



Airportfolio 2017

Norwich Airport

About Eye Airports

We are the UK's leading airport advertising experts, covering from the south of England up to the far north of Scotland, who can showcase your brand to a huge combined audience forecast to be well over 17m passengers during 2017.

Our award winning team's consultative approach ensures your campaigns will be bespoke to your business needs and result in maximum effectiveness.

With all your requirements taken care of, including design, print & install, we are your one point of contact to ensure everything runs smoothly from start to finish.



Neuro Research



- Carried out to demonstrate the effectiveness of airport advertising
- 150 adults measured in total
- Whole sample were flying in the following 2-4 weeks
- Watched an average airport journey and an average roadside journey
- Responses from the brain recorded
- Airport posters elicited 18% stronger & more positive brain responses compared to the same advertising in the high street
- Confirmed that out of everyday experiences at airports much more memorable than usual daily routine

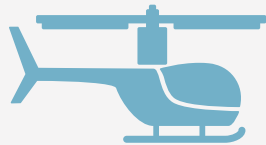
Norwich Airport



Total number of passengers (2016)



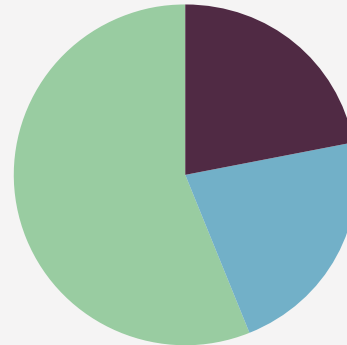
20%
Holiday
charter



23%
Helicopter
offshore traffic



57%
Scheduled
flight



Holiday charter:
103,147 passengers

Helicopter offshore traffic:
115,352 passengers

Scheduled flight:
290,850 passengers

- Is the only commercial airport in Norfolk and Suffolk
- Has a catchment area of almost 1.5 million people living within a 90 minute drive
- Has seen a growing number of passengers year on year
- Is continuing to increase the number of destinations it serves
- Provides domestic and international flights
- Boasts a mix of both business and leisure passengers
- Norwich Airport is one of the UK and Europe's largest and busiest heliports.

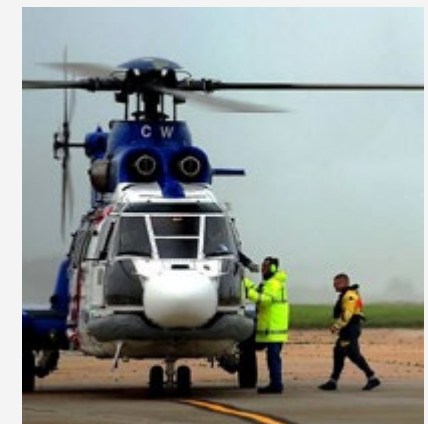
Norwich Heliport

Norwich Airport Heliport is a key hub for the southern North Sea off shore oil and gas industry.

Norwich Airport is one of the UK and Europe's busiest and largest heliports.

Helicopter operators including Bristow, Babcock and CHC flew over 115,000 passengers to offshore platforms in 2016 for clients including Perenco, ConocoPhillips and Shell.

The airline network connects the southern North Sea fields with both Aberdeen specifically and the rest of the world generally through KLM's network across Amsterdam.



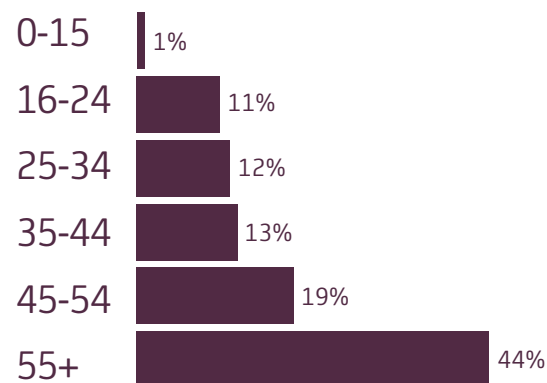
Norwich Airport

Passenger numbers 2016		VAR on 2015
January	27,773	4%
February	27,303	4%
March	33,565	14%
April	36,649	13%
May	48,657	10%
June	52,633	9%
July	55,002	19%
August	55,191	9%
September	54,605	6%
October	45,698	6%
November	35,497	19%
December	33,434	9%
Total	506,007	10%

