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REACH AND AUDIENCE DATA

Disclaimer

Numbers, information and overall information have been calculated from the latest research survey, conducted from January to December 2015. Although this publication has been produced with the utmost care, Outdoor One Pvt. Ltd. cannot be held responsible for any inaccuracies or misprints. All rights are reserved for the contents of this publication.

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AIRPORT FACTS & FIGURES 2015

Together we fly high



An Airport Advertising Agency



Outdoor One (Pvt). Ltd.

Reach and Audience Data

FACTS & FIGURES

2015

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Jinnah International Airport Karachi

Jinnah International Airport Karachi

JIAP Reach and Audience Facts & Figures 2014-15 have been processed with the final figures of 2014-2015. It has been specially designed to present passenger numbers; demographics and traffic flow that will support you build a precise strategy based on accurate picture of all the rudiments that make an airport such an ideal place to advertise. JIAP again reached a milestone by ending 2015 with 21.6 million passengers. JIAP is Pakistan's largest International and Domestic airport.

The facts and figures provided here are based on Constant Research in 2014-2015.

Facts & Figures

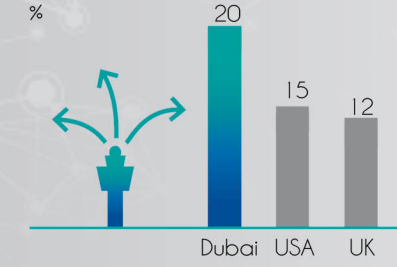


Dwell time: 150 minutes

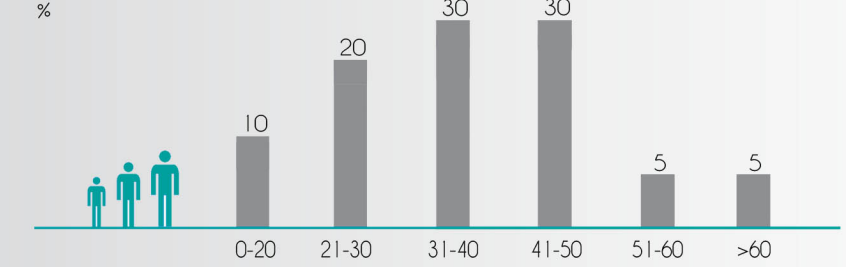
Arriving Passengers



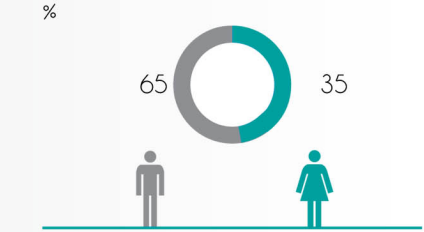
Top 3 Countries of Destination %



Age %



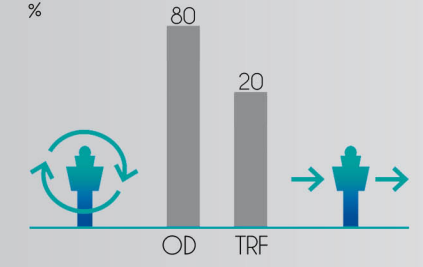
Gender %



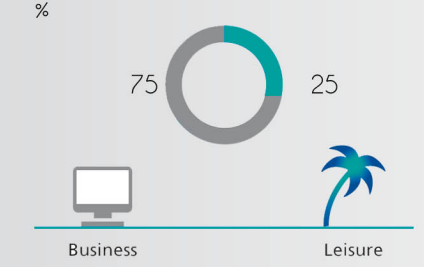
Departing Passengers



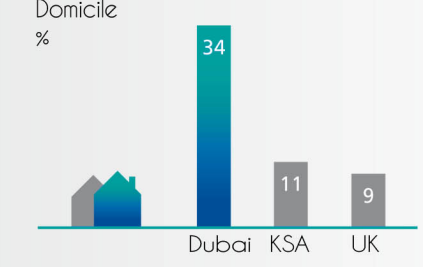
Type of Passengers %



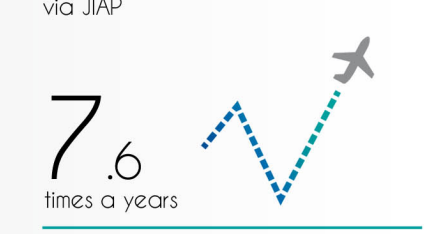
Travel Motive %



Top 3 Domicile %



Frequency of flying via JIAP



OD : Origin & Destination
TRF : Transfer

2

Pakistan Air Travel Growth Faster Than India, China & The Rest of The World

Pakistan Air Travel Growth Faster Than India, China & The Rest of The World

IATA (International Air Transport Association) has forecasted that Pakistan's domestic air travel will grow at least 9.5% per year, more than 2X faster than the world average annual growth rate of 4.1% over the next 20 years. The Indian and Brazilian domestic markets will grow at 6.9% and 5.4% respectively

International Air Travel Growth Rate
8% fastest growth in Passenger Traffic In 3 Years



Top most traveling countries in the world
Pakistan is #51 in the world's ranking.

