

“Expect the Unexpected” Planning for Large-Scale Events

Walter J. Krygowski, Deputy Director of Operations and Maintenance

August 29, 2025



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



New Orleans is Built to Host

October 2024:
Taylor Swift Eras Tour

February 2025:
Super Bowl LIX



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

We had **THE BEST DAY** with you!

RECORD-BREAKING

32,134

*scheduled commercial passengers
processed through the checkpoint
on Sunday, Oct. 27, 2024.*



Louis Armstrong New Orleans
International Airport

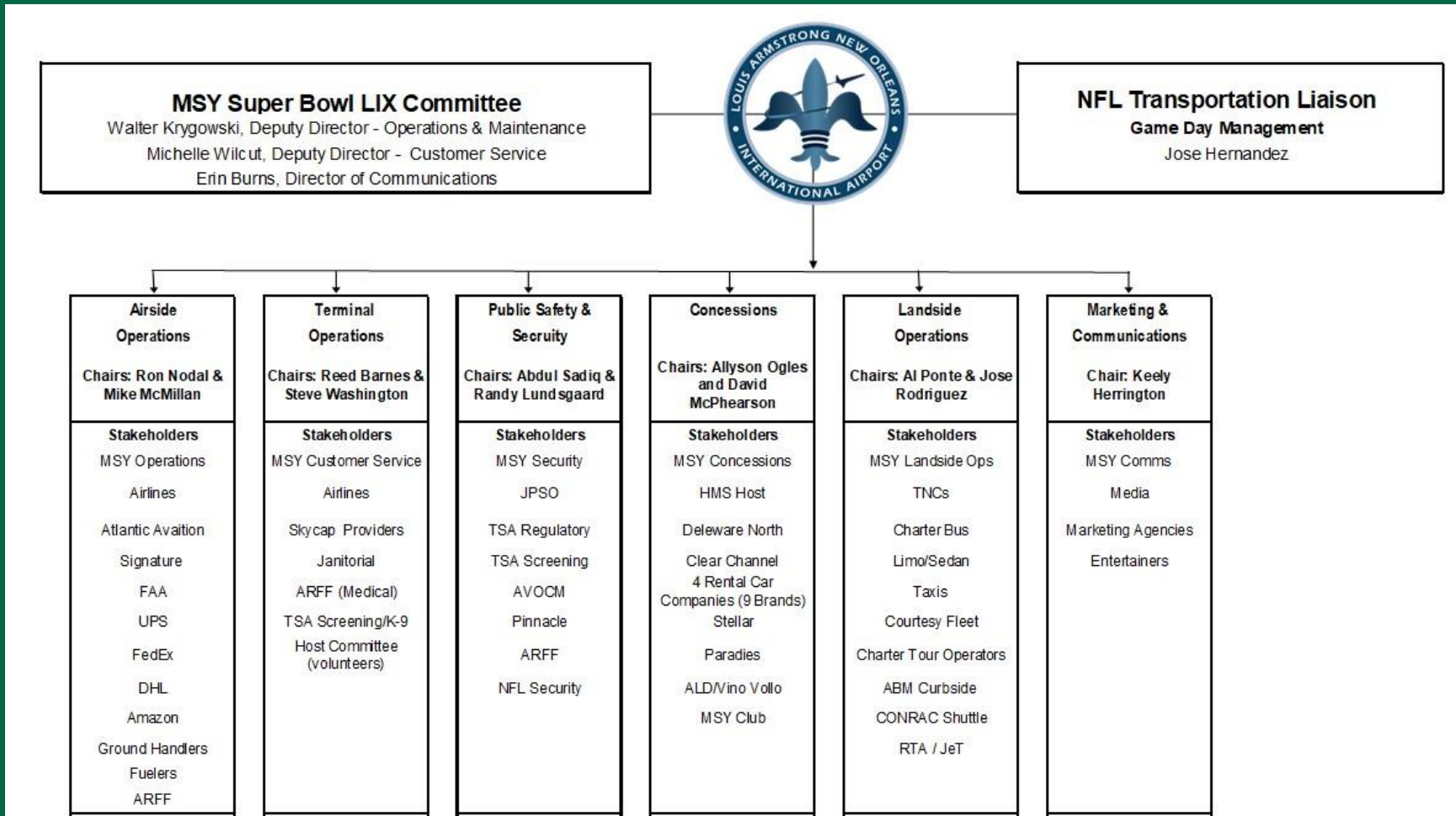


LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



Super Bowl Period
February 6th – 10th, 2025
(Game Day – February 9th)

