



# Airportfolio

Norwich Airport - Advertising Opportunities

# About Eye Airports & Airport Advertising

Airport's offers the perfect opportunity for brands to truly engage. With an average dwell time of 2.5 hours, the Airport offers a unique environment and a captive audience. The journey for holidaymakers and business travellers alike begins at the airport. Passengers are in a receptive and responsive frame of mind making advertising in airports an excellent platform to get your company message across.

With over 15 years' experience Eye Airports are the UK's leading regional airport advertising experts, showcasing your brand to a huge combined audience of 18m passengers. We understand the power of Airport advertising, working with airports across the UK we are uniquely qualified to improve client's bottom line with inexpensive and highly effective advertising campaigns.

A dedicated Account Director, will work alongside your team throughout the campaign to ensure we deliver your marketing objective and get real results. Our consultative approach ensures your campaign is tailor made to meet the needs of your business, resulting in maximum effectiveness and ultimately driving sales or enquiries.



# Norwich Airport

- Has seen consistent year on year passenger growth, with a growth of 1.6% in 2018 compared to the previous year.
- 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
- 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

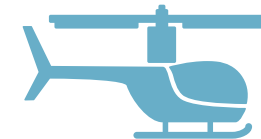


Total number of passengers (2018)



**20%**

Holiday charter



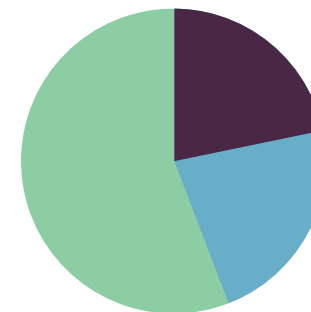
**23%**

Helicopter  
offshore traffic



**57%**

Scheduled flight



Holiday charter:

**107,316**

Helicopter offshore traffic:

**123,413**

Scheduled flight:

**305,849**

# 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 120,000 passengers to offshore platforms in 2017 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.



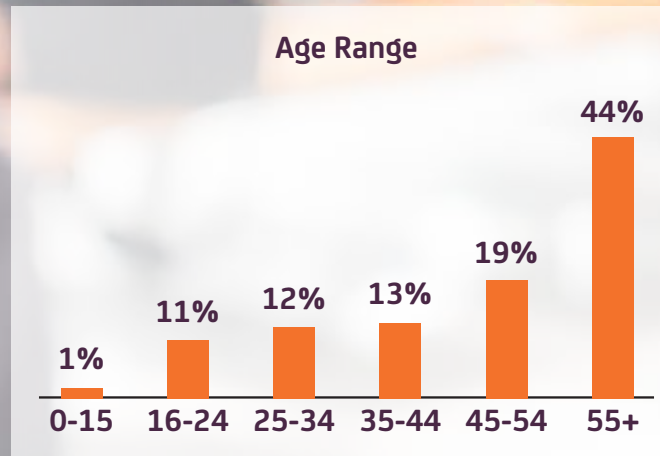
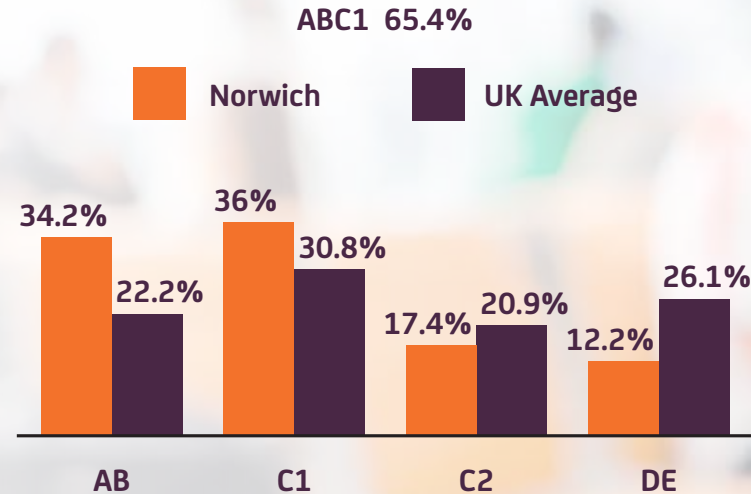
# Norwich Airport

