

A GOLDEN OPPORTUNITY

George Best
BELFAST
CITY AIRPORT
MEDIA PACK

AIRPORT ADVERTISING

Airport advertising delivers one of the highest concentration of business passengers in the industry.

If you are looking to connect with senior level executives, affluent consumers or global opinion leaders the airport is a better choice than many other media streams.

Belfast City Airport is no exception and provides a fantastic platform for advertisers to interact and engage with passengers on a deeper level.

The Belfast City Airport proposition can deliver lasting benefits to advertisers, by exploring the elite airport audience, the iconic sites available and the unique mindset induced by the environment.



Airports offer a unique environment for advertisers to explore, providing an opportunity to reach and engage millions of influential business decision makers, affluent consumers and opinion leaders.

ABOUT BELFAST



Belfast has developed a well-earned reputation as one of Europe's premier business and conference locations.

With a population of just under 2 million, Northern Ireland has a thriving business community and a strong educational performance.

The availability of premium hotel accommodation and the growth of world-leading conference and exhibition venues, such as the newly-refurbished Belfast Waterfront, has established the city's position as the preferred choice for many national and international events.

Thanks to ongoing efforts to revitalise, regenerate and renew Belfast's tourism offering, the city is now one of Europe's top visitor destinations, **with an estimated 6.5 million visitors* to the city each year.**

With the production of the critically-acclaimed Game of Thrones series head quartered in Belfast, the tourism sector has never been stronger.

In addition, the recent worldwide success of local golfer Rory McIlroy has helped maximise the potential of 'golf tourism' across the province.

Belfast City Airport has been a key factor in Belfast's rise to prominence, playing a major role in driving the city to the forefront of Europe's business and tourism landscape.

There are over

6.5m*

visitors to Belfast each year *According to Visit Belfast, 2015

ABOUT

Belfast City Airport

Belfast City
Airport

Belfast City Airport is a key strategic gateway to Northern Ireland, located just 3 miles from the city centre.

CURRENT ROUTE NETWORK

Belfast City Airport serves a range of destinations throughout the UK and Europe, catering for a mix of leisure and business passengers.



Belfast City Airport is Northern Ireland's only connection to Heathrow & London City - routes regularly used by business passengers.

ADVERTISING PORTFOLIO

Belfast City Airport is continually investing in the development of its media portfolio to remain at the cutting edge of airport out of home in Northern Ireland.

As a result of recent developments the inventory is now impactful, backlit and sophisticated.

We are always looking for ways to maximise brand impact.

The introduction of our digital free standing units offers greater flexibility and impact for our clients.



ADVERTISING PORTFOLIO

The Airport offers a unique space in which to showcase great creative work in the following formats.

EXTERNAL

Light Boxes, Branded Walkways, *Branded Fences, *Branded Shelters, Branded Windows, Branded Apron, Air-Bridge Wrap, *Side of Terminal Banner, *48-96 Sheets and 6 Sheets.

INTERNAL

Light Boxes, Sign Ware Banner Systems, Domination Corridors & Walls, Branded Glass Spectaculars, Branded Clock, Branded Wall Ownership, Branded Overhangs, Branded Railings and Branded Tiles.

AMBIENT OPPORTUNITIES

Free Standing Mega 6's, Floor Graphics, Washroom Panels and Trolley Advertising.

PRODUCT PLACEMENT

Pop Up Shops, Product Placement, Sampling and Experiential Opportunities.

SPONSORSHIP

Wi-Fi Sponsorship, Business Hub and Christmas Tree Sponsorship.

