

Brand Guidelines

Our Brand Personality

Mission Statement

Ireland West Airport's mission is to strive to be the benchmark for progressive and modern regional airports, serving our communities and facilitating passenger travel.

POSITIONING

We are a progressive modern and thriving airport. We take personal pride in delivering exceptional service to our customers, efficiently and safely with genuine friendliness at the heart of passengers experience.

PURPOSE

We proudly provide a modern reliable gateway to serve the people of the West of Ireland, with integrity for our employees, customers and stakeholders.

VALUES

We are progressive
We are customer centric
We are efficient
We are caring & friendly
We believe in teamwork
We keep things simple
We have a 'Can do' approach.

PERSONALITY

Pride
Integrity
Hard Working
Challenger
Driven
Strong
Reliable
Unpretentious
Genuine