



## Paris Beauvais Tillé

> 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 and interactive advertising, all providing an ideal opportunity to communicate with a **captive and highly educated audience**.

> Paris-Beauvais airport, at **1 hour from Paris**, is dedicated to **low-cost airline companies** which are relating to United Kingdom, Sweden, Denmark, Norway, Spain, Czech Republic, Romania, Hungary and Italy. The airport offers **short and long-term advertising faces**.

**1.8 million**  
passengers per year



**157,000**  
per month



**38%**  
Professional/Managerial





## Paris Beauvais Tillé

### Socio-economic category

> Professional/Managerial	<b>38 %</b>
> Other employed	32 %
> Students	21 %
> Unemployed	8 %

### Nationality

> French	<b>52 %</b>
> Foreign	48 %

### Age

< 25 yrs	19 %
25 to 34 yrs	<b>36 %</b>
35 to 59 yrs	32 %
> 59 yrs	11 %

### Gender

> Male	47 %
> Female	<b>53 %</b>

### Length of stay

> < 2 days	15 %
> 3 to 4 days	35 %
> > 5 days	<b>50 %</b>

### Purpose of journey

> Studies	5 %
> Leisure	<b>81 %</b>
> Business	10 %
> Others	2 %

### Conditions

> Alone	30 %
> Couple	<b>40 %</b>
> Family	20 %
> Group	10 %

### Principales compagnies aériennes

Ryanair, Wizzair, Blue Air, Centralwings.

### Destinations

Barcelone, Billund, Bucarest, Budapest, Cardiff, Copenhague, Dublin, Glasgow, Helsinki, Katowice, Lodz, Madrid, Milan, Porto, Rome, Shannon, Stockholm, Venise, Varsovie.

### Traffic passagers

<b>2004</b>	—————	<b>1,428,000</b>
<b>2005</b>	—————	<b>1,848,000</b>
<b>2006</b>	—————	<b>1,881,000</b>