



# Miami International Airport

Miami, FL

Miami Airport Concession LLC

## Market Overview

- Visitors continued to travel to Greater Miami and the Beaches primarily for leisure/vacation purposes, making up 84.8% of the visitor market in 2016. This was an increase from 2015 of nearly 3%, whereas traveling for business and convention was 6.6% in 2016. The remaining visitors were in Miami for a cruise (5.0%) or were visiting for personal/other reasons (3.6%)
- Latin America made up 68% of the overnight international visitors - with South America accounting for 71% of the traffic
- Among domestic visitors, the majority visiting Greater Miami and the Beaches traveled from the Northeast; the top domestic markets were New York, Chicago, Philadelphia, Boston and Atlanta
- PortMiami is among America's busiest ports and recognized as a global gateway. It contributes more than \$27 billion annually to Miami-Dade County

## Airport Overview

- MIA closed out another successful year by setting a new all-time passenger record. Nearly 44.6M passengers passed through the airport in 2016, surpassing the previous record of 44.3M passengers in 2015
- MIA closed out 2016 adding four new international passenger carriers such as Eurowings, Silver Airways, Scandinavian Airlines and Dominican Wings
- MIA has 106 carriers serving 106 nonstop destinations both domestically and internationally

## Fast Facts

2016 total passengers	44,584,603
Average monthly passengers	3,715,384
% Domestic travelers	52%
% International travelers	48%
% Business passengers	40%
Total number of terminals	6
Total number of airlines	106

## Travelers' Demographic and Lifestyle Summary

Average household income	\$83,386
Average age	46
Average market value of owned home	\$372,070
(market average = \$315,303)	

## Market Penetration

52% of the Miami DMA adults traveled by air in the past year; of these adults, 56% departed from Miami International Airport. MIA is the primary point of departure for this region.

## Residence of Miami Airport Travelers by County

Miami-Dade	79%
Broward	20%
Monroe	1%



Sources: Miami International Airport, 2016 Nielsen/Scarborough Research Corp./VNU, Miami Herald

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# Profile of all MIA Travelers

Adults in the Miami DMA departing from MIA

Miami Airport Concession LLC

Advertising at Miami International Airport reaches the most desirable audience of the Miami DMA, as well as affluent Latin American travelers.

## Traveler Purchasing and Lifestyle Highlights

Miami air travelers spend more on automobiles, entertainment, fashion, and cosmetic products than most adults in the Miami DMA.

### Automotive (yr)

	Index
New car owned is Infiniti	344
New car owned is Mercedes	243
New car owned is Volvo	229
New car owned is Audi	187

- MIA air travelers represent a potential of over \$3.6 billion in new vehicle sales in 2017
- MIA travelers are 73% more likely to own a new luxury vehicle than the average adult in the Miami DMA
- 45% of MIA travelers have wireless capability (Bluetooth, Wi-Fi, etc) while 43% have satellite radio capability (SiriusXM) in their current vehicle

### Apparel (yr)

	Index
Spent \$500+ on men's business clothing	260
Spent \$500+ on men's shoes	254
Spent \$500+ on women's business clothing	250
Spent \$500+ on men's casual clothing	229
Spent \$500+ on women's shoes	214

### Jewelry (yr)

- MIA travelers spend an average \$467 on jewelry annually
- They are more than 2x more likely to spend \$500+ on fine jewelry annually than the average adult in the Miami DMA
- Nearly 40% of all adults in the Miami DMA who have purchased jewelry annually, depart from MIA

### Health & Beauty (yr)

- 71% of MIA female travelers have purchased cosmetics, perfumes and skin care items annually
- They are 3x more likely to spend \$500+ on skin care items than the average adult in the Miami DMA

### Recreation/Entertainment (yr)

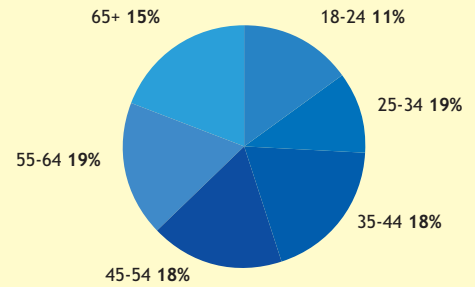
	Index
Attended South Beach Wine and Food Festival	250
Attended Miami Open	225
Attended Miami Heat basketball game	172
Attended any paid ticket music concert	149

- 40% have visited a casino in the past year; they are 66% more likely to visit Magic City Casino and 2.5x more likely to visit Resort World Bimini than the average adult in the Miami DMA
- 40% have been on a cruise in the past 3 years
- 46% have attended a professional sporting event in the past year

