

## Paris-CDG 2E - Aéroports de Paris

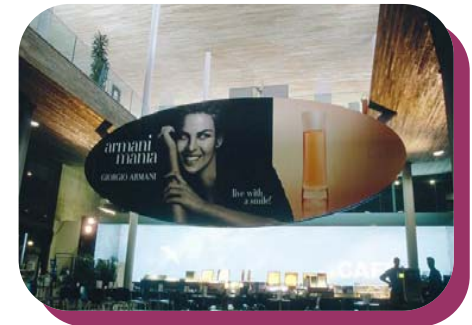
> JCDecaux Airport is the world's largest airport advertising company, offering media solutions specifically tailored to air passengers. These include traditional posters and relational & event marketing, all providing an ideal opportunity to communicate with a captive and highly educated audience.

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

4 million  
passengers per year



338,000  
per month\*



60%  
Professional/Managerial





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### Air passenger profile

#### Socio-economic category

- > Professional/Managerial **60 %**
- > Other employed 13 %
- > Unemployed 27 %

#### Nationality

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

#### Age

- > 15 to 24 yrs 17 %
- > 25 to 34 yrs 28 %
- > 35 to 49 yrs **30 %**
- > > 50 yrs 25 %

#### Gender

- > Male **58 %**
- > Female 42 %

### Travelling habits

#### N° of trips per year

- > Once/yr 27 %
- > 2 to 5 times/yr **44 %**
- > 6 or more times/yr 29 %

#### Purpose of journey

- > Business 32 %
- > Leisure / Personal **68 %**

#### Average dwell time

- > < 30 mn 12 %
- > 30 mn to 2hrs 43 %
- > > 2hrs **45 %**

### Airlines

Air France,  
Aeromexico,  
Delta Airlines  
Northwest

### Destinations

Africa, North America, Lat. America,  
Middle East, Mexico.

### Total annual passengers

<b>2004</b>	—————	<b>2,158,000</b>
<b>2005</b>	—————	<b>2,573,000</b>
<b>2006</b>		<b>4,059,000</b>