



Dallas Fort Worth International Airport

Dallas, TX

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Market Overview

- 4th most populous U.S. metro area
- Dallas' economy has multiple points of strength, including aerospace and defense, insurance, financial services, life sciences, data processing and transportation
- Dallas is the hub of business in North Texas. Thirty-eight percent of all businesses headquartered in DFW that employ more than 1,000 people globally are based in the city. Dallas has over 19,000 micro-businesses, and a quarter of all small businesses in DFW are in Dallas

Airport Overview

- 4th busiest in the U.S., 11th busiest in the world
- Services 168 domestic and 57 international destinations
- Icelandair will begin new service to Reykjavik's Keflavik International (KEF) in May 2018; the airline will serve DFW to KEF four times per week
- Customers from DFW now have non-stop access to two of the most popular destinations in Europe - Rome and Amsterdam. American Airlines will operate the seasonal flights daily from May to September for the peak summer travel season

Fast Facts

2017 total passengers	66,345,832
Average monthly passengers	5,528,819
% Domestic travelers	87%
% International travelers	13%
% Business passengers	39%
% Connecting passengers	54%
Total number of terminals	5
Total number of airlines	29

Travelers' Demographic and Lifestyle Summary

Average household income	\$99,694
Average age	44
Average market value of owned home	\$325,274
(market average= \$265,026)	

Market Penetration

49% of the adults in the Dallas DMA traveled by air in the past year; of these adults, 84% departed from Dallas Fort Worth International. DFW is the primary point of departure in the Dallas DMA.

Residence of Dallas Fort Worth Airport Travelers by County

Dallas	30%
Tarrant	28%
Denton	14%
Kaufman	1%
Other TX counties	27%



Sources: dfwairport.com, 2018 Nielsen/Scarborough Research Corp./VNU, CIR Business Lounge, Dallas Economic Development

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Profile of all DFW Travelers

Adults in the Dallas DMA departing from DFW

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Traveler Purchasing and Lifestyle Highlights

DFW air travelers spend a lot more on cars, entertainment, fashion and cosmetic products than most adults in the Dallas DMA. They are highly receptive to airport advertising with having been exposed to a digital ad display in airports in the past 6 months!

Automotive (yr)

- DFW air travelers represent a potential of over \$11 billion in new vehicle sales in 2018
- They are nearly 2x more likely to purchase a luxury vehicle next year than the average adult in the Dallas DMA

	Index
New car owned is Audi	244
New car owned is Fiat	244
New car owned is Lincoln	189
New car owned is Porsche	182
New car owned is Acura	167

- 65% of DFW travelers have Bluetooth capability in their current vehicle while 56% have a backup camera

Apparel (yr)

	Index
Spent \$500+ on men's business clothing	179
Spent \$500+ on women's business clothing	169
Spent \$500+ on women's casual clothing	168
Spent \$500+ on women's shoes	160

Jewelry (yr)

- DFW travelers spend \$437 on jewelry annually
- 40% of DFW female travelers have purchased jewelry annually
- They are 3.5x more likely to spend \$500+ on costume jewelry than the average female adult in the Dallas DMA

Health and Beauty (yr)

- DFW female travelers are nearly 3.5x more likely to spend \$500+ on skincare items than the average female adult in the Dallas DMA
- 84% purchase cosmetics/perfumes and skincare items annually
- They are 2x more likely to visit a cosmetic surgeon annually than the average female adult in the Dallas DMA

Recreation/Entertainment (yr) Index

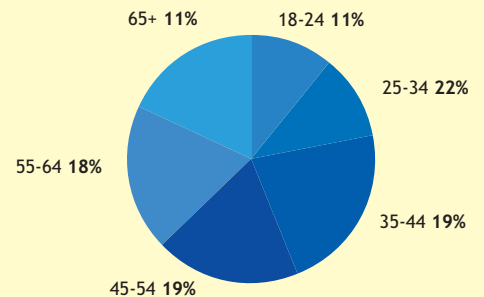
Visited Times Square (NYC)	200
Attended Cotton Bowl Classic football game	191
Attended Dallas Marathon	177
Attended Dallas Cowboys football game	168
Visited an art museum	134
Attended any professional sports event	134

- 39% of DFW travelers have been to a casino in the past year, they are 38% more likely to visit Horseshoe Bossier City Casino annually than the average adult in the Dallas DMA
- 54% plan to take a family vacation within the next year and are 2x more likely to go on an adventure vacation than the average adult in the Dallas DMA

