

All Departure Gates

Get closer
to your
customers

Advertising
opportunities



Bristol Airport
Amazing journeys start here

About Eye Airports and airport advertising

GET CLOSER TO YOUR CUSTOMERS

THE AIRPORT ENVIRONMENT OFFERS THE PERFECT OPPORTUNITY FOR BRANDS TO TRULY ENGAGE WITH AN 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. Business travellers are looking to be informed and affluent leisure travellers are looking to spend both their money and time and with an average dwell time of 2.5 hours, the Airport offers a unique environment and a captive audience.

With over 15 years' experience
Eye Airports are the UK's
leading regional airport
advertising experts and we
understand the power of
Airport advertising and our
sole focus is working with
airports across the UK.

We are uniquely qualified to improve client's bottom line with inexpensive and highly effective advertising campaigns.

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.

A dedicated Account Director, who is based at Bristol Airport, will work alongside your team throughout the campaign to ensure we deliver your marketing objective and get real results. We work with you through the journey from identifying locations and sites to reach your audience, advising on design, print and installation to providing photography of your live campaign and audience statistics and feedback throughout.



About Bristol Airport

BRISTOL AIRPORT IS THE FIFTH LARGEST UK AIRPORT OUTSIDE OF LONDON.

With flights operating to over **125 destinations** in **30 countries**, long haul flights to Florida, Mexico and Dominican Republic, and multiple daily services to major international hubs such as Amsterdam, Brussels and Dublin.

A diverse range of local and national advertising was seen by **8.1m passengers** who passed through the terminal in 2017, and there is planning permission in place for facilities to handle **10m passengers per annum**.



OVER £160M
INVESTED IN THE
AIRPORT SINCE 2010



FIRST ON-SITE HOTEL
OPENED FEBRUARY 2017
(HAMPTON BY HILTON)



**2ND FOR AIRPORT
SERVICE QUALITY**
IN 2017 OUT OF 18
OTHER UK AIRPORTS



8.6 MILLION
PASSENGERS FORECAST IN 2018
GROWING TO 10M BY 2021



1/5
OF ALL PASSENGERS
ARRIVE FROM WALES

Airlines & tour operators



Top 10 destinations

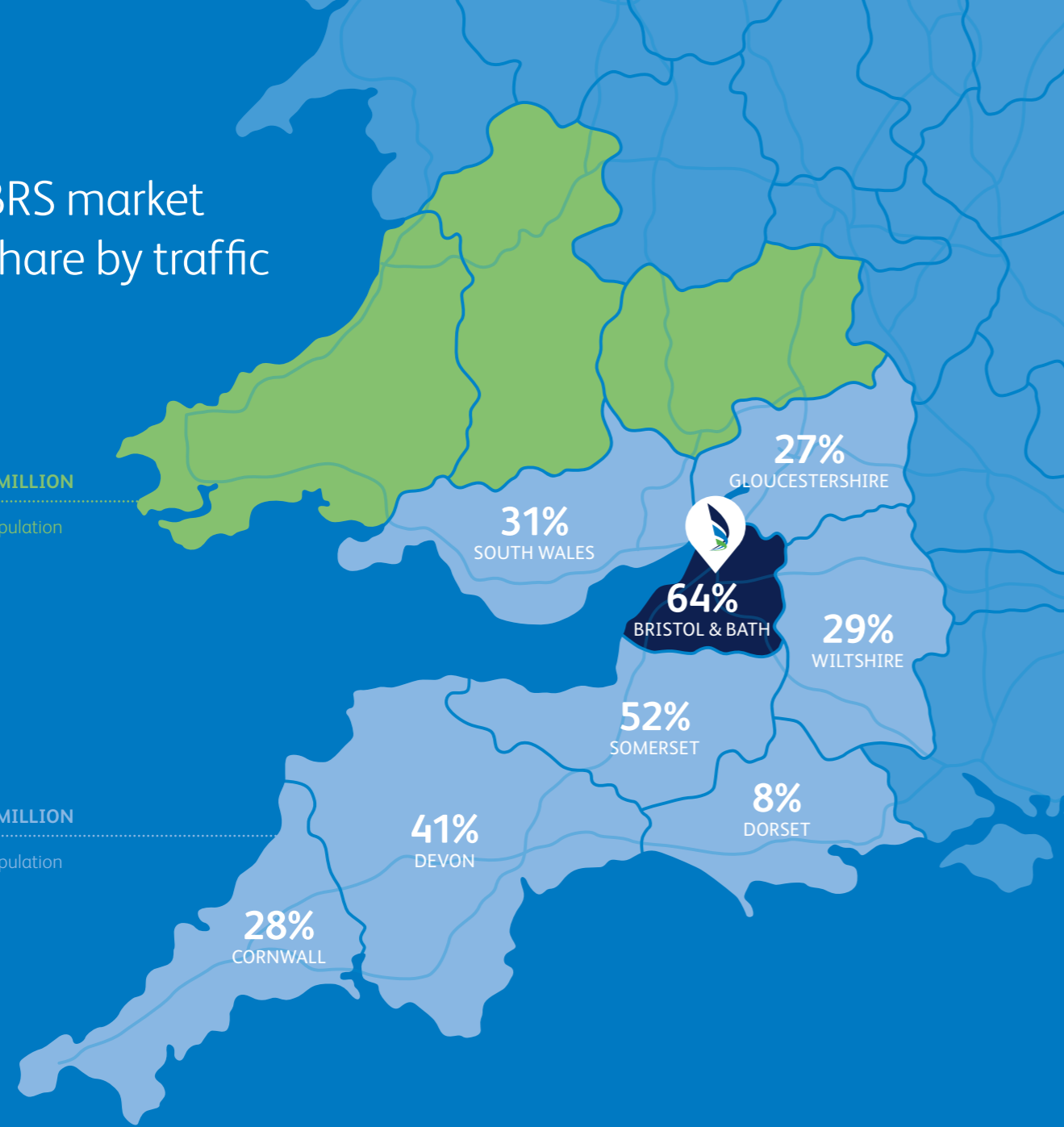
- 1 AMSTERDAM
- 2 DUBLIN
- 3 EDINBURGH
- 4 MALAGA
- 5 PALMA DE MALLORCA
- 6 ALICANTE
- 7 FARO
- 8 GLASGOW
- 9 BELFAST INTERNATIONAL
- 10 GENEVA