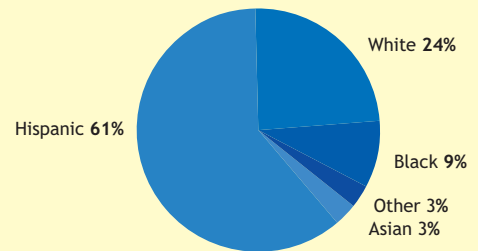
Male 53% Female 47%

## Percentage of Travelers by Age

Average Age: 46



## Percentage of Travelers by Race



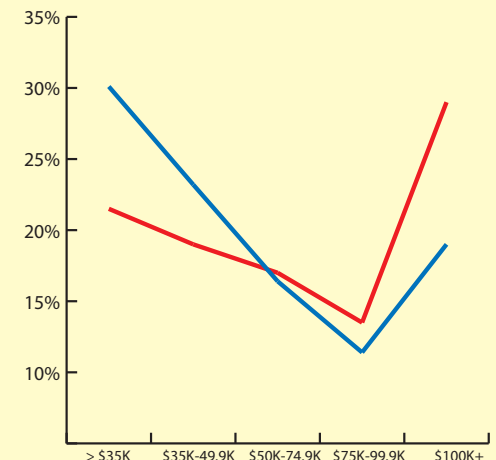
## Education

	Index
Post Graduate degree	178
College Graduate	124

## Household Income

All MIA Travelers (Average HHI: \$83,386)

Miami DMA (Average HHI: \$67,686)



Sources: Miami International Airport, 2016 Nielsen/Scarborough Research Corp./VNU, Miami Herald

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# Profile of MIA Business Travelers

Business professionals in the Miami DMA departing from MIA

## Traveler Purchasing and Lifestyle Highlights

Business travelers represent the elite of the Miami DMA; they are mainly affluent middle-aged men with significantly higher-than-average household incomes.

Corporate Purchasing (yr)	Index
Business travel/convention arrangements	395
Computer hardware/software	356
Information technology	319
Overnight delivery services	265
Office equipment/supplies	255

Financial	Index
Market value of owned home is \$1,000,000+	317
Has second home/real estate property	255
Used an accountant	236
Used a financial planner	192
Has stocks/stock options	186
Has money market funds	167

### Technology (yr)

- MIA business travelers spend \$3,007 on electronics annually
- 97% of MIA business travelers own a Smartphone (Android, BlackBerry, iPhone, etc.) while 68% own a Tablet (iPad, Galaxy Tab, Kindle Fire etc)
- 87% own a high-definition TV (HDTV)
- They are 39% more likely to have a streaming media player (Apple TV, Roku) than the average adult in the Miami DMA

### Credit Cards

- 93% regularly charge their credit card
- The top choice of credit card payment among MIA business travelers is VISA at 71% share, followed by MasterCard at 60%
- They are 94% more likely to use an American Express card than the average adult in the Miami DMA

Internet Purchases (yr)	Index
Spent \$2,500+	299
Cultural event tickets	244
Sporting event tickets	242
Music downloads	224
Airline tickets	193
Flowers	193
Insurance	189

Social Media	Index
LinkedIn	225
Yelp	201

- 73% of MIA business travelers use Facebook monthly

Leisure/Activity (yr)	Index
Snow skiing/snowboarding	493
Tennis	279
Hiking/backpacking	216
Golf	180
Photography	179
Yoga/Pilates	172

Hotels/Car Rentals (yr)	Index
Westin	431
Four Points by Sheraton	424
Radisson	368
Hyatt	326
Hilton	253

- The top choice of car rental companies among MIA business travelers is Enterprise at 24% share, followed by Budget at 16% share

Male 63% Female 37%

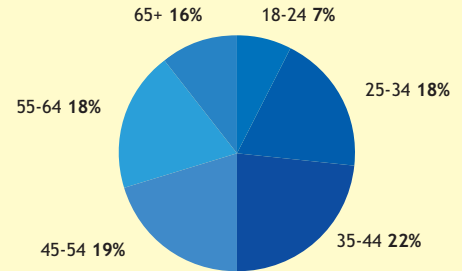
## Employment Characteristics

Percentage of professionals flying in the Miami DMA who depart from MIA

IT professionals	72%
Attorneys/judges	58%
Healthcare practitioners	58%
Financial specialists	58%
Architect/engineer	54%

## Percentage of Travelers by Age

Average Age: 47



## Household Income

All MIA Business Travelers (Average HHI: \$102,011)  
Miami DMA (Average HHI: \$67,686)