DIGITAL

Free standing digital units (portrait), large meg digital and WIFI sponsorship



ADVERTISING AUDIENCE at Belfast City Airport

AIRPORT CATCHMENT AREA

Heat map of NI with key population centres

Size of top 25 cities and towns

Settlement	Population
01 Belfast	276,459
02 Derry	83,699
03 Lisburn	71,465
04 Newtownabbey	62,056
05 Bangor	58,388
06 Craigavon	57,685
07 Castlereagh urban area	54,990
08 Ballymena	28,717
09 Newtownards	27,821
10 Newry	27,433
11 Carrickfergus	27,201
12 Coleraine	25,089
13 Antrim	20,001
14 Omagh	19,910
15 Larne	18,228
16 Banbridge	14,744
17 Armagh	14,590
18 Enniskillen	13,599
19 Strabane	13,456
20 Limavady	12,135
21 Holywood	12,037
22 Dungannon	11,139
23 Cookstown	10,646
24 Downpatrick	10,316
25 Ballymoney	9,021

38%
of passengers are visitors to Northern Ireland

62%
of all passengers are local

In an independent poll conducted in May 2012 of 700+ people in Belfast and surrounding areas - 74% of people said that they prefer to fly from Belfast City Airport over Belfast International Airport.



TRAVEL PATTERNS at Belfast City Airport

64%

of local
passengers
are travelling
on business



62%

of passengers
are frequent flyers

Northern Ireland has the third
highest propensity to fly in the UK,
- on average four times per year.

BUSINESS AUDIENCE at Belfast City Airport

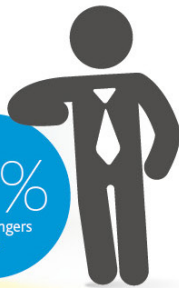
We are Northern Ireland's only out of home business channel allowing brands to connect with that hard to reach business audience.

51%

of all BCA passengers are travelling for Business

49%

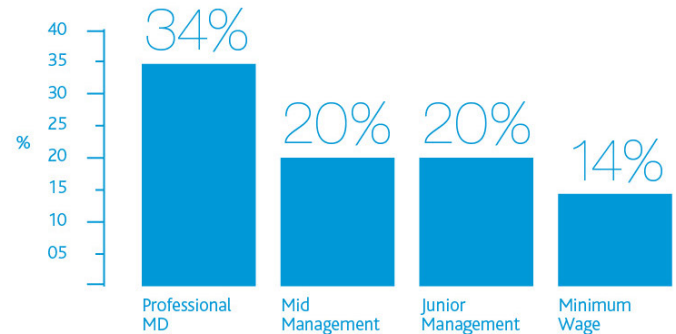
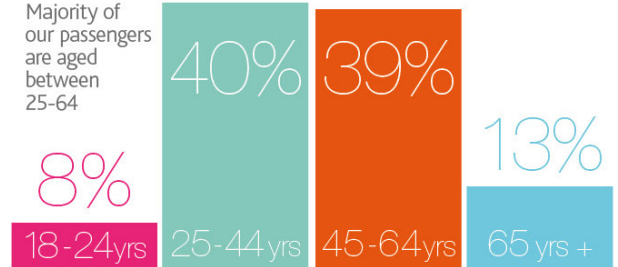
of all BCA passengers are travelling for Leisure



63%
of passengers are male

40% of our passengers are flying to London destinations.

Majority of our passengers are aged between 25-64




71%

of our passengers are ABC1
higher than UK rail audience.



PASSENGER PROFILE at Belfast City Airport

A man with a beard, wearing a grey suit, white shirt, and blue tie, is seated at a desk in an airport lounge. He is focused on a black Toshiba laptop, with his hands on the keyboard. A white mug is on the desk next to the laptop. The background shows other passengers in a well-lit lounge with framed pictures on the wall and pendant lights.

A typical passenger is;
A business traveller, between 25-54 years old with above average income who has travelled frequently through the airport over the last year.

PASSENGER MINDSET



Airport Advertising is very powerful in connecting with passengers throughout their journey. Passengers travelling through the airport are very alert with above average awareness levels.

Feeling highly alert makes them more aware of their surroundings and more receptive to usual stimuli, including advertising messages.

Thousands of people walk around Belfast City Airport each day.

The airport offers a number of opportunities to reach passengers at various parts of the terminal.

Belfast City Airport is a feel-good environment where brands and consumers come together. This makes the airport such a creative environment.

Have a look at a typical passenger journey and some of our products overleaf.