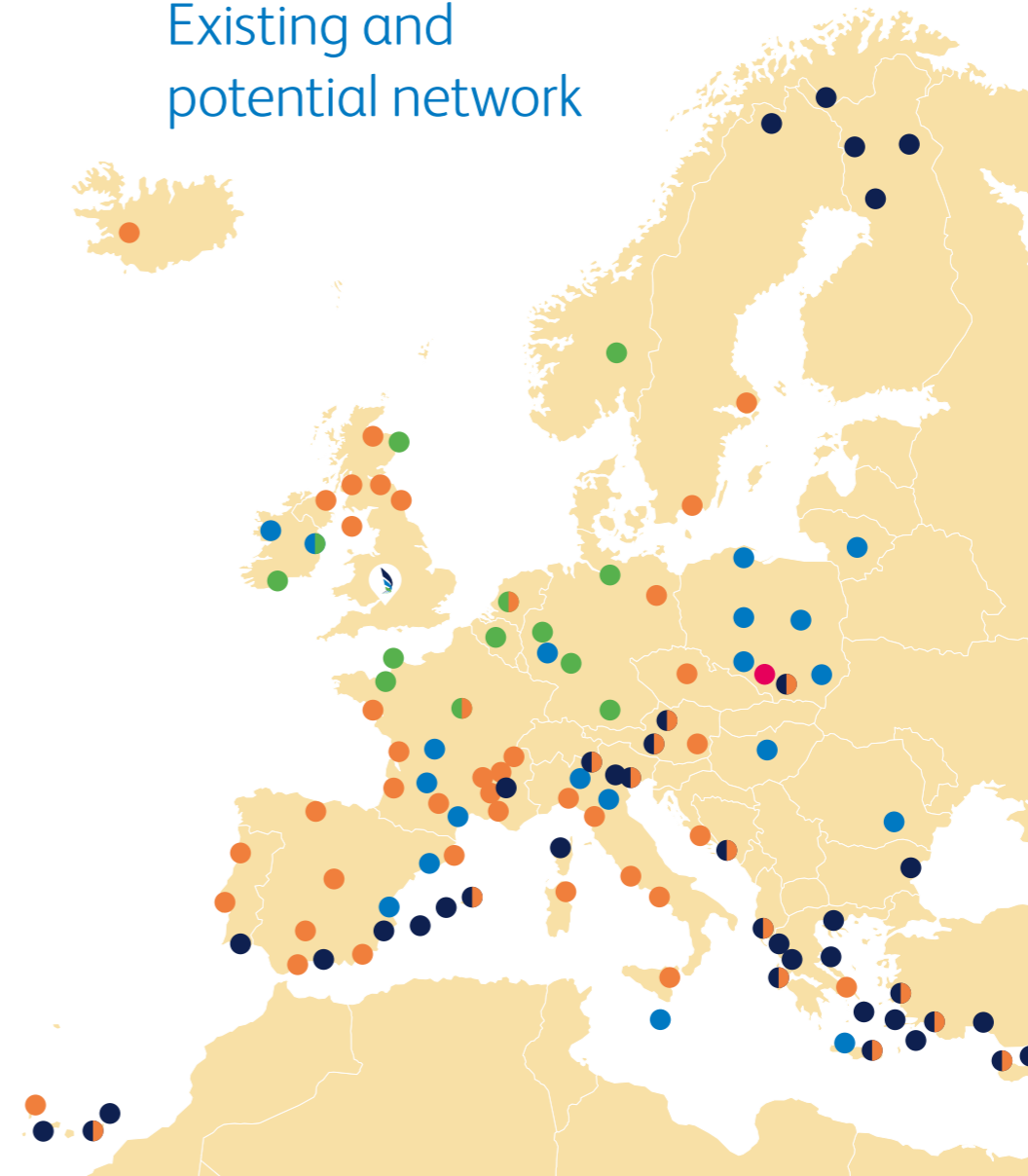
BRS market share by traffic

3 MILLION
Population

7 MILLION
Population



Existing and potential network



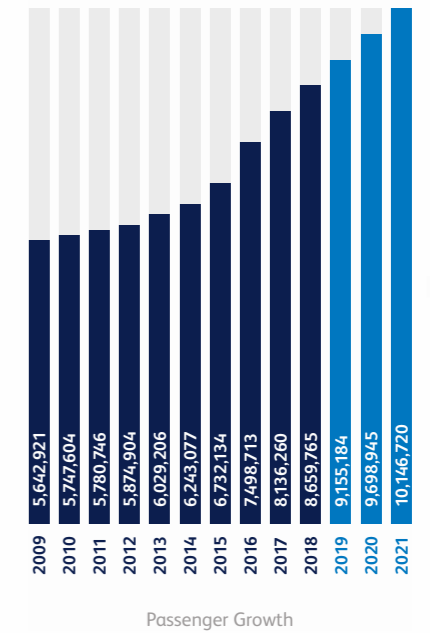
