



Airportfolio

Humberside Airport - Advertising Opportunities



About Eye Airports & Airport Advertising

Airport's offers the perfect opportunity for brands to truly engage. With an average dwell time of 2.5 hours, the Airport offers a unique environment and a captive audience. The journey for holidaymakers and business travellers alike begins at the airport. Passengers are in a receptive and responsive frame of mind making advertising in airports an excellent platform to get your company message across.

With over 15 years' experience Eye Airports are the UK's leading regional airport advertising experts, showcasing your brand to a huge combined audience of 18m passengers. We understand the power of Airport advertising, working with airports across the UK we are uniquely qualified to improve client's bottom line with inexpensive and highly effective advertising campaigns.

A dedicated Account Director, will work alongside your team throughout the campaign to ensure we deliver your marketing objective and get real results. Our consultative approach ensures your campaign is tailor made to meet the needs of your business, resulting in maximum effectiveness and ultimately driving sales or enquiries.



About the Humberside Area

- **A Loyal Catchment Area**

The Hull & Humber catchment has a population of over 900,000.

- **The Tourist Economy**

In addition, the tourism industry contributed almost £260 million to Hull's economy alone, generating over 4,000 full time jobs.

- **Key UK Industry**

The region's planned £3bn investment in the South Humber Gateway will be a leading renewable power initiative, and will create 12,000 jobs by 2018.

Sources: Hull.co.uk, Daily Mail 2014, Invest in North Lincolnshire

Demographics

Annual Passenger Numbers

January 2017	13,216
February 2017	12,903
March 2017	15,009
April 2017	15,310
May 2017	17,608
June 2017	17,895
July 2017	18,257
August 2017	19,352
September 2017	18,470
October 2017	16,061
November 2017	13,982
December 2017	12,873

Total 190,936

sources: CAA

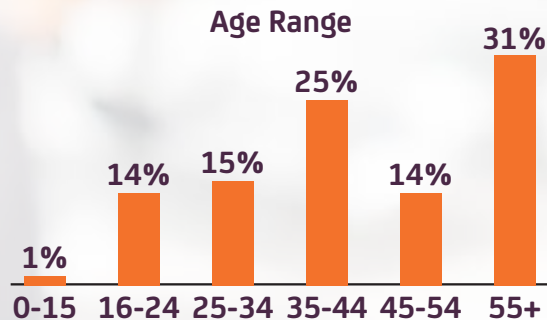
Top Destinations

Domestic

- Aberdeen
- Jersey
- Norwich
- Cardiff
- London Stansted

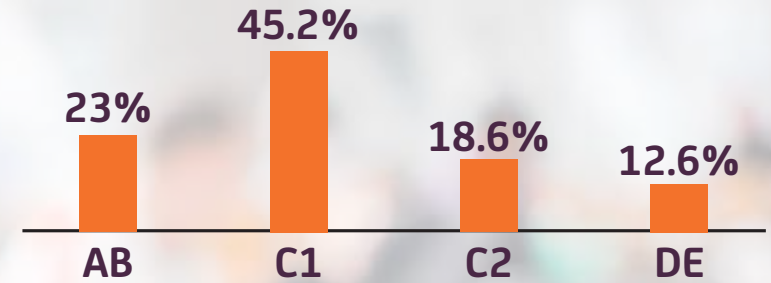
International

- Amsterdam
- Oil Rigs
- Dalaman
- Burgas
- Enfidha (Hammamet Int)

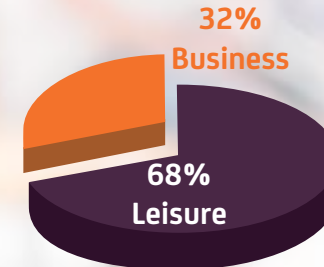


Demographic Passenger Profile

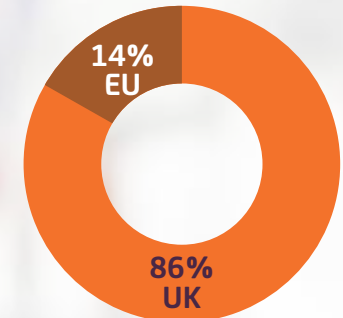
ABC1 68.8%



Journey Purpose



UK Audience



Gender Split