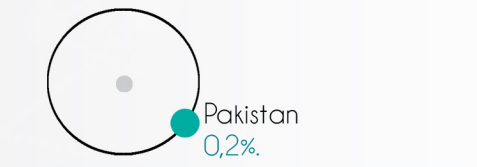


Domestic Air Travel Growth Rate Forecast



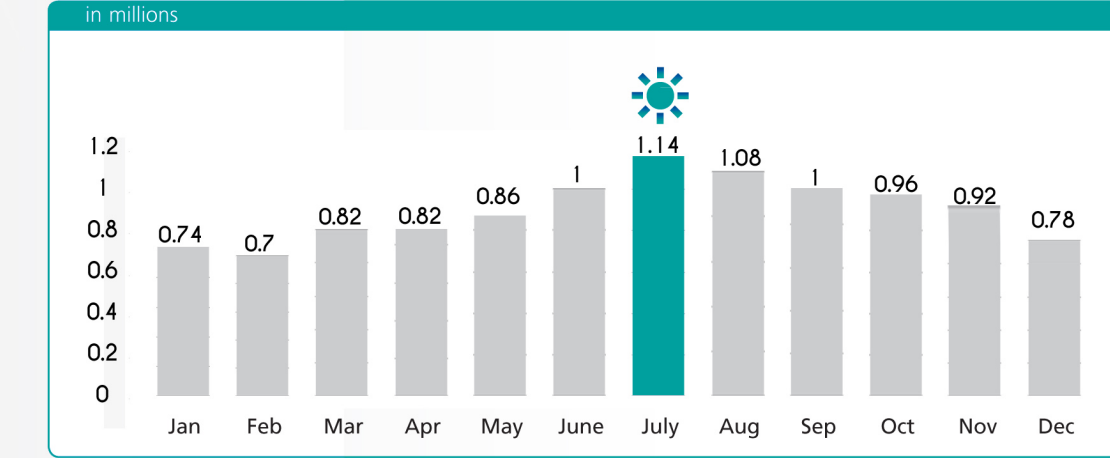
Source: CAA Via Express Tribune

World share for Pakistan
Pakistan has a world share of 0.2%

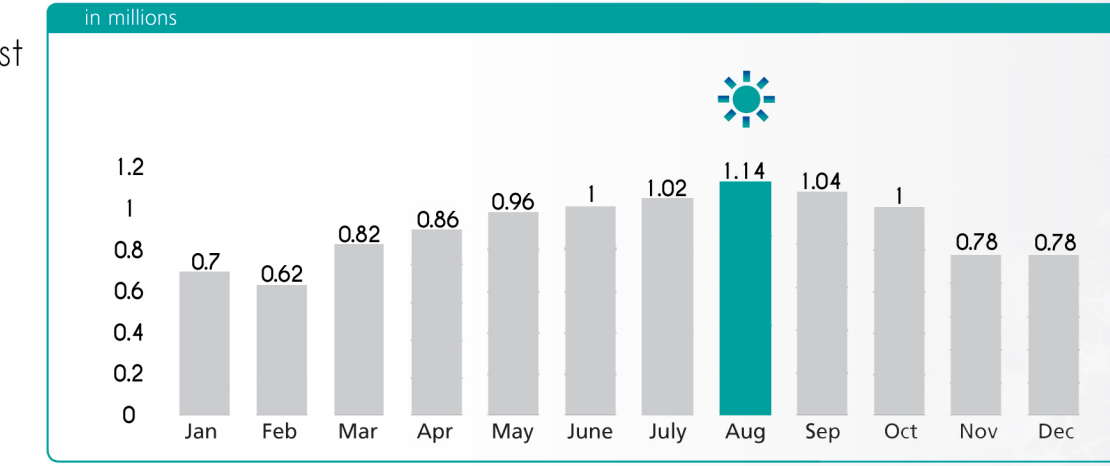


Source: Factfish.com

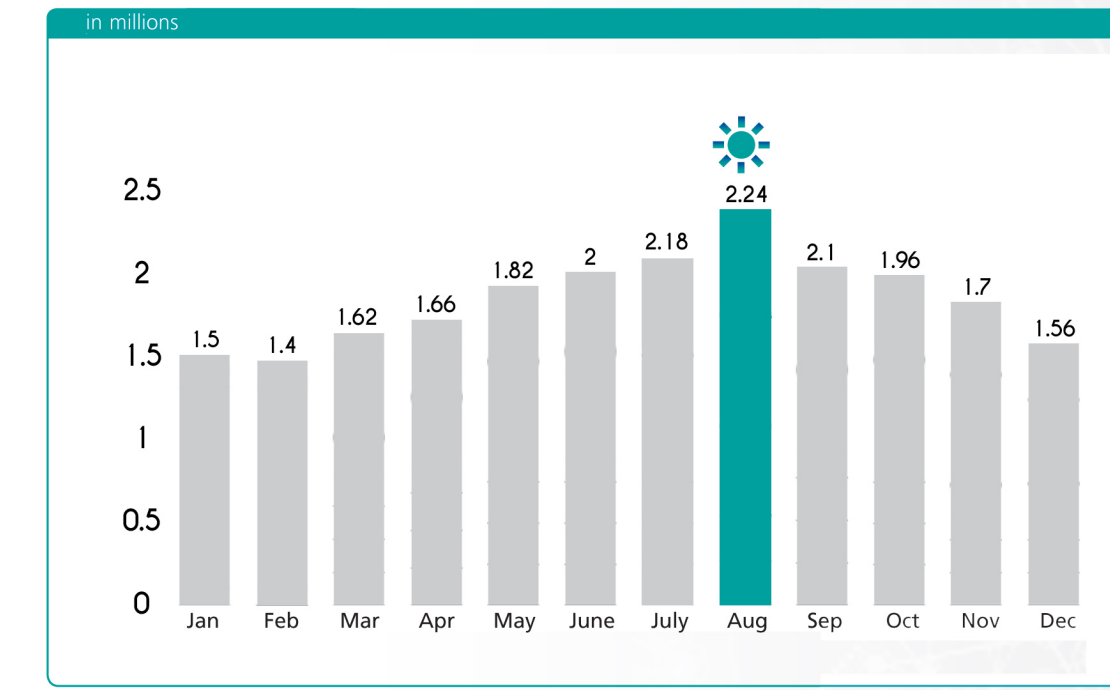
Departing Passengers per Month



Arriving Passengers per Month



Total number of Passengers per Month



3

Reaching a Captive Audience



Reaching A Captive Audience

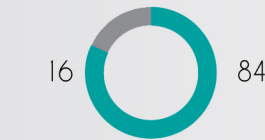
The survey was conducted at different promotional activities of different brands conducted at the airport.



Enthusiasm in having advertising at the Airport
Extend to which passengers agree with the following statements?
The advertisements fit the airport

Totally agree	65%
Agree	25%
Agree nor Disagree	5%
Disagree	5%

Majority of the airport traffic thinks that advertising fits the airport **84%**



Brand Awareness
Have you seen any brand advertising at the airport?