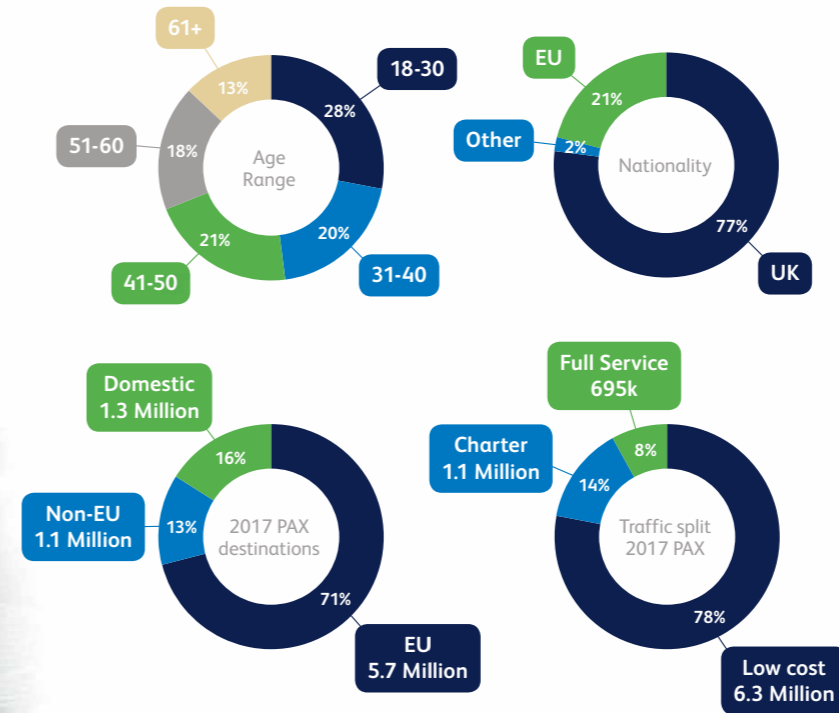
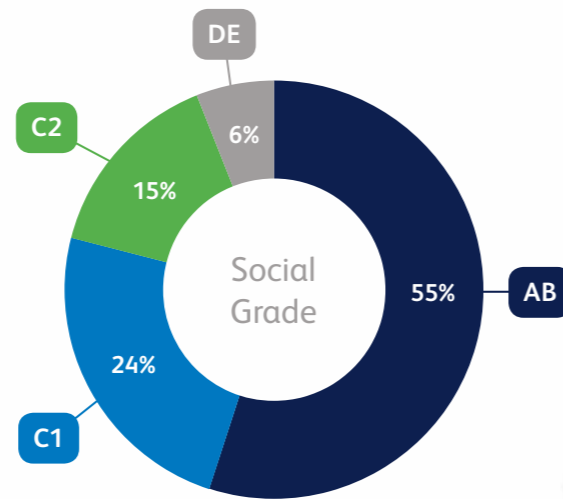
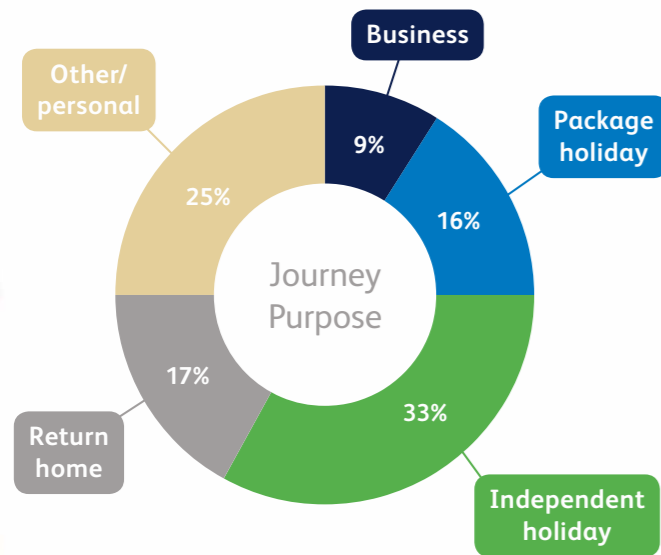
POTENTIAL NEW DESTINATIONS