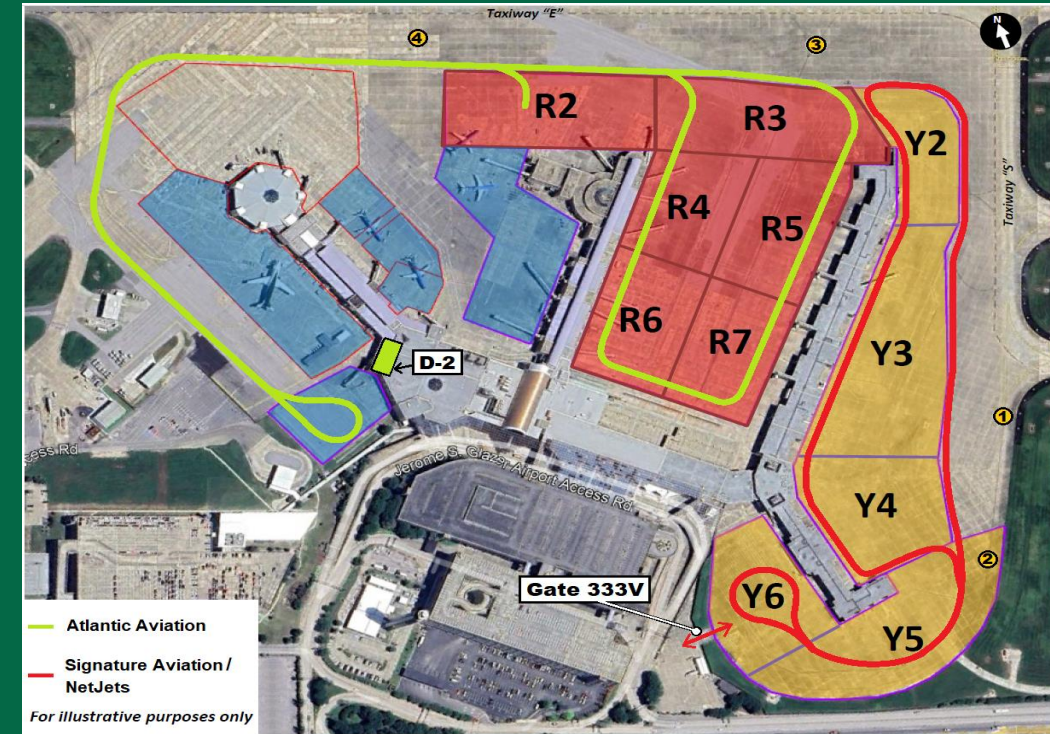
Year Long Coordination: MSY Super Bowl LIX Planning Krewe



Airside Operations

South Campus activities and use of MSY facilities

- Team arrivals/departures (1 flight each team)
- “Friends & Family” arrivals/departures (4 flights each team)
- 33 fans/private charter operations
- General Aviation Parking & FBO Operations
- Over 60 ramp bus operations
- Facilitated International GA flights experience



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Airside Operations



MSY outside of the Super Bowl Temporary Flight Restriction (TFR)

- TFR - starts 1 hr. before until 1 hr. after game
- Allowed MSY to have continued commercial and general aviation activity during game

MSY – Super Bowl 59 TFR

Aircraft operations that are not TSA-screened:

