event featured charcuterie plates, branded adventure décor and promotional items, including an interactive postcard printing station highlighting artwork by local artist Jessica C. White. The postcard initiative later earned a first place at Airports Council International – North America Marketing and Communications Conference Awards (MARCOM) for Best Promotional Item.

AVL's updated brand is inspired by the timeless beauty of the Blue Ridge Mountains and the spirit of western North Carolina, reinforcing the airport's promise to be more than an airport—it is a convenient gateway for business and adventure. The new visual identity features a suite of logos, refined typography, and a vibrant color palette rooted in Appalachian landscapes. Mountain-inspired iconography anchors the brand to place, while a subtle airplane wing embedded in the crossbar of the "A" symbolizes connection and flight.

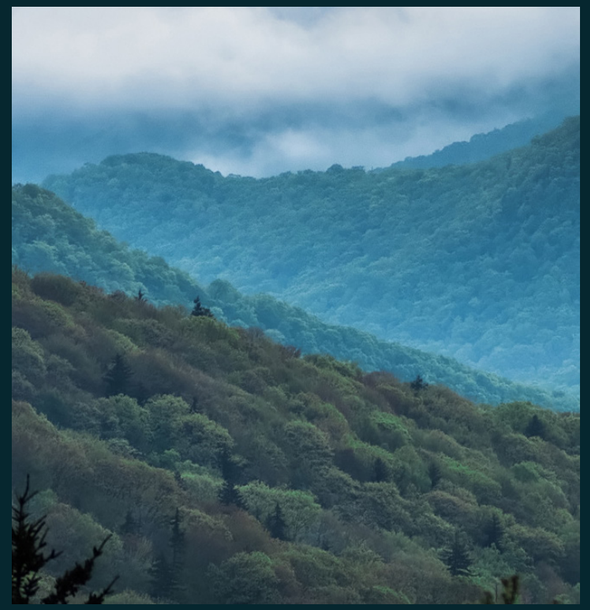
The brand refresh was the result of a thoughtful, collaborative process that incorporated insights from airport staff, community members, and frequent travelers. More than a visual update, the new brand reflects AVL's mission to champion exceptional experiences and economic vitality, guided by core values of welcome, integrity, forward-thinking, and empathy. The brand will be integrated across signage, wayfinding, digital platforms, customer experience initiatives, and community engagement efforts. The outcome is a brand identity that is both familiar and forward-looking, designed to support AVL's continued growth and evolving passenger experience.

AVL's refreshed brand identity received international recognition with first place honors at the 2025 MARCOM awards, underscoring the airport's commitment to excellence and its position as a modern, community-centered gateway.











AVL's Vision, Mission and Core Values

2025 brought a fresh airport vision, mission and core value set that will be the AVL brand compass, as part of AVL's strategic planning, guiding decisions big and small.

Vision:

To be an authentic and convenient gateway for business and adventure.

Mission:

To champion exceptional experiences and economic vitality.

Values:

Forward – progressive in a way that is in tune with the community, never stop improving and always working toward goals and advancement.

Integrity – honest and sincere, strong moral principles, speak up and prioritize soundness and trustworthiness.

Empathy – lead with respect for others, with a focus on listening and understanding.

Welcome – provide an environment that fosters friendliness and hospitality, with a service mindset.

Scan the QR code to watch the video.

Brand Video

To bring AVL's new brand to life, a brand launch video was created to unveil the airport's refreshed visual identity and tell the story behind it. Rooted in the natural beauty of Western North Carolina, the video captures the spirit of AVL, its deep connection to the region, and the inspiration drawn from the Blue Ridge Mountains and surrounding landscape.

This video marks a new chapter for Asheville Regional Airport, reflecting who we are, where we come from, and where we're headed.

A Huge Milestone

The North Concourse Opens









Ticket Lobby Opening

On June 11, the airport reached the first of many important AVL Forward milestones in 2025 with the opening of the new airline ticket counter lobby. The bright, spacious and modern new space gave passengers a preview of what was to come when the new North Concourse opened later in the month.

The North Concourse and TSA Checkpoint Opening

The anticipated big day arrived on June 25, when the new TSA checkpoint and North Concourse opened to passengers

The new concourse offers travelers a range of exciting amenities, including a variety of seating options with built-in electronic charging capabilities, enhanced restrooms, lactation suites, and new concession offerings. Large windows showcase scenic views of the surrounding Blue Ridge Mountains, while design elements throughout the space reflect the natural beauty of western North Carolina.

