



Bâle-Mulhouse EuroAirport

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

> **Bâle Mulhouse holds a strategic position between France, Germany and Switzerland.** Bi-national airport with an international approach, it offers a wide range of destinations on regular flights (flights to regional and european major cities) and holiday flights (destinations to the Mediterranean region, the West Indies, Africa, America).

4 millions
passengers per year



335,000
per month



51%
Professional/Managerial





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Socio-economic category

> Professional/Managerial	51 %
> Other employed	30 %
> Unemployed	19 %

Nationality

> French	32 %
> Foreign	68 %

Age

> < 25 yrs	10 %
> 25 to 44 yrs	53 %
> 45 to 60 yrs	32 %
> > 60 ans	6 %

Gender

> Male	66 %
> Female	34 %

Length of stay

> < 3 days	47 %
> 4 à 14 days	44 %
> > 15 days	9 %

Purpose of journey

> Business	58 %
> leisure	29 %
> Personal	13 %

Origin of passengers

> Local	79 %
> Transfer	19 %
> Transit & others	2 %

Airlines

Aigle Azur, Air Algerie, Air Berlin, Air France, Austrian Airlines, British Airways, Cimber Air, Easyjet, Hapag Lloyd, Iberia, Jat Airways, Lufthansa, Portugalia, SAS Scandinavian Airlines, Sky Europe, SunExpress, Swiss International Airlines, TAP Air Portugal, Turkish Airlines, TwinJet.

Total annual passengers

2004	—————	2,548,000
2005	—————	3,316,000
2006	—————	4,020,000