Richmond International Airport
The Place Where First Impressions are Made and Remembered.

• Transportation Hub for Central Virginia
• Gateway to Virginia’s Capital Region and the World
  – AirTran Airways
  – American Airlines
  – Delta Air Lines
  – JetBlue Airways
  – United Airlines
  – US Airways
  – Southwest Airlines (Nov. 2013)
Airport Facts

- **Economic Impact**
  - Live, Work, Play
  - Service area includes city of Richmond, counties of Chesterfield, Hanover and Henrico
  - Tool for Economic Development

- **Over 3.2 million passengers per year**
  - More than 10,000 people travel through the airport/day
  - 40% Pleasure
  - 60% Corporate
  - 77% Local Passengers
Passenger Profile

- Annual Household Income $100K+
- 58% are Male 25-54
- Spend less time watching TV
- Nearly 50% of American adults are exposed to aviation media each year.
- 46% of Americans age 18 or older (an estimated 12 million people) have taken at least one round-trip airline flight in the past year.
Passenger Profile

Airline passengers are a highly desirable group that is difficult to reach but not in the airport!

- More affluent
- Highly educated
- Savvy, Sophisticated Consumers
- Possess traits that encourage them to act upon information while traveling
- Go to market for travel, business and lifestyle
- Thousands of new residents relocate here annually
- Corporate, CEO, Decision-makers
Passenger Profile

This much sought after audience is undistracted for several hours while traveling -- making airport media the optimal way to reach this elusive group of individuals.
Spectacular Banner
Arrival and Departure Bridge
Upper Level Bridge
Arrivals Wall Murals
Tension Graphic
Baggage Carousel Package
Baggage Claim Mural
Baggage Spectaculars
Spectacular Arrivals
Departure Media Digital
Upper Level Connector Diorama

Robotic surgery quickly got me back to enjoying life.

VCU Medical Center
Every Day, A New Discovery.
vcurobotics.com

VCU Health System
Enjoy a career that allows you to enjoy your family.

DEPARTURE MEDIA
airport advertising
Upper Level Connector Dioramas

View from Atrium
Recharge Station Sponsorship

Reach passengers as they recharge their phones and computers as they wait to board their plane.
Meeter/Greeter Waiting Lot Sponsorship

Don’t want to pay to park as you await arriving passengers? Well the Richmond airport has opened a parking lot just for you. Just seconds away from the terminal meeters and greeters can wait to pick up passengers for free.

What a great captive audience!