Construction officially broke ground on August 11, 2023, and despite unexpected disruptions, the project remained on time and on budget.

This major milestone gave passengers an exciting preview of the future of AVL and enhanced the travel experience with a beautiful new space and modern amenities.

A Reason to Celebrate

Reaching such a major milestone called for a celebration, and the North Concourse provided a beautiful new setting for the festivities.
Two events were held on June 20 in anticipation of the public opening of the new North Concourse and TSA checkpoint on June 25.

The first celebration honored the AVL team and volunteers, offering them an early look at the new space and recognizing the incredible work behind this achievement. The event included food, music, raffles, and a full-team ribbon cutting.

That evening, a grand opening and commemorative ribbon cutting was held to mark this historic milestone. Elected officials, community leaders, and AVL partners were “welcomed to the future” at an AVL Forward–themed event that showcased the new space and amenities.













Community

AVL Runway 5K

The popular annual AVL Runway 5K took place in October for the 2025 event and, once again, sold out. The community came together stronger than ever for this beloved tradition. The chilly fall morning brought 1,000 racers to the course alongside the active runway while thousands of supporters watched and cheered.

This year's AVL Runway 5K raised $34,000 in funds for three organizations: A-B Tech's Aviation Scholarship Fund, the WNC Pilots Association Educational Foundation, and Big Brothers Big Sisters of Western North Carolina.

The event always delivers plenty of fun, food, and community spirit, along with brand-new AVL merchandise. However, the greatest highlight remains the smiling faces and strong sense of connection that make the AVL Runway 5K such a meaningful experience.

Blue Ridge Honor Flight

AVL is always honored to host Blue Ridge Honor Flight, a local nonprofit organization that provides complimentary trips for World War II, Korean War, and Vietnam War veterans to visit their memorials in Washington, D.C. In 2025, two flights took place on April 19 and September 27.

The second flight had the distinction of being the first Blue Ridge Honor Flight to depart from the new North Concourse. Veterans enjoyed breakfast while taking in the new space before boarding their flight. Each trip was followed by a welcome home celebration.

These honor flights are always powerful to witness and serve as a moving reminder of the strength of the western North Carolina community as everyone comes together to recognize and honor our veterans.













Passenger Experience



Paws for Passengers

AVL's volunteer therapy dog program, Paws for Passengers, is larger than ever with 30 teams as it enters its 8th year. These beloved ambasa-dogs regularly visit passengers in the terminal and participate in special events throughout the year. 2025 events included the Valentine's Day Smooches from Pooches kissing booth, National Donut Day, a Halloween event and an AVL Forward-themed holiday celebration.



Music in the Airport

The opening of the new North Concourse brought an exciting new enhancement to the Music in the Airport program with a new piano and dedicated performance space. Located near Aletitude, this inviting setting allows musicians to perform for passengers waiting at nearby gates, weaving live music into the rhythm of the travel experience.

These volunteer musicians reflect Asheville's vibrant music scene, sharing the region's culture and love of live music with travelers passing through AVL.



Inaugural art exhibit "Mountain Memories"

Mountain Memories marked the first curated art exhibition in the new concourse at Asheville Regional Airport, setting an intentional tone for how art, place, and community come together at AVL. Developed in partnership with the River Arts District, the exhibition reflects a shared commitment to celebrating Western North Carolina's creative identity.

Mountain Memories was intentionally curated by Asheville Regional Airport in partnership with the River Arts District Artists Foundation. The exhibit invites passengers to explore the newly rebuilt and reopened studios while supporting an art community that refused to let its work be diminished by Hurricane Helene. Instead, the artists used the experience to further inspire and inform their creative expression.

Featuring works across a variety of disciplines from painting, sculpture, photography, textiles, and mixed media, many pieces incorporated materials salvaged from flood debris, transforming them into works that spoke to endurance, renewal, and place. Accompanied by personal artist stories, the exhibit created a meaningful connection between travelers and the region they are visiting.

The exhibition underscored AVL's commitment to community partnership and to welcoming travelers with art that reflects the natural beauty, resilience, and creative spirit of Western North Carolina.