- 125+ direct destinations
- 30 countries
- 16 capital cities

KEY

- Easyjet
- Ryanair
- Wizz
- Full Service
- Charter

Demographics





About Bristol

OUR TOP INDUSTRY SECTORS ARE:

High-tech

Businesses based here include: Just Eat, Dyson, SETSquared (the World's #1 university incubator), Bristol Robotics Lab.

Financial and professional services

Lloyds, Hargreaves Lansdown, Osborne Clarke and NatWest have based themselves in the region.

Digital and creative

130 production companies offering award-winning quality genres from animation to factual and natural history to entertainment. Businesses based here include: BBC, Endemol, Aardman and Bottle Yard Studios.

Aerospace and advanced manufacturing

The South West region hosts one of the largest and most significant aerospace clusters in the world. Businesses based here include: Rolls Royce, Airbus, GKN and National Composites Centre.



TOP 52

NAMED IN TOP 52 PLACES TO VISIT IN 2018 BY NEW YORK TIMES (THE ONLY ENGLISH CITY TO FEATURE)



CITY OF FILM

DESIGNATED AS A UNESCO CITY OF FILM



MULTICULTURAL METROPOLIS

HOME TO OVER 530,000 PEOPLE



NATURAL HISTORY

THE GLOBAL CAPITAL OF NATURAL HISTORY PROGRAMMES, MAKING OVER 25% OF THE WORLD'S NATURAL HISTORY FILMS



BALANCED ECONOMY

BRISTOL AND BATH IS ONE OF THE UK'S MOST BALANCED AND SUCCESSFUL ECONOMIES.

