

Success in figures



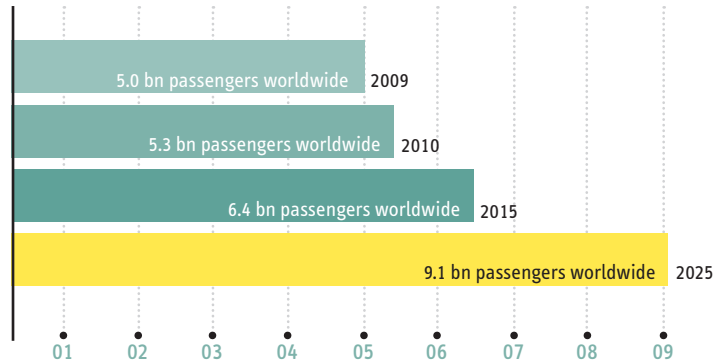
Airport as a meeting point: your target groups have arrived.

18 million people in Europe's biggest urban conglomeration see Düsseldorf Airport as their number one choice for all air travel. Its inspiring, cosmopolitan atmosphere and almost unlimited variety of advertising space makes it an ideal location for your message.



Upward trend in air traffic.

The number of air passengers is rising throughout the world. In 2009 almost 18 million people passed through Düsseldorf Airport – not counting visitors, staff or anyone picking up passengers.



Source: ACI Global Traffic Forecast 2006–2025 (2007 edition)

Room for fascination.

Our airport shops and restaurants attract a large number of guests who are happy to spend money – 365 days a year. Moreover, our advertising space of 11,143 m² gives you plenty of choice for a wide range of formats – from standard to spectacular and from small to gigantic.

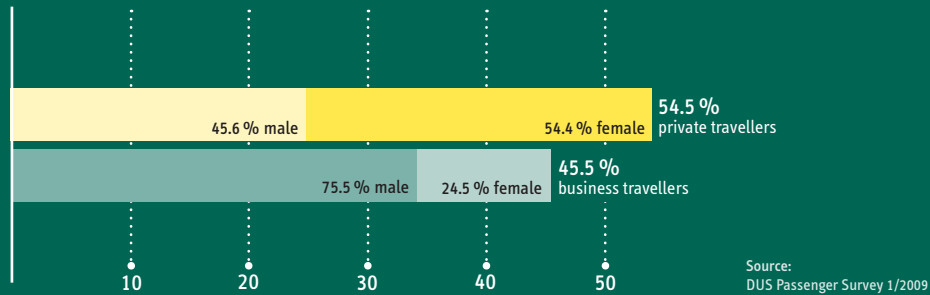
	2009
Number of passengers in DUS per year	million 17.8
Number of shops	shops 63
Number of catering facilities	facilities 32

Source: Düsseldorf International

Keen to find out.

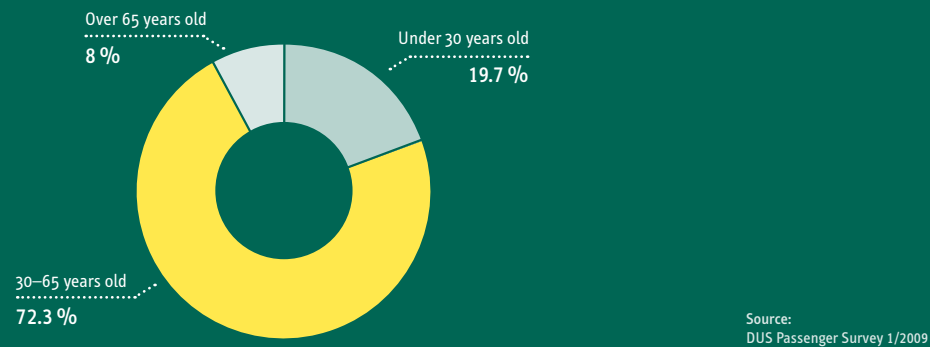
Passengers spend an average of 80 minutes at the airport. During this time advertising is a welcome diversion and you have a captive audience both for national campaigns and for regional messages.

Top destination for your advertising.



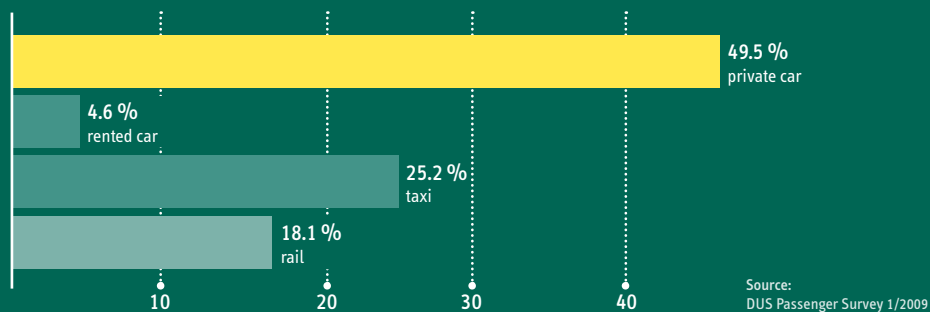
Perfect audience.