One-Year Milestone of Hurricane Helene

This past September marked one year since Hurricane Helene impacted Western North Carolina. While the storm's effects were felt across the region, the months that followed revealed something more enduring than disruption: resilience, adaptation, and recovery.

At Asheville Regional Airport, the milestone served as a moment to reflect on how far the airport and the community have come. In the year since Helene, operations have stabilized, passenger activity has rebounded, and the airport has continued to fulfill its role as a vital connector for the region. Airlines adjusted quickly, essential service was maintained, and the foundation for growth remained intact. In fact, 2025 was AVL's second busiest year in its history!

Recovery has not been defined by a single moment, but by steady progress. Tourism has gradually returned, businesses have reopened, and investment in regional infrastructure has continued. For AVL, this included advancing major construction projects, welcoming travelers back, and supporting the economic engine that connects Western North Carolina to the rest of the world.

The one-year milestone was not about revisiting loss, but about acknowledging strength. It offered an opportunity to recognize the airport team, partners, airlines, and community stakeholders whose commitment ensured that AVL remained resilient, responsive, and ready for the future. That collective resolve continues to guide the airport as it moves forward with confidence and purpose.

Moving AVL Forward

2025 Milestones



April

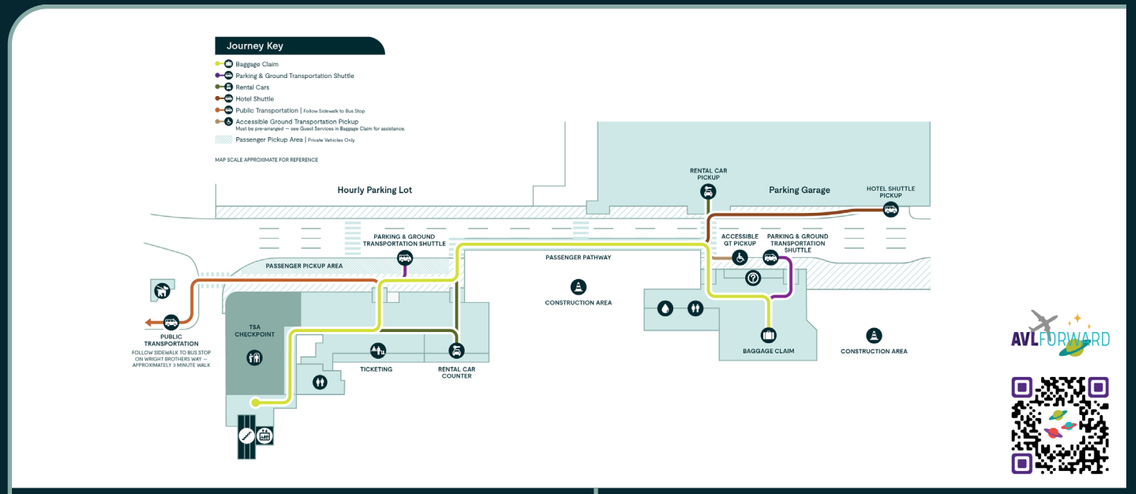
April 11
New concessions announced – AVL and Paradies Lagardère announced new retail stores and restaurants opening during Phases 1 and 2 of AVL Forward. This includes five food and beverage restaurants, two retail stores and multiple vending concessions options.



June

June 11
The new ticket counter lobby opened.

June 25
The new North Concourse and temporary TSA checkpoint opened. This major milestone included new food and beverage options and amenities.



August

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 and more demolition of the legacy concourse took place. A new passenger journey was introduced as construction continued on south baggage claim and a new rental car facility.



November

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 allows crews to safely work while the legacy Air Traffic Control Tower remains fully operational.

AVL Team Experience

On October 30, AVL introduced a new internal brand awareness and customer service training program called AVL KIND. It is a program created by AVL, for AVL that is designed to strengthen the AVL brand, build pride and elevate every customer experience.

The program kicked off with the first annual AVL KIND Day, which allowed both Airport Authority and tenant employees to enjoy delicious food, watch the new AVL KIND video and learn more about this exciting new initiative.