Runway 2

Departures ●
Arrivals ●

Runway 20

Departures ●
Arrivals ●

Runway 11

Departures ●
Arrivals ●

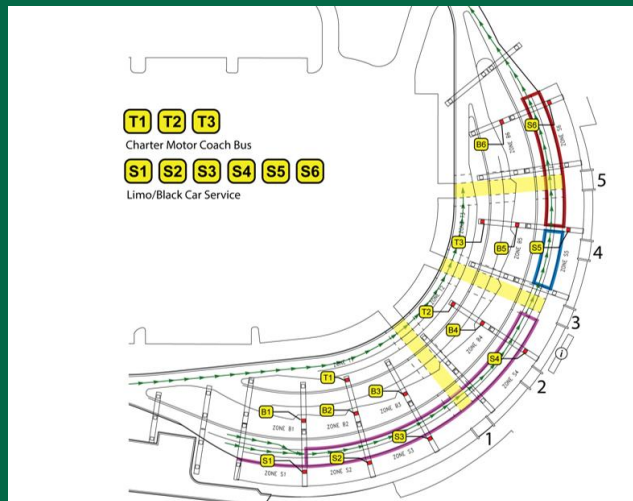
Runway 29

Departures ●
Arrivals ●

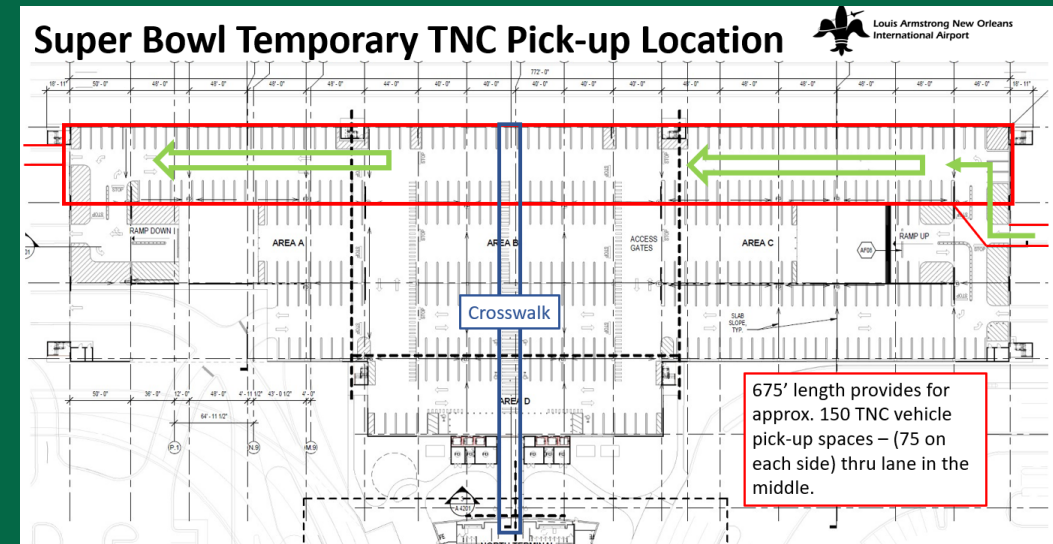
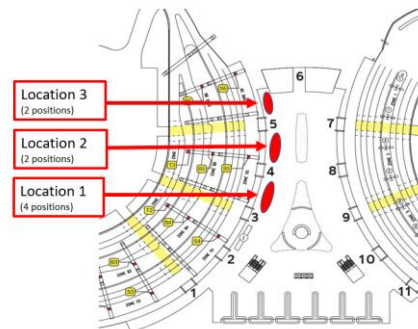


Landside Operations

- Baggage Claim Meet/Greet Locations (8 tables)
- Relocated TNC pick-up (over 25,500 trips)
- Re-allocation of Ground Transportation Center
- Transportation Company Special Event Orientation Meetings
- Signage – Hold Lots and Passenger Pick-up Locations



Baggage Claim Special Event Meet/Greet Locations



Super Bowl 2025 – Hold Lots & Circulation

LOT C	Limos
LOT D	Motor Coaches/Buses
LOT E1	NFL Courtesy Holding Lot
LOT E2	NFL Courtesy Vehicles
TNC	Rideshare





