



Bordeaux Mérignac

> 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**.

> About ten companies served **Bordeaux airport** assuring 30 regular airlines, towards France (13 destinations), Europe (11 destinations) and worldwide (4 destinations). With 24 charter airlines, 52 destinations are deserved by this airport. Its **international position** enables Bordeaux to take the leading place in economy in South-West France. Linking Northern and Southern Europe, hub for all Air France Iberian liaisons, Bordeaux airport offers **short and long-term advertising sites**.

3.3 millions
passengers per year



272,000
per month



71%
Professional/Managerial





Bordeaux Mérignac

Socio-economic category

> Professional/Managerial	71 %
> Other employed	12 %
> Unemployed	17 %

Nationality

> French	81 %
> Foreign	19 %

Age

> < 25 yrs	12 %
> 25 to 40 yrs	42 %
> 41 to 60 yrs	40 %
> > 60 yrs	6 %

Gender

> Male	67 %
> Female	33 %

N° of trips per year

> Once/yr	14 %
> 2 to 5 times/yr	25 %
> 6 or more time/yr	39 %

Purpose of journey

> Business	51 %
> Leisure	19 %
> Personal	26 %
> Unreprésentatif	4 %

Average dwell time

> < 30 min	3 %
> 30 min à 2 hrs	73 %
> > 2 hrs	24 %

Airlines

Air Algérie, Atlas-blue, Air France, Aerlingus, bmibaby, British Airways, CCM Airlines, Corsair, Flybe, IBERIAB, Lufthansa, Royal air maroc, Portugalia, Sterling .dk, Tunisair, Air Turquoise

Top 10 destinations

Paris Orly et Roissy, Lyon, Londres Gatwick, Marseille, Nice, Strasbourg, Munich, Lille, Amsterdam.

Total annual passengers

2004	2,929,000
2005	3,097,000
2006	3,261,000