AVL KIND

KNOWLEDGEABLE · INTENTIONAL · NEIGHBORLY · DEDICATED















Volunteers

AVL is proud to have a dedicated team of volunteers who generously share their time and talents to help make the airport a welcoming place for travelers. More than 50 members of our community regularly volunteer at AVL, extending the friendliness and hospitality that make Western North Carolina such a special region. Their service is a meaningful example of AVL's core values in action.

Through Paws for Passengers, certified therapy dog teams bring comfort, smiles, and stress relief to passengers and airport employees with visits and special events throughout the year. AVL Ambassadors provide friendly support at the Guest Services desk and throughout the terminal, offering valuable assistance and information to travelers. The AVL Welcome Crew is an important program for community members on the autism spectrum who greet arriving passengers and help create a positive first impression of AVL.

AVL's volunteers gathered once again for an annual picnic in October to celebrate their hard work and dedication. Volunteers from all three programs came together at Mills River Park for an evening of food, fun and community.



AVL Team Generosity

The AVL team, as always, found numerous ways to give back to the community in 2025:

AVL held a spring blood drive in partnership with The Blood Connection, collecting 12 donations. A second blood drive was held in the fall with Delta and the American Red Cross, collecting 27 donations. Together, these donations could help save up to 120 lives.

Many AVL staff members provided Christmas gifts for 12 local children in the foster care system through the Crossnore Christmas program.

Through the program AVL Gives, team members raised over $12,000 for various nonprofits, including Big Brothers Big Sisters of WNC.

Through proceeds from the 2025 AVL Runway 5K, the airport was able to raise $34,000 to benefit local nonprofit Big Brothers Big Sisters of WNC and support aviation education students through the WNC Pilots Association Educational Foundation and A-B Tech's Aviation Scholarship Fund.



AVL Team Growth and Recognition



Joe Browning

IT Systems Administrator

CERTIFICATION – Completed COMP-TIA Security + certification



John Coon

Vice President Operations + Maintenance

PAST PRESIDENT – North Carolina Airports Association



Angi Daus, M.P.A.

Vice President Air Service + Corporate Communications

MEMBER – ACI-NA Air Service Steering Group
PROJECT PANEL MEMBER – Airport Cooperative Research Program, Transportation Research Board, National Academies of Sciences, Engineering, and Medicine



Lexie Farmer, C.M., M.P.A

Chief Operations Officer

PROJECT PANEL MEMBER – Airport Cooperative Research Program, Transportation Research Board, National Academies of Sciences, Engineering, and Medicine

Department of Public Safety

AVL's Department of Public Safety was honored with the 2025 Hunter Automotive Hometown Heroes Award. This local award recognized the department's extraordinary service to the community during Hurricane Helene.

Four members of the AVL Public Safety team received a special Life Saving Commendation for their response to a medical emergency that resulted in saving a passenger's life.

Telecommunicator **James Griffin**
Public Safety Officer **Joe Harrell**
Firefighter **Mike Marchisin**
Public Safety Officer **Jeff Thompson**



Angela Gambino

Information Technology Assistant

CERTIFICATION – GIS Fundamentals



Alexandra Ingle

Marketing + PR Manager

MEMBER – ACI-NA MARCOM-CX Steering Committee



David King

Guest Services + Advertising Manager

VICE CHAIR – Ambassador Group – Henderson County Chamber of Commerce



Tina Kinsey, A.A.E.

Chief Administrative Officer

VICE CHAIR – Air Service Committee – American Association of Airport Executives
MEMBER – Henderson County Chamber Board
AWARDS: Air Service Achievement Award & Ted Bushelman Legacy Award for Creativity and Excellence, ACI-NA



Abraham Mata

Public Safety Lieutenant

Completed Western North Carolina Law Enforcement Leadership Academy



Kyle Montague

IT Systems Technician Lead

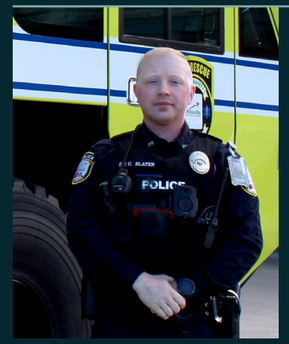
CERTIFICATION – Cisco Certified Support Technician Networking (CCST)