PASSENGER JOURNEY at Belfast City Airport

Belfast - London Business Day Meeting



Arriving at Belfast City Airport

MONDAY
7.00



Entering Departures

MONDAY
7.20



Waiting at the BA Business Lounge

MONDAY
7.35



Exit through Main Concourse

MONDAY
18.00

MONDAY
18.05



Checking in

MONDAY
7.05



ATM at Departures

MONDAY
7.25



Return through Arrivals

Overnight Business Conference



Arriving at Belfast City Airport

MONDAY
7.00



Coffee at Main Concourse

MONDAY
7.05



Shopping at the Duty Free

MONDAY
7.20



Leaving Belfast City Airport

MONDAY
7.25

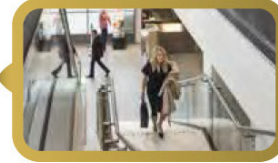
MONDAY
7.35

TUESDAY
18.00

TUESDAY
18.05



Flight Check-in



Departure Lounge



Following Day Return

1. Exterior

Exterior formats offer the highest opportunity to see targeting Departing and Arriving passengers along with Meeters and Greeters.



Sydenham Bypass Lightbox



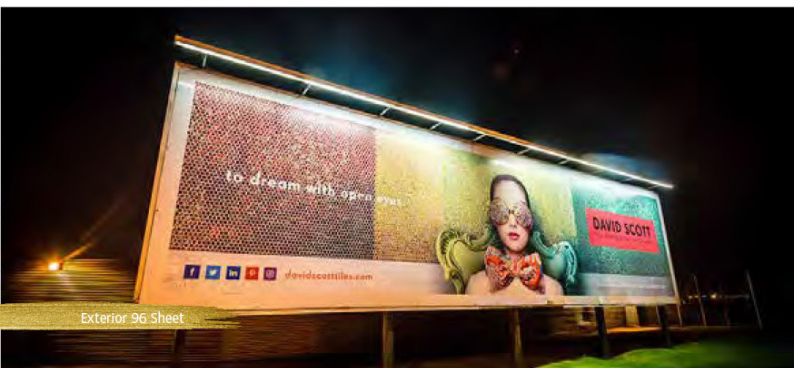
Branded Air Bridge



Welcome Light Box at Entrance



Premium Exterior Fence Package



Exterior 96 Sheet



Branded Set Down & Drop off Shelter



Branded Taxi Shelter

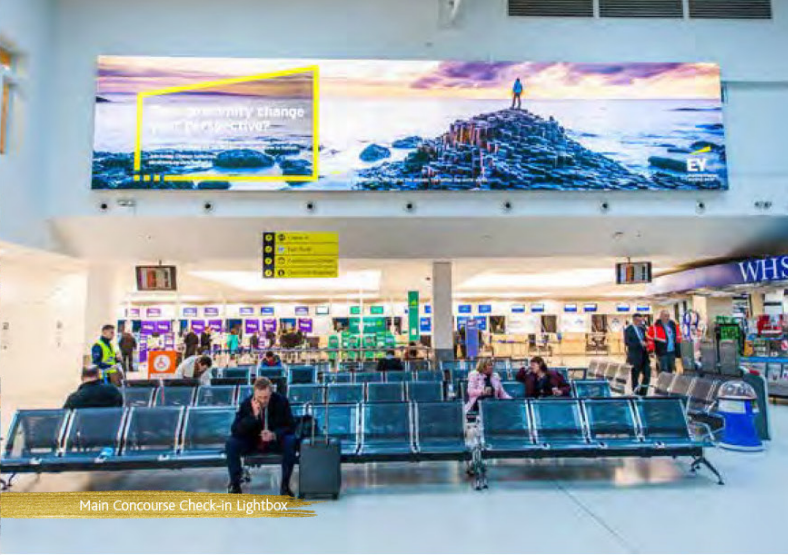
2. Main Concourse

The Main Concourse is home to a number of spectacular formats, offering the highest opportunity to see.

Departing and Arriving passengers use this space along with meeters and greeters.