ABC1 68.7%	
AB1	34.2%
C1	36%
C2	17.4%
DE	12.4%

Top Destinations	
Domestic	
Aberdeen	
Edinburgh	
Exeter	
Manchester	
International	
Amsterdam	
Palma	
Tenerife	
Menorca	
Corfu	
Ibiza	

Age Range



UK Audience	
UK	91%
Other	9%

Sources: CAA 2016, CAA 2015, CAA 2014, CAA 2013

Airlines & Tour Operators

Norwich Airport is the only commercial airport in Norfolk and Suffolk having a catchment area of almost 1.5 million people living within a 90 minute drive. Well-established airlines and tour operators cater for a range of holiday types throughout the year, with the majority of passengers being UK residents flying for leisure. As well as direct routes within the UK and Europe, Norwich Airport offers hundreds of worldwide destinations via onward connections through Amsterdam or Manchester.

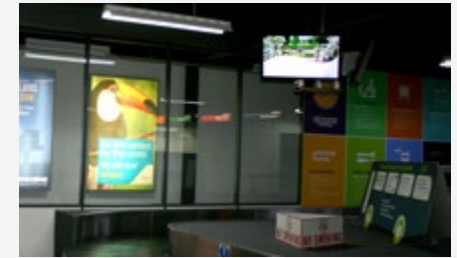
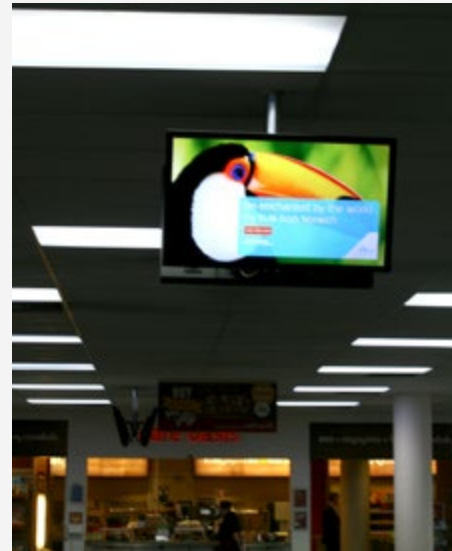
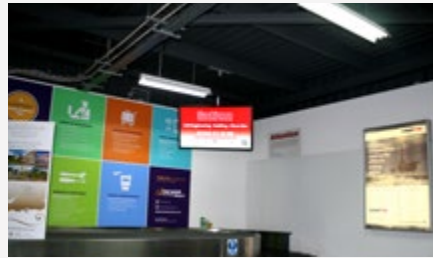




Advertising Opportunities

NORWICH AIRPORT





DIGITAL NETWORK

32" and 42" Digital Landscape HD screens, strategically placed at key touchpoints.

BESPOKE COLUMN WRAP

High-impact ceiling height wall wrap, ideally situated in the departures lounge for extended dwell time.



SPONSORSHIP

Very eye-catching opportunities where sponsors can cleverly link their creative messages to specific platforms.

LITERATURE PLACEMENT

Get your literature into the hands of potential customers to keep and take away with them.



EXPERIENTIAL

Engage with passengers face to face to promote your brand, product and services.