DIGITAL FORMAT

Landmark Digital Screen

- Located within Security Screening, targets all departures
- Image Dimension: 5760 x 960 Pixels
- Video Format: MP4 compressed with H265



DIGITAL FORMAT

70" D6 Digital Screens – Departures

- Located to engage with captive audiences within the departure areas
- Dimensions: 1080 x 1920



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DIGITAL FORMAT

70" D6 Digital Screen – Domestic Arrivals

- Head on site seen by all domestic arrivals passengers as they enter and exit the domestic baggage reclaim
- Dimensions: 1080 x 1920

DIGITAL FORMAT

70" D6 Digital Screens – International Arrivals

- Head on to all international arrivals passengers as they walk through and dwell in the baggage hall
- Dimensions: 1080 x 1920



MOVABLE FORMAT

Trolleys

- Target passengers as they venture around the terminal with trolley advertising. A great way to create repetition of a simple brand or message.



EXTERNAL FORMAT

Triangular Banner Site

- Situated on the roundabout at Airport entry, this site can target arriving and departing passengers. It can be used to create a lasting impression as it is the final image seen when leaving the airport.



EXTERNAL FORMAT

External Walkway Wrap

- Striking 23 metre site along the covered walkway from the drop-off car park to the terminal. 10,000 passengers per week use this walkway.



EXTERNAL FORMAT

Lamppost Banners

- Target 100% of passengers with flags at the terminal front, seen by both arrivals and departing passengers and the meet and greet audience. These sites create impact and frequency for your campaign.

EXTERNAL FORMAT

Illuminated 48 Sheets

- Unmissable opportunity reaching either an arriving or departing audience.



STATIC FORMAT

Check-in Lightboxes

- Create a first and lasting impression with these well-located lightboxes, situated above check-in desks. Excellent visibility for 100% of departing passengers as they check-in and begin their journey.



STATIC FORMAT

Illuminated 6 Sheets

- Eye-level panels offer excellent visibility and brand building opportunities through key dwell areas of the airport along departure and arrivals walkways and within baggage reclaim.



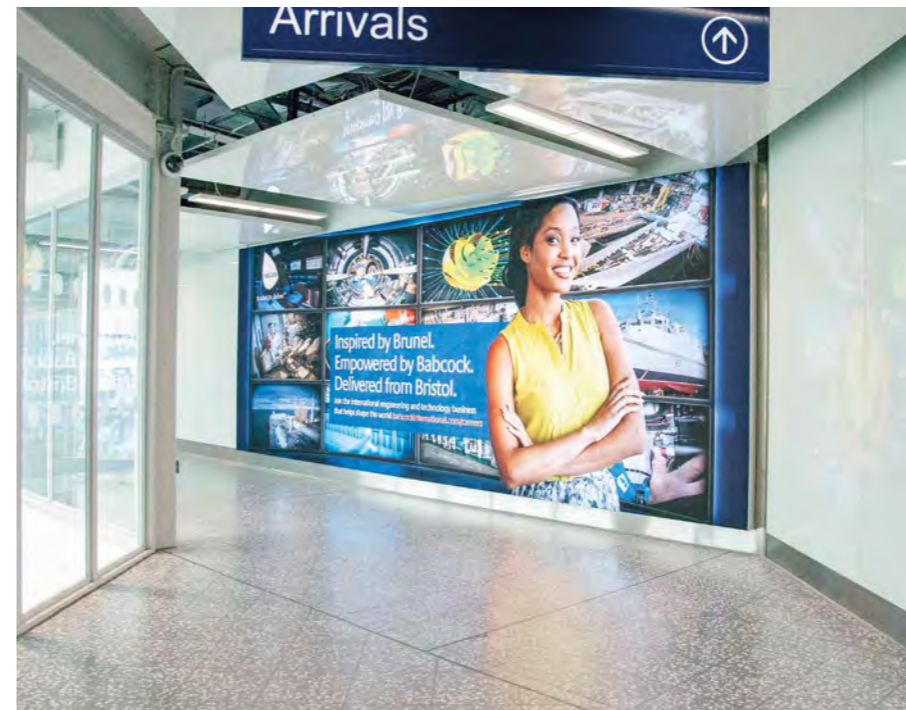
STATIC FORMAT

Departure Lounge Lightbox

- Large format sites situated to deliver direct sight lines, high dwell times and a captive audience in various locations both airside and landside.



Bespoke - we also offer bespoke solutions, speak to us for more information.



STATIC FORMAT

Wall Wraps

- These striking wall wraps reach an arrival or departures audience as they journey through the walkway to board the plane or on arrival into Bristol to collect luggage.

STATIC FORMAT

Arrivals Lightbox

- Large format sites along the arrivals route positioned to engage with arriving passengers from plane to leaving the airport both airside and landside

Prices subject to vat.

CONTACT DETAILS

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