Samuel Sales, A.M.F., ACE

Chief of Public Safety

MEMBER – Blue Ridge Honor Flight Board



Chad Slater

Public Safety Officer

Completed Western North Carolina Law Enforcement Leadership Academy



Angela Wagner, MSHR

Vice President Administration + Human Resources

MEMBER – Western Carolina University Masters of Human Resources Advisory Board



From left: Carrie Kelly (Ailevon Pacific Aviation Consulting), Kari Goetz (Winzig Consulting), Angi Daus (VP Air Service + Corporate Communications), Tina Kinsey, A.A.E. (Chief Administrative Officer), Kevin M. Burke (President + CEO Airports Council International – North America), Lew Bleiweis, A.A.E. (President + CEO), Alexandra Ingle (Marketing + PR Manager), Erin Burns (ACI-NA MARCOM CX Steering Committee Chair).



AVL Earned Top Honors at the 2025 ACI-NA MARCOM Awards

Asheville Regional Airport received multiple top honors at the 2025 Airports Council International North America (ACI-NA) Marketing and Communications Conference (MARCOM) awards ceremony held on December 3, in Kansas City. Out of nearly 400 entries from airports across the U.S. and Canada, AVL received more total recognition than any other airport this year, including first place honors for Brand Identity, Video, Promotional Item, Best in Airport Partnerships and Overall Marketing Strategy for a Small Airport. AVL received the Peggy G. Hereford Award, the highest industry honor in the competition, as the airport with the most first-place wins across all categories.

Tina Kinsey, AVL's Chief Administrative Officer, was named the 2025 recipient of the Ted Bushelman Legacy Award for Creativity and Excellence. The international honor recognizes exceptional leadership and significant contributions to airport marketing, communications and customer experience. Earlier in the year, Kinsey received the 2025 Air Service Achievement Award from ACI-NA. The prestigious award recognizes outstanding work and exceptional contributions in air service development amongst airport professionals across North America.



Left: Amy Harris, C.M., M.B.A. – Chief Financial Officer; Right: Angi Daus, M.P.A. – Vice President Air Service + Corporate Communications

New Leadership

AVL welcomed two new additions to the senior leadership team in 2025. In May, Angi Daus was named Vice President of Air Service + Corporate Communications, and in June, Amy Harris was announced as the new Chief Financial Officer. Both Harris and Daus bring years of aviation experience to AVL and are valuable additions to the leadership team.

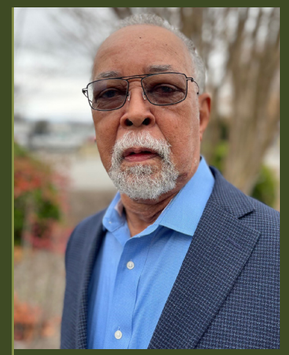
Greater Asheville Regional Airport Authority Board



Brad Galbraith
Chair
Appointed By:
City of Asheville



Britt Lovin
Vice Chair
Appointed By:
GARAA Board



Gene Bell
Member
Appointed By:
Buncombe County



Nathan Kennedy
Member
Appointed By:
Henderson County



Susan Russo Klein
Member
Appointed By:
City of Asheville



Laura Leatherwood
Member
Appointed By:
Henderson County



Carl H. Ricker, Jr.
Member
Appointed By:
Buncombe County

Land Development

Sheetz, Inc. broke ground on a new fuel services and convenience store located on airport property directly across from the main entrance. Representing a total investment of more than $7 million, the new facility is anticipated to open in summer 2026.

The Authority-owned golf course operated by Broadmoor Links advanced significant enhancements in 2025. The golf course recently unveiled a series of new amenities, including a restaurant, bar, simulator room, and driving range. The course itself is expected to reopen in early summer 2026. Additionally, DreamCatcher Hotels, which is leasing developable land on the golf course, announced plans to break ground in May 2026 on a new four-diamond hotel.

Together, these developments represent strategic, long-term investments in the airport's future. By thoughtfully activating airport-owned property with high-quality commercial partners, the Authority continues to strengthen and diversify its non-aeronautical revenue streams. Years in the making, these business initiatives reinforce the airport's long-term financial sustainability while supporting economic growth and opportunity across the region.



Financials

At June 30, 2025, the Authority's assets exceeded liabilities by **$357,631,170**.

That is an increase of over **$43.3 million** from 2024 and an increase in over **$84 million** from 2023.

