Advertising Sales

Connecting People, Connecting Brands

A great place to reach people

*"Airport passengers are the epitome of a captured market…"*

Rafat Ali,
CEO Skift

Wide range of innovative, highly engaging advertising spaces including **digital pods**

Range of media sites in various locations suitable for a variety of target markets

Bringing Brands to Life

"Airport Passengers are the epitome of a captured market. There's plenty smart advertisers can do to speak to them while they wait"

Rafat Ali, CEO Skift
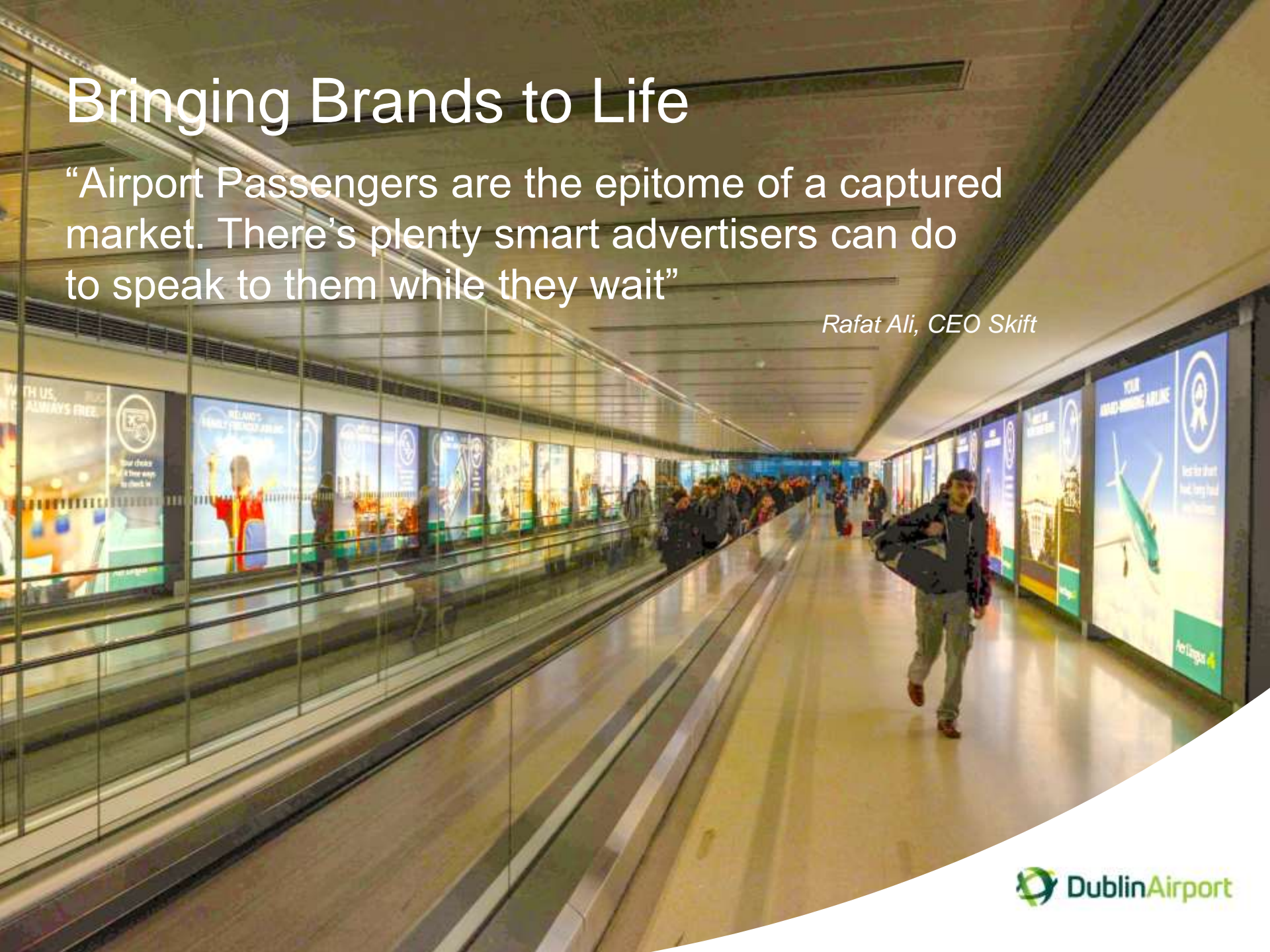
DublinAirport

Advertising Opportunities at Dublin Airport

"Airport Traffic will double in the next 20 years"
CAA UK and Airbus Global Market Forecast

The Benefits of Airport Advertising

92% of passengers agree

that advertising at airports increases brand status.

91%

agree that brands benefit from airport advertising.

85%

are open to finding out about new products and services.

85%

of passengers at airports enjoy advertising.

DublinAirport

The Benefits of Airport Advertising

Brands become part of a positive homecoming experience.

Business travellers are key decision makers and early adopters of new technology.

Advertisers that exploit every stage of the customer journey outperform others.