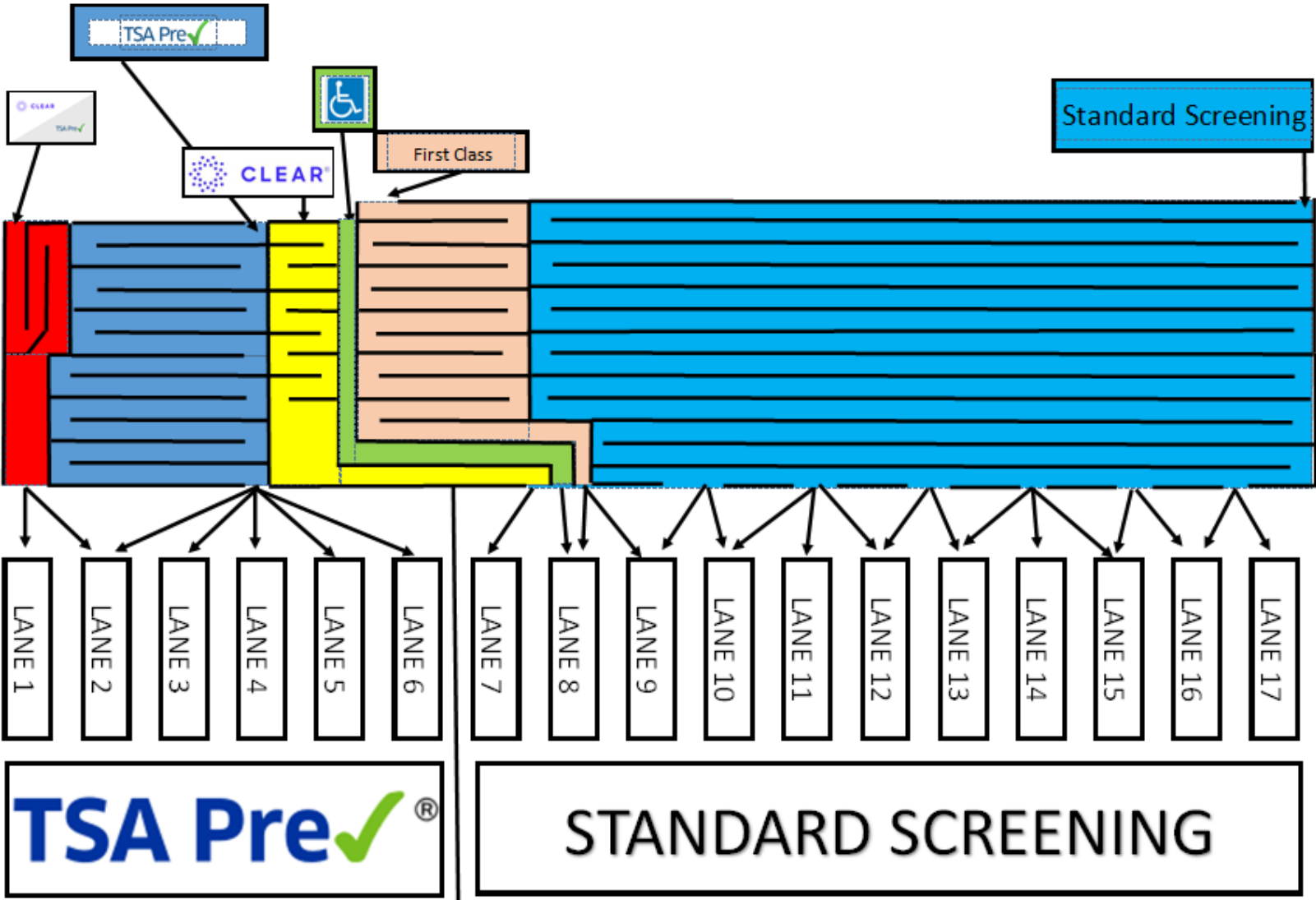
Public Safety & Security

- **TSA Checkpoint**
 - New screening technology at 11 lanes
 - Staffed all 17 lanes for Super Bowl Monday
 - Joint press conferences held leading up to event
- **Augmented EMS services**
 - Pre-set Landside and Terminal locations
- **Event EOC Activated**
 - Hybrid Activation
- **ASP Amendments**
 - Team/Friends & Family Arrivals
 - Temporary badging
 - Various events



