



ST. AUGUSTINE/ST JOHNS COUNTY AIRPORT AUTHORITY

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Northeast Florida Regional Airport Announces Plan to Return to Its Roots with Name Change to St. Augustine Airport

St. Augustine, FL, January 16, 2025 – The Northeast Florida Regional Airport has announced plans to change its name back to **St. Augustine Airport**, a move designed to eliminate confusion, better align with the city’s historic and cultural appeal, and strategically position the airport for future growth.

This marks a return to the simpler name the airport bore 15 years ago, before it was changed in 2010 to reflect a broader regional identity. However, the St. Johns County Airport Authority, alongside Interim Executive Director Courtney Pittman, sees the name “St. Augustine Airport” as a stronger reflection of the airport’s role as a gateway to one of the most iconic and culturally rich destinations in the nation.

“Renaming the airport to St. Augustine Airport directly connects us to the city’s historic charm and high-end appeal,” said Pittman. “St. Augustine is an internationally recognized destination, and aligning the airport with this brand enhances its attractiveness to private and corporate travelers. A name tied to St. Augustine signals exclusivity, cultural significance, and convenience—qualities that resonate with the discerning clientele we aim to serve.”

The airport believes the name change will provide significant strategic benefits, including:

- **Enhanced Brand Alignment with Destination Appeal:** Directly associating the airport with St. Augustine strengthens its identity as an entry point to a world-class destination.
- **Clarity and Ease for Private Travelers:** The new name reduces any potential confusion, making it easier for travelers to identify the airport as their gateway to the city.
- **Improved Brand Perception and Marketing Potential:** The association with St. Augustine’s historic and cultural prestige elevates the airport’s appeal, particularly among private and corporate clients.
- **Support for High-End Tourism and Economic Development:** A St. Augustine-branded airport bolsters partnership with local businesses, luxury accommodations, and high-end tourism initiatives.

State Representative Kim Kendall, a member of the Florida House of Representatives from the 18th District, expressed her support for the initiative: “Our St. Johns County Airport Authority is very astute to bring this very

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important local bill before our legislature. I completely agree with the direction of the Authority and understand the importance of renaming our airport. I look forward to working this bill in Tallahassee.”

Pittman also noted that the name change is a forward-looking decision. “This is not just about renaming the airport—it’s about setting the stage for future growth and flexibility in a rapidly evolving aviation market. We want this airport to be a lasting reflection of St. Augustine’s exceptional reputation.”

The name change request was reviewed and unanimously approved by the St. Johns County legislative delegation, marking the first step in securing approval from the Florida Legislature.

For more information about the airport and its services, visit <https://www.flynf.com>.

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