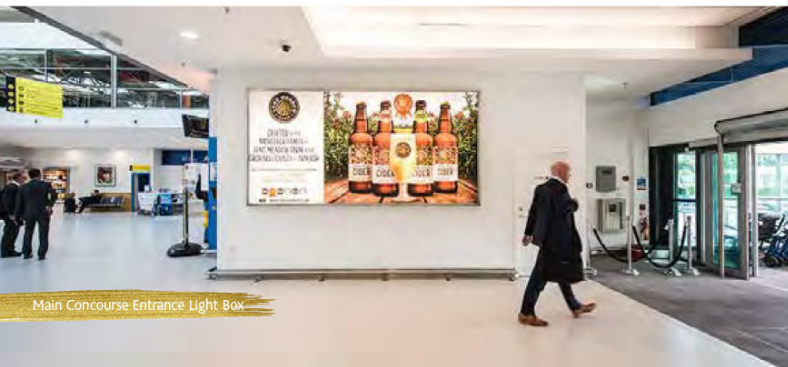
Main Concourse Large Exit Lightbox



Main Concourse Check-in Lightbox



Branded Doors



Main Concourse Entrance Light Box



Main Concourse Clock



3. Departures

Departures is prime space for advertising where our passengers have dwell time to absorb messages.

With up to 2 hours plus in Departures passengers are receptive to messages prior to boarding.



Departure Signware Banner



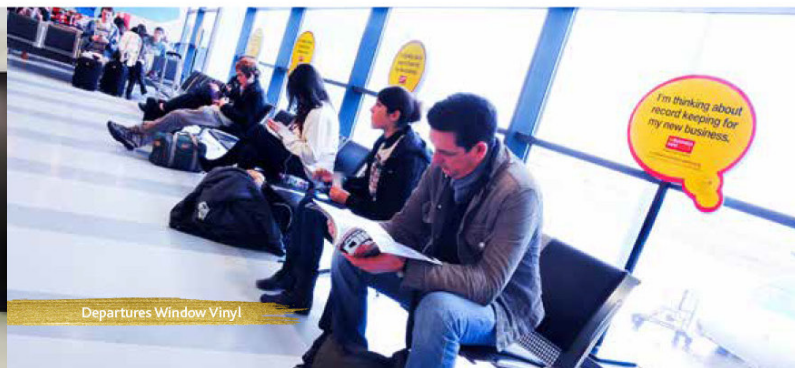
Business Hub



Departure Stairwell Overhang



Boarding Gate Wall Wrap



Departures Window Vinyl

4. Business Lounge

Business lounges are key to reaching high end business passengers. With 51% of passengers travelling on business there is a high demand for lounge access.

There are 2 lounges, BA and Aspire. Aspire is used by walk up customers and also services Aer Lingus and Flybe premium users.



Branded Airbridge

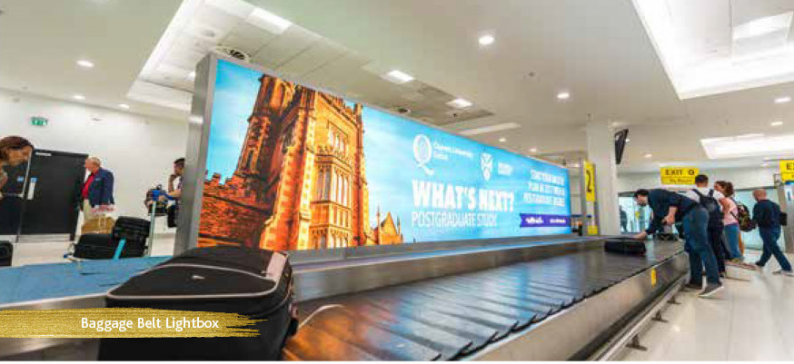


Branded business lounge overhangs

Branded Business Lounge Overhangs



Branded Apron Glass



Baggage Belt Lightbox



Arrivals/Customs



Arrivals Transit Corridor Domination



Arrivals Wall



Arrivals Wall

6. Product Placement

The airport is a prime location for product placement, with around 11,000 passengers in the Main Concourse on an average day.

Talk to us if you want to sample or have a welcome stand or pop-up shop request.