45.5 % business travellers, 54.5 % holiday travellers: two equally attractive target groups who are well worth targeting: business travellers looking for high-interest products and holiday traveller who are open to new impressions.



Travelling at an ideal age.

Three quarters of all passengers at Düsseldorf Airport are at an ideal age as consumers: aged between 30 and 65, they generally have a decent income and a variety of interests, while also being open to new products. And they can be met right here at the airport.



Visual impact upon arrival.

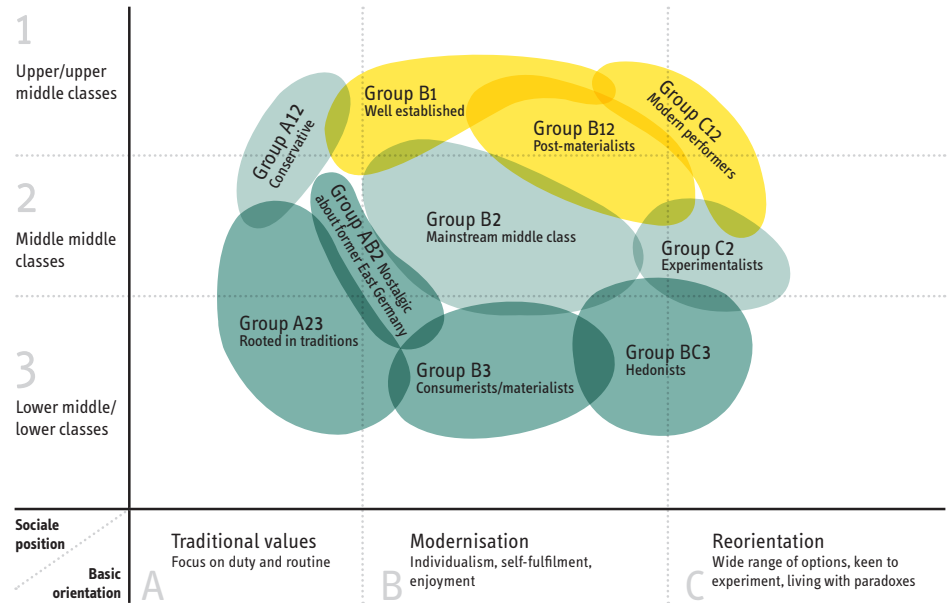
Private cars, taxis and rented vehicles: 80 % of all air passengers reach the airport via its approach roads where they can be targeted with outdoor advertising. In addition to a wide variety of outdoor advertising space, you can also book numerous attractive formats inside the buildings.

Private traveller: keen to buy and keen to spend.

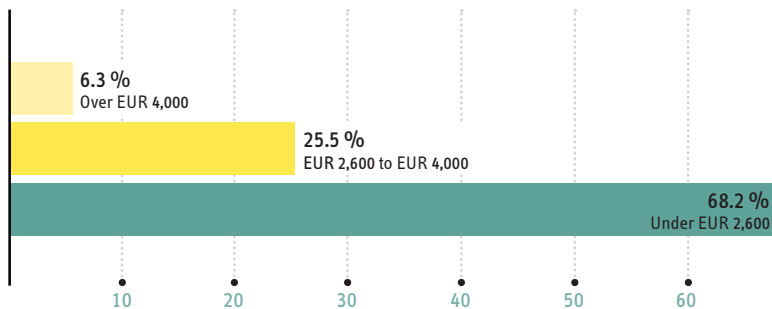
Open to new things.

Compared with the population at large, private travellers passing through Düsseldorf Airport are uncommonly open to experimenting, amazingly keen to enjoy life and have the financial means to put their many different ideas into practice.

Proportion of lifestyle/value peer groups among those opting for air travel for their main holidays over the last twelve months (scheduled, charter or low-cost airlines).



Source: TdW 2008 III ■ Index between 120 and 160 ■ Index between 100 and 120 ■ Index below 100



Source: DUS Passenger Survey 1/2009

Special focus on high income groups.