For sure	75%
Probably	5%
For sure not	5%

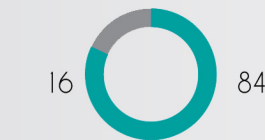
Where did you see advertisements?

Briefing Areas	40%
Walkways	66%
Lounges	92%

The advertisements are noticeable at the airport

Totally agree	57%
Agree	25%
Neither agree nor disagree	11%
Disagree	7%

Majority of the airport traffic thinks advertising is highly noticeable **84%**



Average time spent at JIAP in minutes

	Boarding / Immigration Counter	Walkway / Lounge	Gate	Total
Boarding passengers	35 min.	60 - 135 min.	10 min.	180 min.
Transfer passengers		70 - 135 min.	10 min.	145 min.

3

Reaching a Captive Audience



Reaching A Captive Audience

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4

Passenger Profile

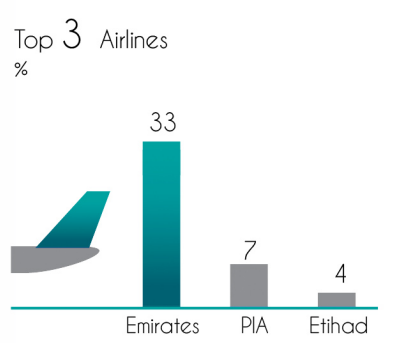
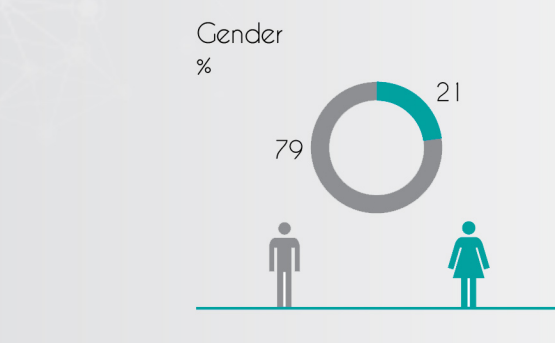
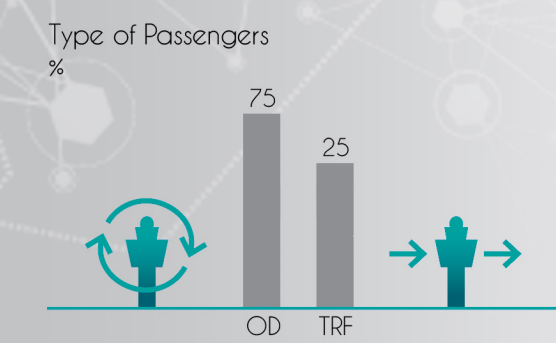
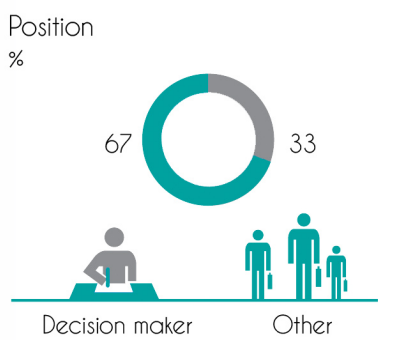
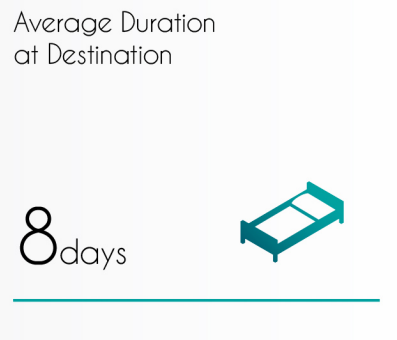
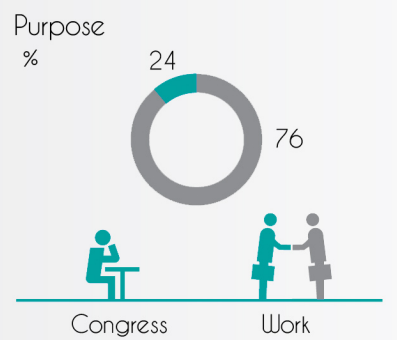
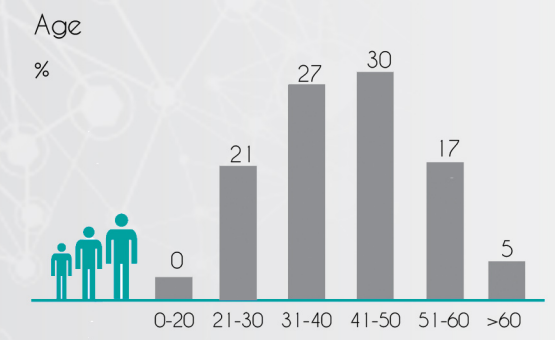
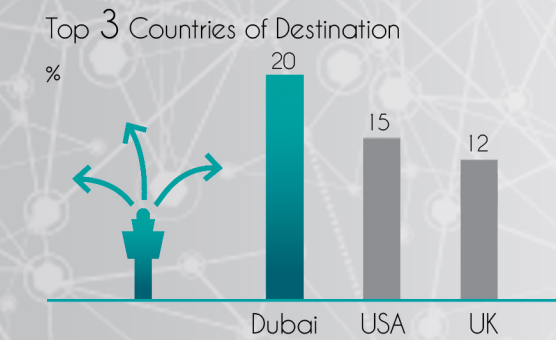