## Annual Passenger Numbers

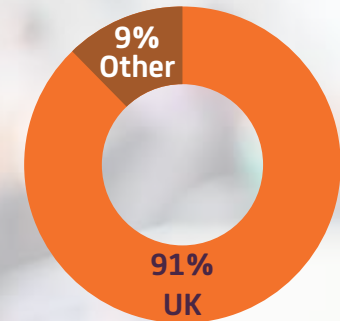
January 2018	28,422
February 2018	28,243
March 2018	34,767
April 2018	35,774
May 2018	53,568
June 2018	58,572
July 2018	59,009
August 2018	60,936
September 2018	57,209
October 2018	52,401
November 2018	35,191
December 2018	32,486

**Total 536,578**

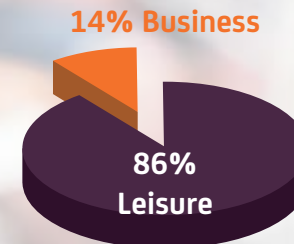
## Demographic Passenger Profile



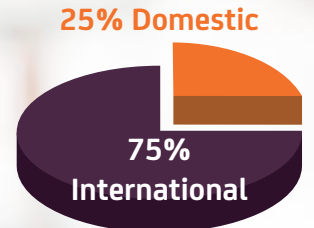
## UK Audience



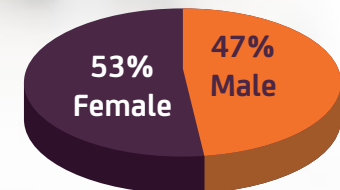
## Journey Purpose



## Destination / Termination Type



## Gender Split



# Airlines & Tour Operators

Well-established airlines and tour operators cater for a range of holiday type 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.



## Top Destinations

### Domestic

Aberdeen  
Edinburgh  
Exeter

Manchester

### International

Amsterdam  
Palma  
Tenerife  
Menorca  
Corfu  
Ibiza

# Advertising Opportunities



# Digital Network

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



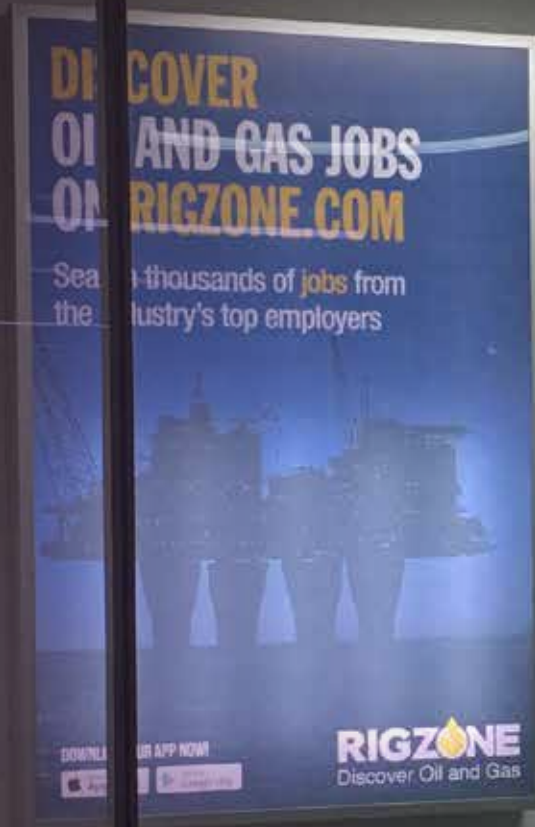
# Bespoke Column Wrap

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



# 6 Sheets

Traditional and effective backlit portrait units, displaying your advertising in key locations throughout the airport.



# External Panels

External panels visible to vehicles arriving and departing the airport.



# Norwich Airport Sales

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## Eye Airports

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