

Paris-CDG 2C - Aéroports de Paris

> JCDecaux Airport is the world's largest airport advertising company, offering media solutions specifically tailored to air passengers. These include traditional posters and relational & event marketing, all providing an ideal opportunity to communicate with a captive and highly educated audience.

> With 78,7 million passengers each year, Paris is continental Europe's leading air transportation hub. The Paris-CDG 2C international terminal offers short and long-term advertising sites.

6.2 million
passengers per year



520,000
per month



60%
Professional/Managerial





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Air passenger profile

Socio-economic category

- > Professional/Managerial **60 %**
- > Other employed 9 %
- > Unemployed 31 %

Nationality

- > French 41 %
- > International **59 %**

Age

- > 15 to 24 yrs 16 %
- > 25 to 34 yrs 25 %
- > 35 to 49 yrs 29 %
- > > 50 yrs **30 %**

Gender

- > Male **57 %**
- > Female 43 %

Travelling habits

N° of trips per year

- > Once/yr 24 %
- > 2 to 5 times/yr **44 %**
- > 6 or more times/yr 29 %

Purpose of journey

- > Business 28 %
- > Leisure / Personal **72 %**

Average dwell time **2h 11**

- > < 30 mn 12 %
- > 30 mn to 2hrs 42 %
- > > 2hrs **47 %**

Airlines

Aeroflot, Air France, Air Mauritius, Air Mexico, Air Seychelles, China Eastern, China Southern, Emirates, Vietnam Airlines.

Destinations

World:

- North Atlantic, Africa
Latin America, Asian Pacific **98 %**
- DOM-TOM 2 %

Total annual passengers

2004	_____	5,381,000
2005	_____	6,234,000
2006	_____	6,244,000