The Business Traveler



Facts & Figures

16.2 million passengers



OD - Origin & Destination
TRF - Transfer

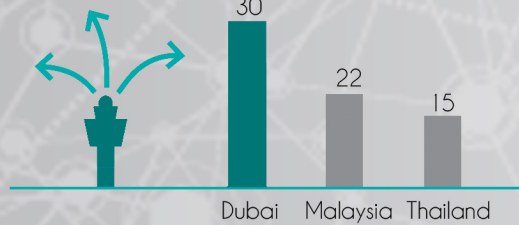
The Leisure Traveler



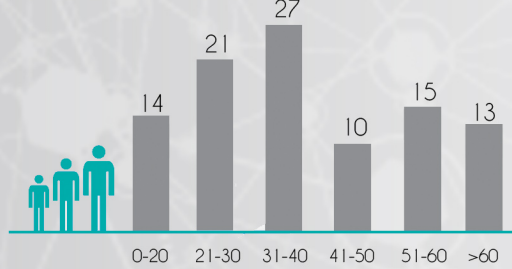
Facts & Figures



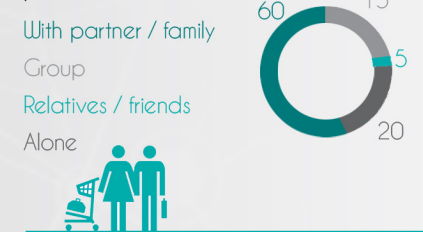
Top 3 Countries of Destination %



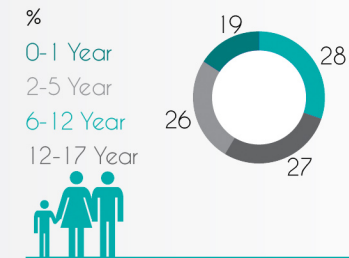