Why Advertise at Dublin Airport?

81% of passengers
agree that advertising at Dublin Airport is appropriate.

75%

Agree that advertising at Dublin Airport is by trustworthy brands.

81%
Agree that advertising at Dublin Airport fits their Needs.

2.5

hours is the Average dwell time 2.5 hours, higher than rail, bus, train!

DublinAirport

Innovation

"AerPods" - Digital Pods

- 62 superb quality 70" screens

- Outstanding picture quality, optimum clarity, 24 Hour Display

- 56 locations across T1 and T2

- Situated along an engineered pedestrian flow that captures the customer journey

DublinAirport

Total Passenger Profile Highlights 2014
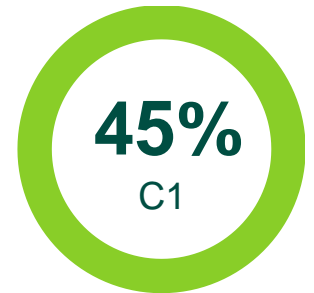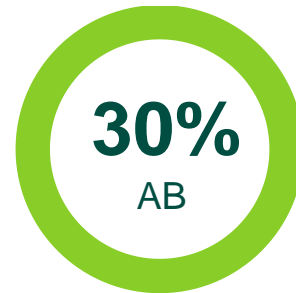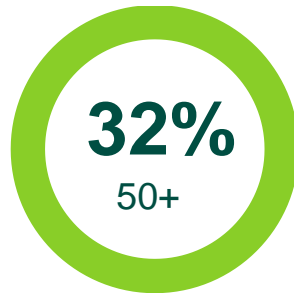
Total Male Passengers:
49%

Business:
17%

Total Female Passengers:
51%

Leisure:
66%

15%
Under 25

53%
25-49

32%
50+

30%
AB

45%
C1

*Leisure = Main Holiday, Additional Holiday and Visiting Friends/Relatives
Source: Dublin Airport Advertising

DublinAirport

Scheduled Departing Passenger Profile Highlights 2014

Total Male Passengers:
5,231,939
(49%)

Business:
1,815,162
(17%)

Total Female Passengers:
5,445,487
(51%)

Leisure*:
7,047,101
(66%)

1.6m
(15%)
Under 25

5.7m
(53%)
25-49

3.4m
(32%)
50+

3.2m
(30%)
AB

4.8m
(45%)
C1

*Leisure = Main Holiday, Additional Holiday and Visiting Friends/Relatives
Source: Dublin Airport Advertising and Market Intelligence

DublinAirport

Business Passenger Profile Highlights 2014
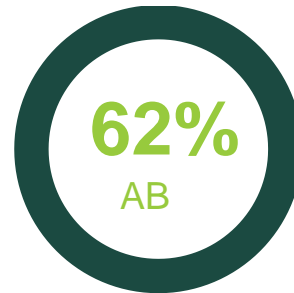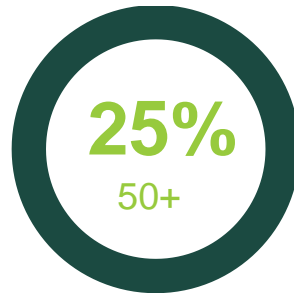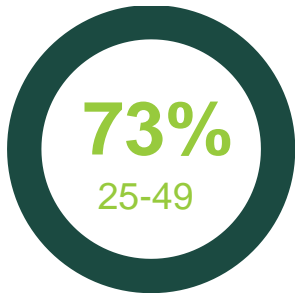
Total Male Passengers:

73%

Total Female Passengers:

27%

Country of residence ROI:

48%

Country of residence UK/NI:

27%

73%
25-49

25%
50+

62%
AB

32%
C1

Source: Dublin Airport Advertising

DublinAirport

Scheduled Departing Business Passenger Profile Highlights 2014

Total Male Passengers:
1,325,069
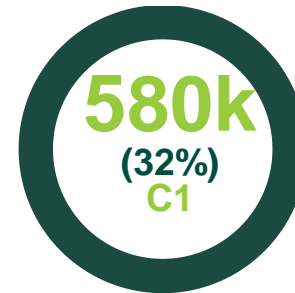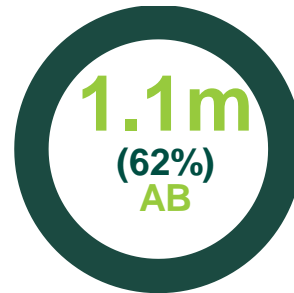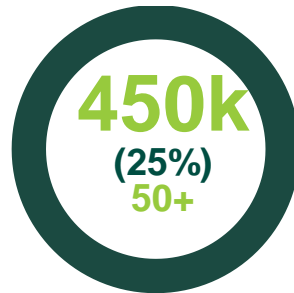**(73%)**

Country of residence ROI:
871,278
(48%)

Total Female Passengers:
490,094
(27%)

Country of residence UK/NI:
490,094
(27%)

1.3m
(73%)
25-49

450k
(25%)
50+

1.1m
(62%)
AB

580k
(32%)
C1

Source: Dublin Airport Advertising and Market Intelligence

DublinAirport

2014 Passenger Facts and Figures

Passengers Split by pier

Terminal 1
77% of T1 passengers
8% of T1 passengers
15% of T1 passengers

Terminal 2
100% of T2 passengers

Source: Dublin Airport 2015

Dublin Airport

Terminal 1

welcomes **77%** of T1 passengers

RYANAIR

norwegian

SAS Scandinavian Airlines

DublinAirport

Terminal 1

Welcomes **8%** of T1 passengers

AIRFRANCE

CITYJET

IBERIA EXPRESS

flybe.