Bespoke Stand/Stand Rental



Pop-up Shop



Tayto Sampling



Car Placement



Exterior Portrait



Exterior Light Box Package



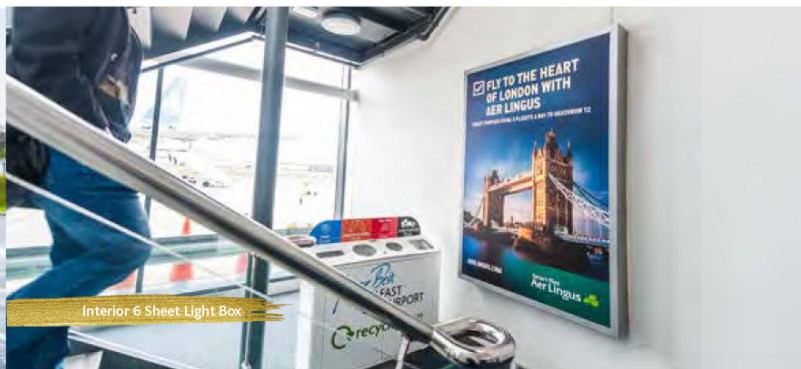
Exterior 96 Sheet Light Box



Exterior 6 Sheet



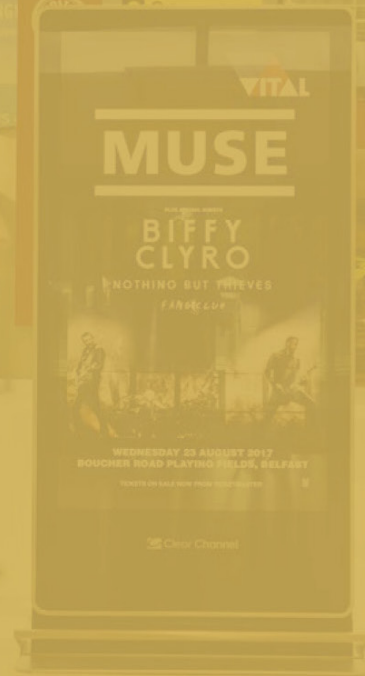
Exterior 6 Sheet



Interior 6 Sheet Light Box

8. Digital Pods

Our free-standing digital pods are strategically positioned near the main entrance and exit doors in the Main Concourse. These offer clients greater flexibility when campaign planning.





Digital Pod



Digital Pod



Digital Pod

George Best BELFAST CITY AIRPORT

Business Achievers Awards 2015

ENTER YOUR BUSINESS

Final call to enter Ulster Bank Business Achievers Awards

Northern Ireland companies are being reminded that the deadline for entering the Ulster Bank Business Achievers Awards is fast approaching (September 2015). The overall winner of the awards, which have 6 categories, will receive a £25,000 publishing bureau's business mentoring and a full-service communications workshop.

Judges will shortlist nominees for the Ulster provincial stage, and winners will then compete in their respective categories at an all-Ireland awards ceremony in December. One all-Ireland category winner will also be crowned overall Ulster Bank Business Achiever 2015.

Companies can enter at www.BusinessAchieversAward.com



Business Achievers Award 2015

ENTER YOUR BUSINESS

George Best Belfast City Airport

Follow Us On

George Best Belfast City Airport

Follow Us On

Registered Company Number: NI1636

George Best BELFAST CITY AIRPORT

Pick your city break
From Belfast in Europe

It's not just football fans who can enjoy the Euros this summer, you can too from our 2015 air €79 award!

KLM have fantastic deals on Great Britain from Belfast City in November, and some very attractive fares on connections to the hottest European destinations.

AMSTERDAM...

From only €79 return, you can see the bright lights and picturesque sights of Amsterdam, conveniently from Belfast City Airport.

Enjoy the beauty and the sights of the city, take a trip to the Heineken Experience or a quick bar round overlooking the city skyline.

Go on, grab a connection and go Dutch the Flying Bear with **€250**!

PARIS...

Would you... a try in Paris?

See flights from Belfast City to the French capital (available from just €79 return, there's never been a better time to book).

Look At... Fashion... Food... Paris has it all, and so do our seats!

Book today with **€250** - we guarantee you'll love it!

BARCELONA...

You need to keep in mind that at Barcelona we use 1248 return tickets to Belfast from Belfast City Airport (see below).