Age %



Travelling party %



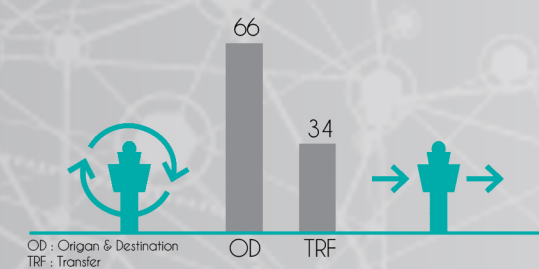
Travelling Children %



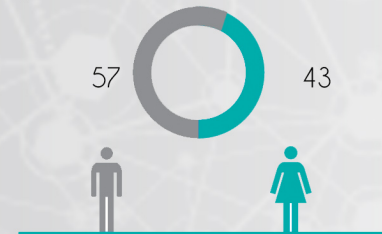
Average Duration at destination



Type of passengers %



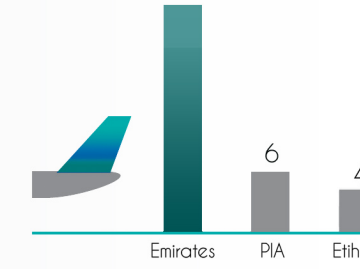
Gender %



Frequency of flying via JIAP



Top 3 Airline %



Education & Income



5

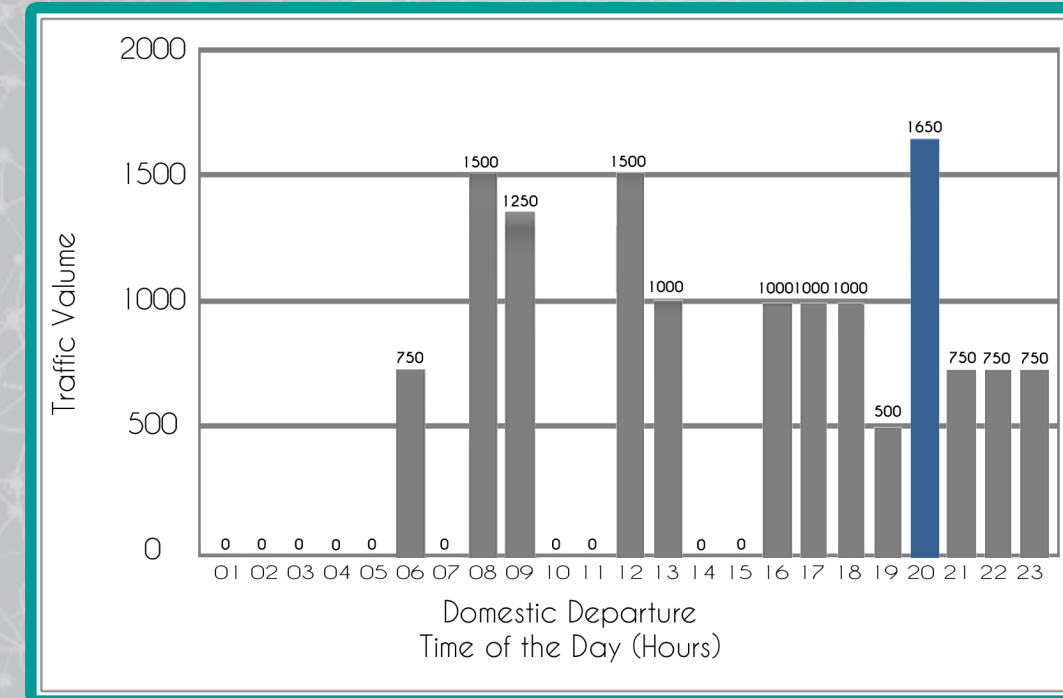