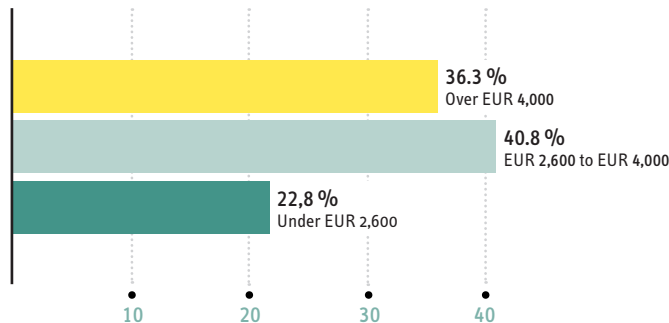
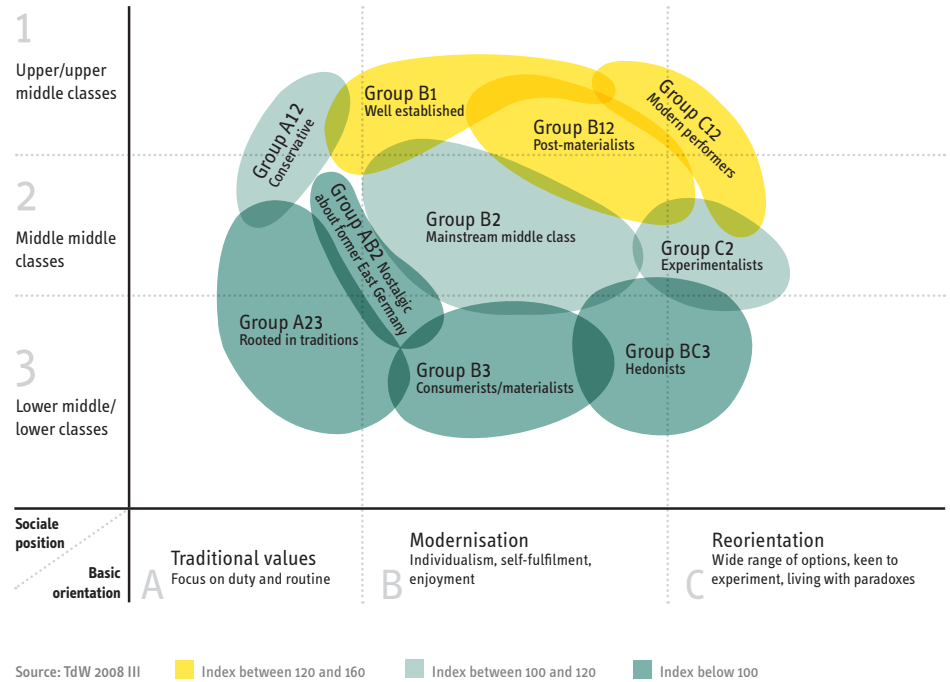
High income groups enjoy flying: nearly 32 % of all respondents have a personal net income of over EUR 2,600 per month. Only about 22 %* of the total population are above this value. (*German Federal Statistical Office 2008)

Business travellers: decision makers with time on their hands.

Modern and keen to spend money.

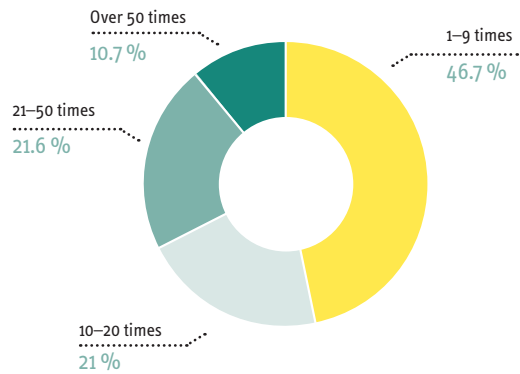
What does a perfect customer look like? Modern world view, generally happy to experiment, a clear inclination to enjoy the good life and plenty of money in their pockets – the sort of person you’ll meet at the airport every day.

Proportion of lifestyle/value peer groups among business travellers who went by air at least once over the last twelve months.

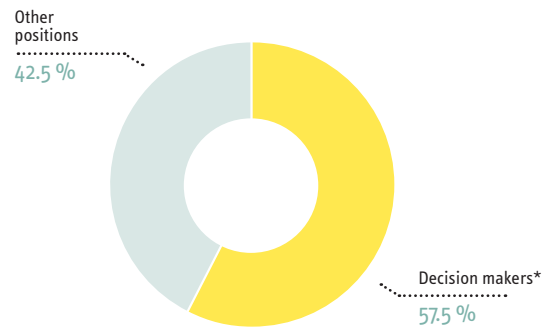


Even higher income groups.

A business traveller is someone who has made it financially: over a third of business travellers have a net monthly income of over EUR 4,000 and have therefore left behind the rest of Germany by a wide margin. This group has a keen interest in top-notch consumer goods.



Source: DUS Passenger Survey 1/2009



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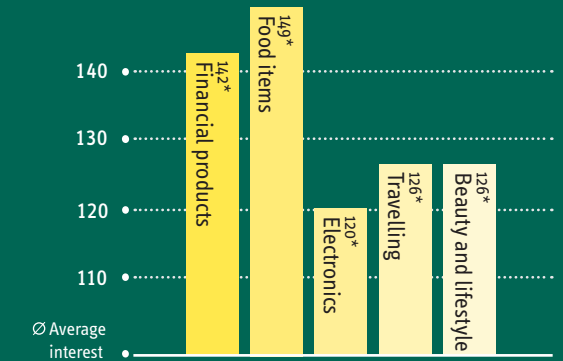
*Executive staff, freelancers and self-employed

A target group that comes back.

Business travellers are frequent flyers. Over half of all business travellers pass through an airport at least once a month or more, and so they see your advertising. This creates a sustained effect!

Decision makers go by air.

Over 55% of all business travellers are freelancers, self-employed or senior managers. You won't find so many decision makers anywhere else.



Source: AGOF Internet Facts 2009-I

*Affinity index

A good mood for your product.

Electronic gadgets, financial products and luxury items, to name but a few: air travellers have a much greater affinity to consumer goods and commodities than the average population. In other words, your advertising will fall on very fertile soil.

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