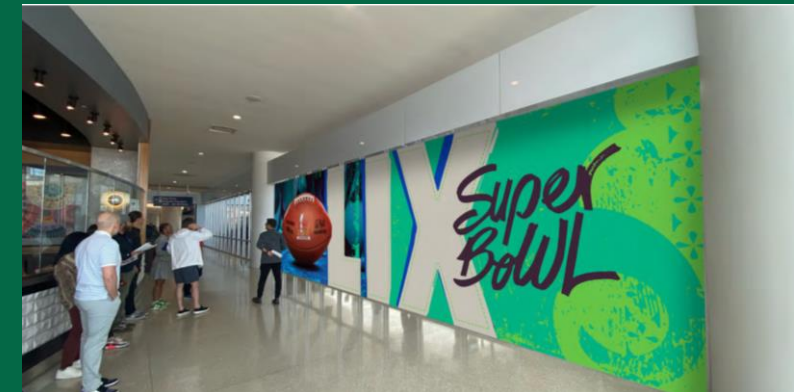
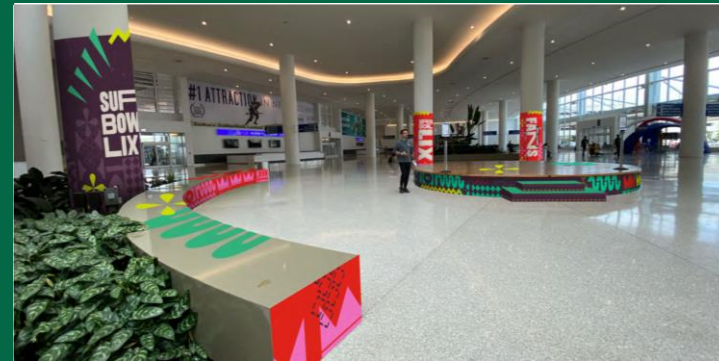
LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Checkpoint Configuration



Marketing & Communications

Welcome & Game Look



Fan Arrival Experiences





**Place game programs
in your carry-on bag.**



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Public Messaging

- Pre game press release
- Social media updates
- Rideshare relocation
- Game Programs
- 4-3-2-1
- Media Staging Areas



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT

Marketing & Communications

Brand Launch & Super Bowl Pep Rally



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



Concessions

- Extended hours of operation
- Pop up F&B and retail locations
- Increased rental car inventory & shuttle operations
- Plan for restocking location
- Special Menus / Drinks
- Additional Advertising Inventory provided and “Clean Zone” agreement



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



Terminal Operations

- **Host Committee Volunteers**
 - 600+ volunteer shifts
 - MSY provided training details and oversight
 - Offered support during arrivals & departures
- **Coordinated with Airlines and Concessions on Staffing plans**
 - Arranged plan for additional employee parking
 - Assisted Security with issuing temporary badge access credentials (over 300 issued - concessions, airlines, FBOs and ground handlers)



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



Administrative Staff Super Bowl Monday

- “From behind the desk to the floor” initiative
- Matching Jerseys
- Stationed at key locations on arrivals curbside and throughout the terminal especially at entrances and pre- / post-security checkpoint



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



FEB. 10, 2025 WAS THE

G.O.A.T.

RECORD-BREAKING

43,188

*passengers through the
security checkpoint*



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



By the Numbers...

- **88%** of departing passengers screened in less than 15 minutes
- Record **21,635** bags screened in BHS
- **871** private GA operations
- **\$1.6M** concessions sales
- **\$1.3M** advertising sales



LOUIS ARMSTRONG
NEW ORLEANS
INTERNATIONAL AIRPORT



LOUIS ARMSTRONG

NEW ORLEANS

INTERNATIONAL AIRPORT