



A BRAND-NEW TERMINAL B IS LANDING IN HOUSTON



UNITED'S FUTURE FLAGSHIP

largest United Club in the airline's network



10M ANNUAL PASSENGERS

United anticipates Terminal B passenger volume to double with the expansion



MORE GLOBAL THAN EVER

15% of Terminal B traffic will be international, up from 4% in 2025

A wide-angle photograph of a busy airport terminal. In the foreground, a queue of people is moving through a security checkpoint, indicated by blue retractable belts. The ceiling is high with a grid of recessed linear lights. Several vertical digital screens are mounted on pillars, displaying a Rolex advertisement. The overall atmosphere is one of a modern, high-traffic travel hub.

+33%

EXPANSION OF OUR FULL-AIRPORT DIGITAL NETWORK

The new IAH Terminal B adds 48 prestige digital screens, targeting key locations throughout the full travel journey



3x Digital Spectaculars



8x PDN | Piers East and West



12x PDN | Baggage claim



10x PDN | Central Square