JIAP Traffic



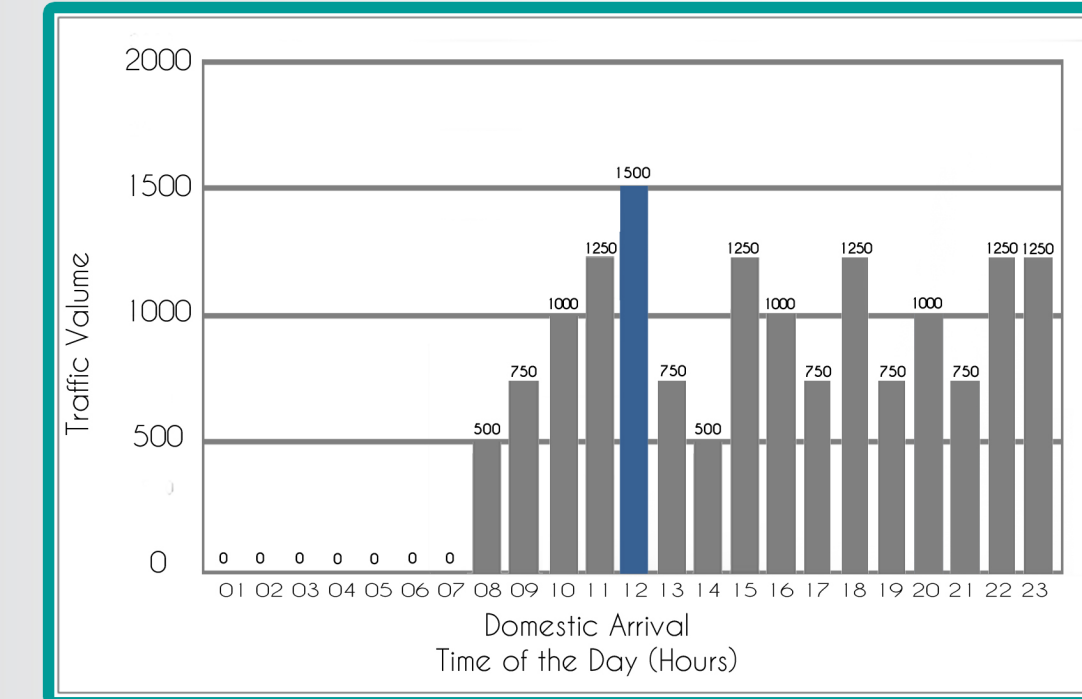
JIAP Traffic

Domestic Departure & Arrival
Traffic Volume Per Day

Domestic Departure



Domestic Arrival

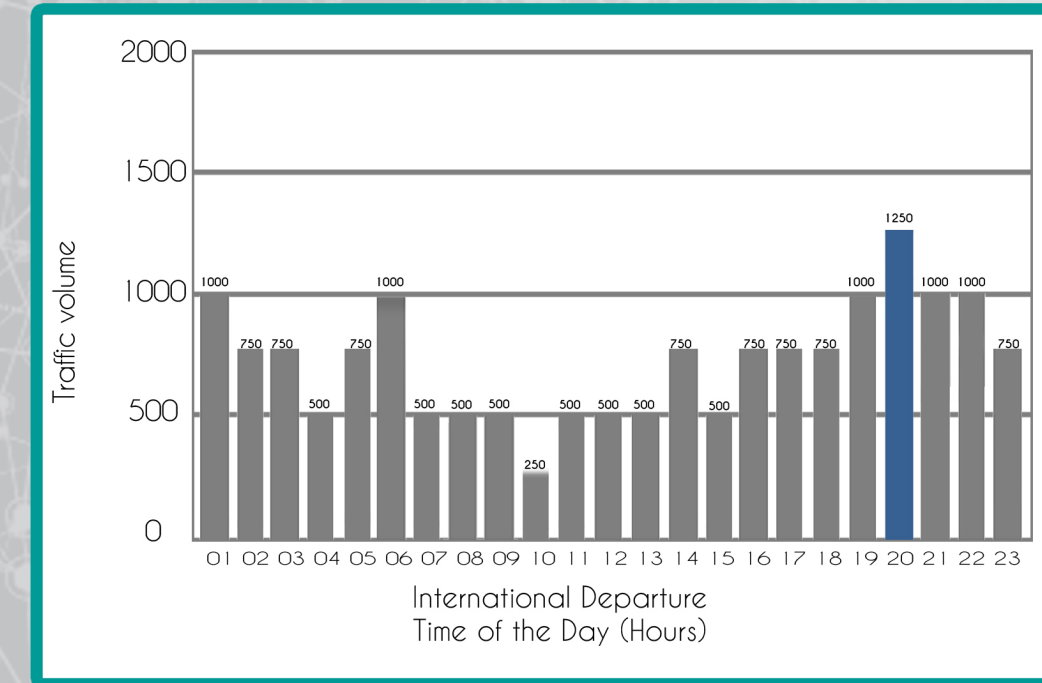




JIAP Traffic

International Departure & Arrival
Traffic Volume Per Day

International Departure



International Arrival

