

## Lyon Saint Exupéry

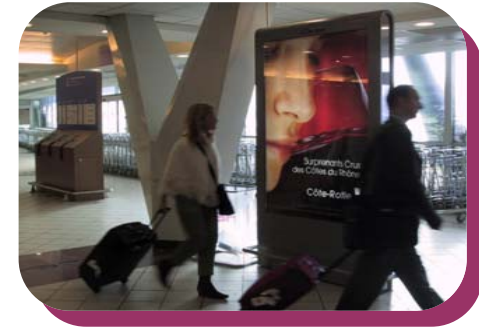
> JCDecaux Airport is the world's largest airport advertising company, offering media solutions specifically tailored to **air passengers**. These include traditional posters, relational & event marketing, all providing an ideal opportunity to communicate with a **captive and highly educated audience**.

> Lyon-Saint Exupéry, France's second largest regional airport, handling 79 regular flights (among which 48 International flights), takes a leading place in the economy of the Rhône-Alpes region. The airport offers **short and long-term advertising faces**.

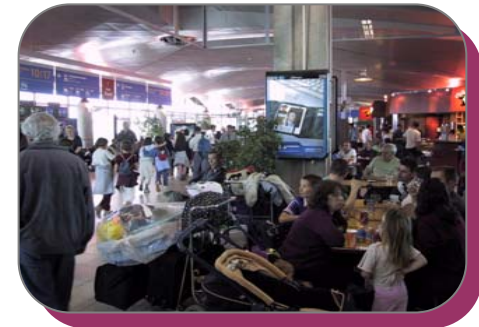
6.8 millions  
Passengers per year

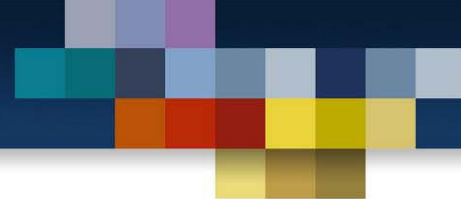


563,000  
per month



61%  
Professional/Managerial





## Socio-economic category

> Professional/Managerial	61%
> Other employed	23%
> Unemployed	7%
> Others	9%

## Nationality

> French	75%
> Foreign	25%

## Age

> < 20 yrs	1%
> 20 to 30 yrs	20%
> 31 to 50 yrs	54%
> > 50 yrs	25%

## Sexe

> Hommes	70%
> Femmes	30%

## N° of trip per year

> Once or twice/yr	45%
> 3 to 5 times/yr	20%
> 6 or more times/yr	35%

## Purpose of journey

> Business	62%
> Leisure	21%
> Personall	17%

## Length of stay

> < 3 days	49%
> 4 to 7 days	23%
> > 7 days	11%

## Airlines

Aer Lingus, Aigle Azur, Air Algérie, Air Austral, Air France, Air Malta, Air Sénégal International, Air Transat, Airlinair, Alitalia, Atlas Blue, Austrian Airlines, BMI, British Airways, CCM Airlines, City Airlines, Corsair, Croatia airlines, CSA, Easyjet, Hex'Air, Iberia, KLM, LOT, Lufthansa, Malev, Portugalia, Royal Air Maroc, SAS Scandinavian Airlines, SN Brussels Airlines, Thomsonfly, Tunisair, Turkish Airlines, twin Jet.

## Top 5 destinations

Paris, Bordeaux, Francfort, Londres, Toulouse.

## Total annual passengers

2004	6,229,000
2005	6,561,000
2006	6,752,000