Source: Dublin Airport Market Intelligence 2015

DublinAirport

Terminal 1

Welcomes **15%** of T1 passengers

BRITISH AIRWAYS

Lufthansa
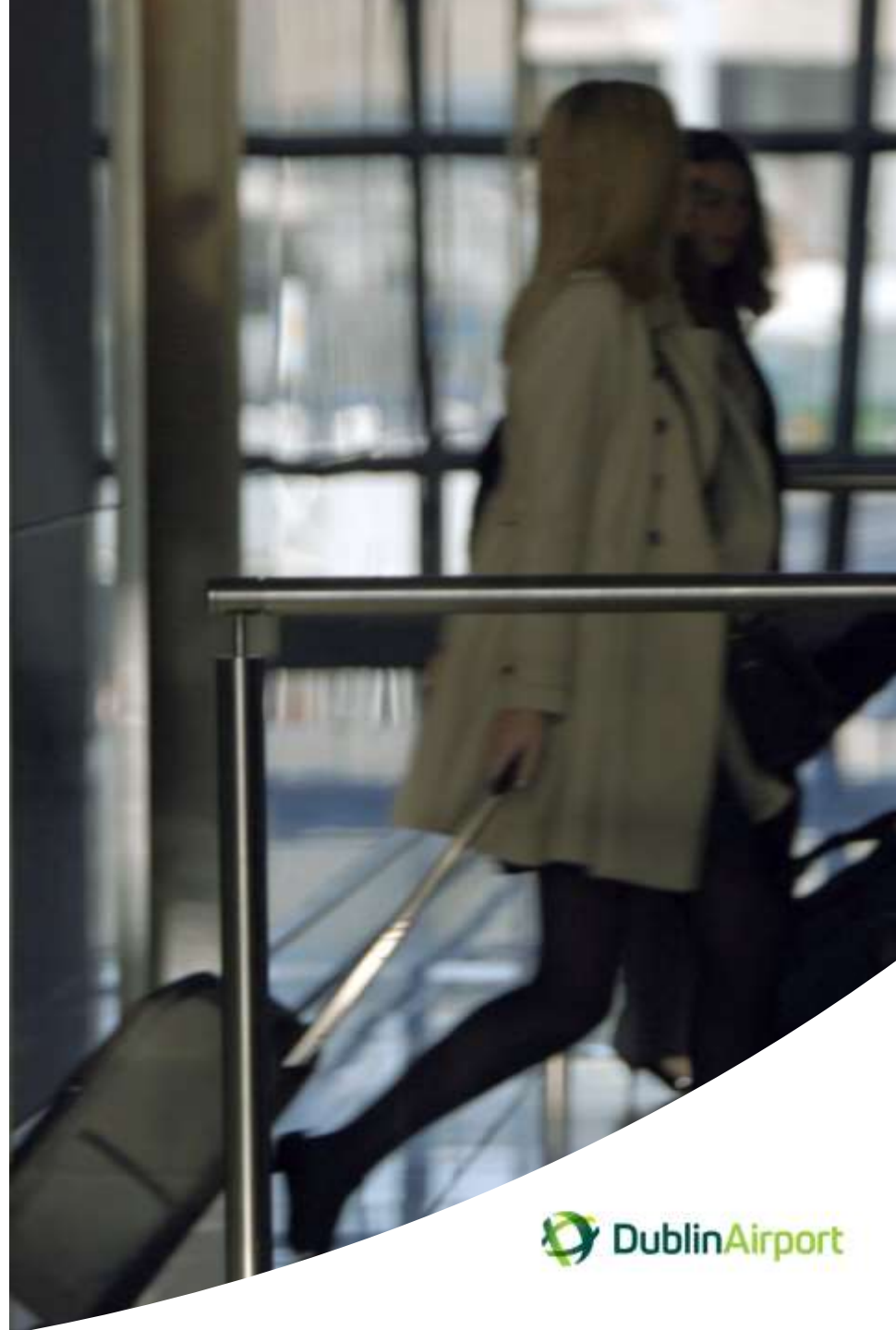
TURKISH AIRLINES

IBERIA

Aer Lingus Regional

SWISS

WESTJET

AIR CANADA rouge

Source: Dublin Airport Market Intelligence 2015

DublinAirport

Terminal 2

Welcomes 100% of T1 passengers