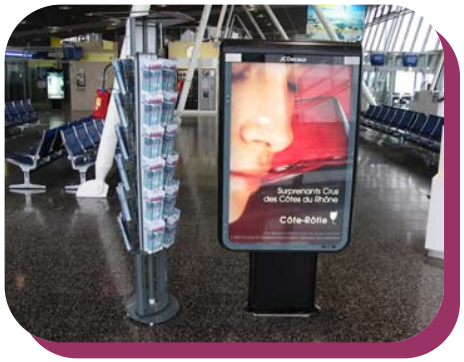
Lille Lesquin

> **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.**

> **Lille airport offers more than 50 destinations**.This major **European position** enables it to take a leading place in the economy of Northern France. The airport offers **short and long-term advertising sites.**

934,000
passengers per year

77,800
per month



54%
Professional/Managerial

Lille Lesquin

Socio-economic category

> Professional/Managerial	**54 %**
> Other employed	23 %
> Unemployed	23 %

Nationality

> French	**92%**
> Foreign	8 %

Age

> < 25 yrs	15 %
> 25 to 34 yrs	30 %
> 35 to 54 yrs	**40 %**
> > 54 yrs	15 %

Gender

> Male	**61 %**
> Female	39 %

Travelling habits

> 1 to 3 times/yr	12 %
> 4 to 6 times/yr	39 %
> 6 or more times/yr	**49 %**

Purpose of journey

> Business	**49 %**
> Personnal	51 %

Length of stay*

> < 3 days	**36 %**
> 4 to 7 days	21 %
> > 8 days	21 %

Airlines

Aigle Azur, Air Algérie, Air France, Atlas Blue, Royal Air Maroc, Star airlines, Régional

Top 5 destinations

Lyon, Nice, Marseille, Toulouse, Strasbourg.

Total annual passengers

2004	848,000
2005	843,000
2006	934,000

JCDecaux Airport - Marketing 02/2007
Sources: Lille airport 2006. *IPSOS - France des Cadres Actifs