Barcelona has something for everyone - beach, historic sites, world-famous football clubs and major exhibitions. If the space and business facilities from the shopping and architecture awards, visit www.belfastcityairport.com for more information.

George Best Belfast City Airport

Follow Us On

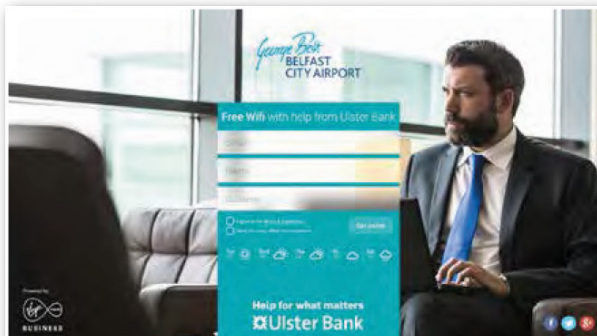
Registered Company Number: NI1636

George Best BELFAST CITY AIRPORT

Free Wi-Fi with help from Ulster Bank

Help for what matters

Ulster Bank



Ulster Bank free Wi-Fi

George Best BELFAST CITY AIRPORT

Flight information

Get together. Over coffee.

We are now Open at Belfast City airport

ARRIVALS	DEPARTURES																																																																								
<table border="1"> <thead> <tr> <th>Airline</th> <th>Flight No.</th> <th>ETA</th> <th>Flight Information</th> </tr> </thead> <tbody> <tr> <td>Edinburgh</td> <td>80681</td> <td>08:00</td> <td>Landed 11:03 INNOV CAN STAND</td> </tr> <tr> <td>London City</td> <td>80135</td> <td>09:30</td> <td>Landed 10:14 BAGGAGE IN HALL</td> </tr> <tr> <td>Fleet Airbase</td> <td>80182</td> <td>09:30</td> <td>Landed 09:50 BAGGAGE IN HALL</td> </tr> <tr> <td>Manchester</td> <td>80472</td> <td>09:55</td> <td>Landed 09:52 BAGGAGE IN HALL</td> </tr> <tr> <td>Edinburgh</td> <td>80680</td> <td>11:05</td> <td>Landed 11:27 BAGGAGE IN HALL</td> </tr> <tr> <td>Glasgow</td> <td>80125</td> <td>10:45</td> <td>Landed 10:28 BAGGAGE IN HALL</td> </tr> <tr> <td>Southampton</td> <td>80380</td> <td>10:40</td> <td>Landed 10:40 BAGGAGE IN HALL</td> </tr> <tr> <td>London Heathrow</td> <td>80031</td> <td>11:40</td> <td>Landed 10:43 BAGGAGE IN HALL</td> </tr> </tbody> </table>	Airline	Flight No.	ETA	Flight Information	Edinburgh	80681	08:00	Landed 11:03 INNOV CAN STAND	London City	80135	09:30	Landed 10:14 BAGGAGE IN HALL	Fleet Airbase	80182	09:30	Landed 09:50 BAGGAGE IN HALL	Manchester	80472	09:55	Landed 09:52 BAGGAGE IN HALL	Edinburgh	80680	11:05	Landed 11:27 BAGGAGE IN HALL	Glasgow	80125	10:45	Landed 10:28 BAGGAGE IN HALL	Southampton	80380	10:40	Landed 10:40 BAGGAGE IN HALL	London Heathrow	80031	11:40	Landed 10:43 BAGGAGE IN HALL	<table border="1"> <thead> <tr> <th>Airline</th> <th>Flight No.</th> <th>ETA</th> <th>Flight Information</th> </tr> </thead> <tbody> <tr> <td>Edinburgh</td> <td>80681</td> <td>08:00</td> <td>Landed 11:03 INNOV CAN STAND</td> </tr> <tr> <td>London City</td> <td>80135</td> <td>09:30</td> <td>Landed 10:14 BAGGAGE IN HALL</td> </tr> <tr> <td>Fleet Airbase</td> <td>80182</td> <td>09:30</td> <td>Landed 09:50 BAGGAGE IN HALL</td> </tr> <tr> <td>Manchester</td> <td>80472</td> <td>09:55</td> <td>Landed 09:52 BAGGAGE IN HALL</td> </tr> <tr> <td>Edinburgh</td> <td>80680</td> <td>11:05</td> <td>Landed 11:27 BAGGAGE IN HALL</td> </tr> <tr> <td>Glasgow</td> <td>80125</td> <td>10:45</td> <td>Landed 10:28 BAGGAGE IN HALL</td> </tr> <tr> <td>Southampton</td> <td>80380</td> <td>10:40</td> <td>Landed 10:40 BAGGAGE IN HALL</td> </tr> <tr> <td>London Heathrow</td> <td>80031</td> <td>11:40</td> <td>Landed 10:43 BAGGAGE IN HALL</td> </tr> </tbody> </table>	Airline	Flight No.	ETA	Flight Information	Edinburgh	80681	08:00	Landed 11:03 INNOV CAN STAND	London City	80135	09:30	Landed 10:14 BAGGAGE IN HALL	Fleet Airbase	80182	09:30	Landed 09:50 BAGGAGE IN HALL	Manchester	80472	09:55	Landed 09:52 BAGGAGE IN HALL	Edinburgh	80680	11:05	Landed 11:27 BAGGAGE IN HALL	Glasgow	80125	10:45	Landed 10:28 BAGGAGE IN HALL	Southampton	80380	10:40	Landed 10:40 BAGGAGE IN HALL	London Heathrow	80031	11:40	Landed 10:43 BAGGAGE IN HALL