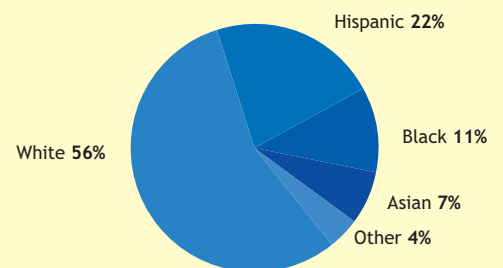
Male 54% Female 46%

Percentage of Travelers by Age

Average Age: 44



Percentage of Travelers by Race



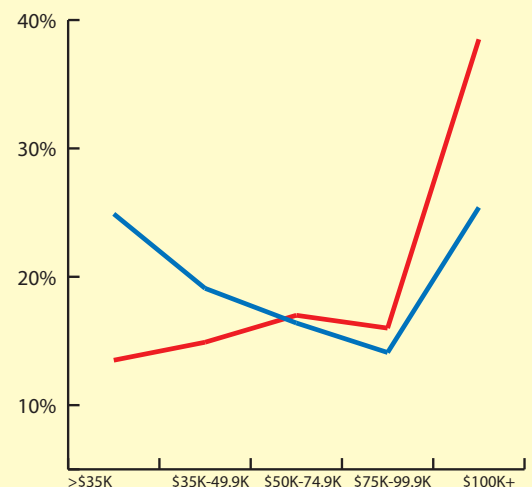
Education

	Index
Post Graduate degree	164
College Graduate	129

Household Income

All DFW Travelers (Average HHI: \$99,694)

Dallas DMA (Average HHI: \$78,791)



Sources: dfwairport.com, 2018 Nielsen/Scarborough Research Corp./VNU, CIR Business Lounge, Dallas Economic Development

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Profile of DFW Business Travelers

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Business professionals in the Dallas DMA departing from DFW

Traveler Purchasing and Lifestyle Highlights

Dallas is the hub for business in North Texas. It's the center of tourism and convention industry in Dallas-Fort Worth. It's the 8th best convention center destination in the U.S., according to Cvent. It's home to 22 Fortune 500 companies and 42 Fortune 1000 companies and it's also a major epicenter for the small business industry, with nearly 90% of Dallas businesses being classified as "small".

Corporate Purchasing (yr) Index

Business travel/convention arrangements	379
Overnight delivery services	352
Information technology	332
Office equipment/supplies	236
Computer hardware/software	213

Financial (yr) Index

Has bonds	252
Used an accountant	244
Used online investing/stock trading	227
Has stocks/stock options	208
Market value of owned home is \$1,000,000+	207
Has mutual funds	201

Technology/Electronics (yr)

- 98% of DFW business travelers own a Smartphone while 81% own a Tablet
- 61% own a high definition TV and are 2x more likely to own a Smart speaker than the average adult in the Dallas DMA
- On average, DFW business travelers spend \$2,565 on electronics in the past year

Credit Cards

- 93% regularly charge their credit card
- The top choice of credit card payment among DFW business travelers is VISA at 76% share, followed by MasterCard at 55%
- They are nearly 2.5x more likely to use an American Express card than the average adult in the Dallas DMA

Social Media Index

LinkedIn	226
Twitter	139

- 70% of DFW business travelers visit Facebook monthly

Internet Purchases (yr) Index

Spent \$2,500+	233
Airline tickets	221
Insurance	221
Wine	221
Consumer electronics	213
Sporting event tickets	208

Leisure/Activity (yr) Index

Snow skiing	373
Golf	236
Tennis	217
Soccer	215
Bowling	167
Belong to a health club	166

Hotels/Car Rentals (yr) Index

Hyatt	341
Embassy Suites	292
Hilton	281
Courtyard by Marriott	272
Doubletree	240

- 68% of DFW business travelers have rented a car in the past year

- Top car rental choices amongst this audience is Enterprise at 31% share followed by Avis at 21% share

Top Business Airlines

American
Southwest
Delta
United

Male 70% Female 30%

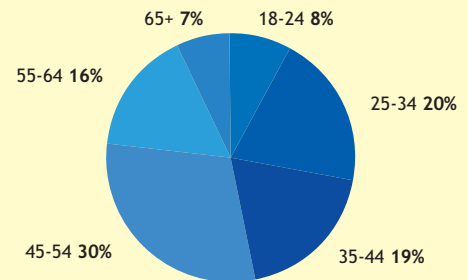
Employment Characteristics

Percentage of professionals flying in the Dallas DMA who depart from DFW

Attorneys/judges	95%
Architects and engineers	93%
IT professionals	93%
Healthcare practitioners	91%
Financial specialists	87%

Percentage of Travelers by Age

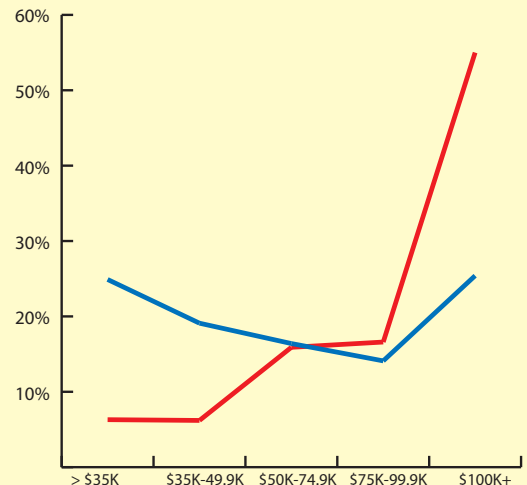
Average Age: 45



Household Income

All DFW Business Travelers (Average HHI: \$122,295)

Dallas DMA (Average HHI: \$78,791)



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