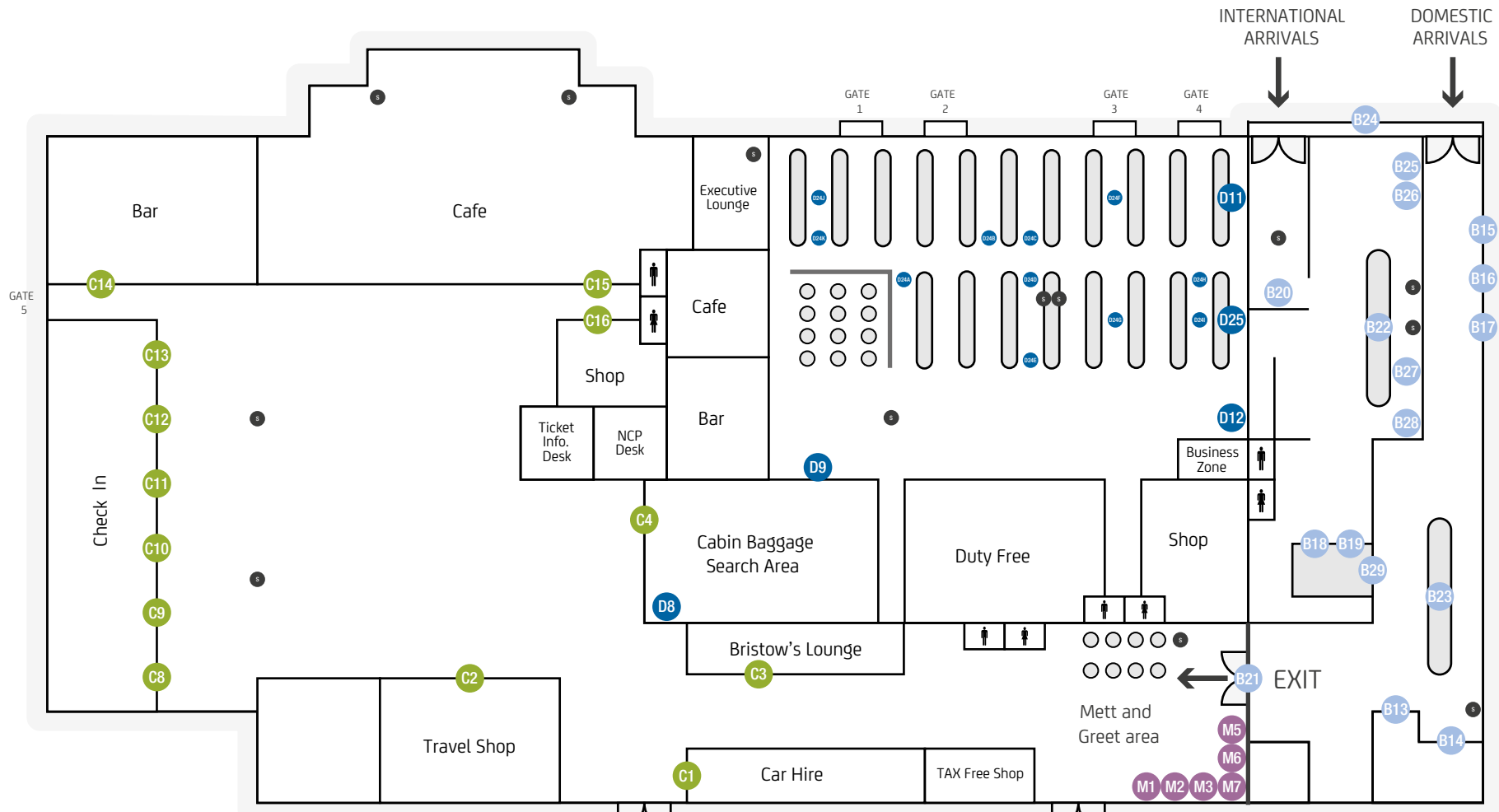
LAMPOST BANNERS

Dominate a specific car park or the terminal front which impact on both departures & arrivals.



PRODUCT PLACEMENT

Vehicle placement in car parks which target both departures and arrivals.



Key:

- Check-in Hall
- Departure Lounge
- Meet & Greet Area
- Arrivals/Baggage Reclaim
- FID's

Norwich Airport





Norwich Airport

Virginia Lidbury, Account Director

VirginiaLidbury@eyearports.com • 07495 549089

Direct Sales Office

sales@eyearports.com • 01423 706670 • eyearports.com