Airline	Flight No.	ETA	Flight Information																																																																						
Edinburgh	80681	08:00	Landed 11:03 INNOV CAN STAND																																																																						
London City	80135	09:30	Landed 10:14 BAGGAGE IN HALL																																																																						
Fleet Airbase	80182	09:30	Landed 09:50 BAGGAGE IN HALL																																																																						
Manchester	80472	09:55	Landed 09:52 BAGGAGE IN HALL																																																																						
Edinburgh	80680	11:05	Landed 11:27 BAGGAGE IN HALL																																																																						
Glasgow	80125	10:45	Landed 10:28 BAGGAGE IN HALL																																																																						
Southampton	80380	10:40	Landed 10:40 BAGGAGE IN HALL																																																																						
London Heathrow	80031	11:40	Landed 10:43 BAGGAGE IN HALL																																																																						
Airline	Flight No.	ETA	Flight Information																																																																						
Edinburgh	80681	08:00	Landed 11:03 INNOV CAN STAND																																																																						
London City	80135	09:30	Landed 10:14 BAGGAGE IN HALL																																																																						
Fleet Airbase	80182	09:30	Landed 09:50 BAGGAGE IN HALL																																																																						
Manchester	80472	09:55	Landed 09:52 BAGGAGE IN HALL																																																																						
Edinburgh	80680	11:05	Landed 11:27 BAGGAGE IN HALL																																																																						
Glasgow	80125	10:45	Landed 10:28 BAGGAGE IN HALL																																																																						
Southampton	80380	10:40	Landed 10:40 BAGGAGE IN HALL																																																																						
London Heathrow	80031	11:40	Landed 10:43 BAGGAGE IN HALL																																																																						

BOOK PARKING

Friday date: Time:

Exit date: Time:

Phone Code:

Press Book Now! We'll contact you.

QUOTE ME

MY BOOKINGS

YOUR UNTAPPED AUDIENCE at Belfast City Airport

Belfast City Airport offers an elite audience in a unique mindset who are receptive to our portfolio.

This leads to brands seeing proven success for their airport campaigns. 70% of Belfast City Airport's advertising clients return for business. We have a variety of formats available at BCA, that offer you all the potential to create the right impression.

We are open to innovation so whether you do it in a subtle or striking way it's up to you. Put your name down for a visit and see for yourself.

71%

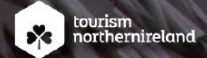
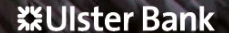
of all passengers
are ABC1

51%

of all passengers
are travelling
on business

62%

of all passengers
are local





ADVERTISE WITH US

Please contact our in-house
Media Sales Manager

Sonia Armstrong
sonia.armstrong@bca.aero
077 6019 6821