

JCDecaux Airport



NOW LANDING IN DENVER

DENVER INT'L AIRPORT



With brand-new coverage at Denver International Airport, our airport networks now...

REACH 4 OF THE TOP 5 BUSIEST U.S. AIRPORTS

#2

DFW

85.6M 2025 passengers

#3

ORD

84.9M 2025 passengers*

#4

DEN

82.4M 2025 passengers

#5

LAX

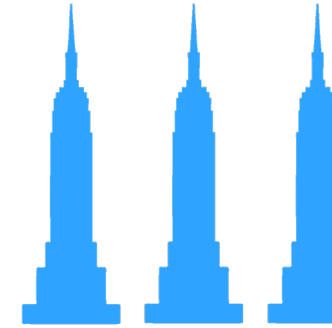
73.7M 2025 passengers

Sources: OAG Busiest Airports in the US 2025

*ORD December numbers estimated based on prev. year performance

DEN Is the #1 largest airport in the U.S. by land area

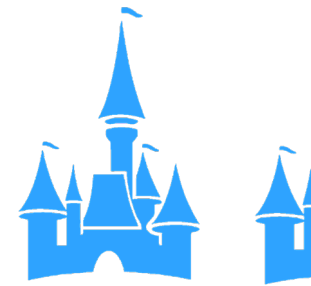
DENVER INT'L IS LARGER THAN...



2.3x Manhattan



1.1x San Francisco



1.2x Disney World

115 min.

AVERAGE DWELL TIME

The highest airport visitation at DEN occurs between 9am and 12pm, peaking at 10AM



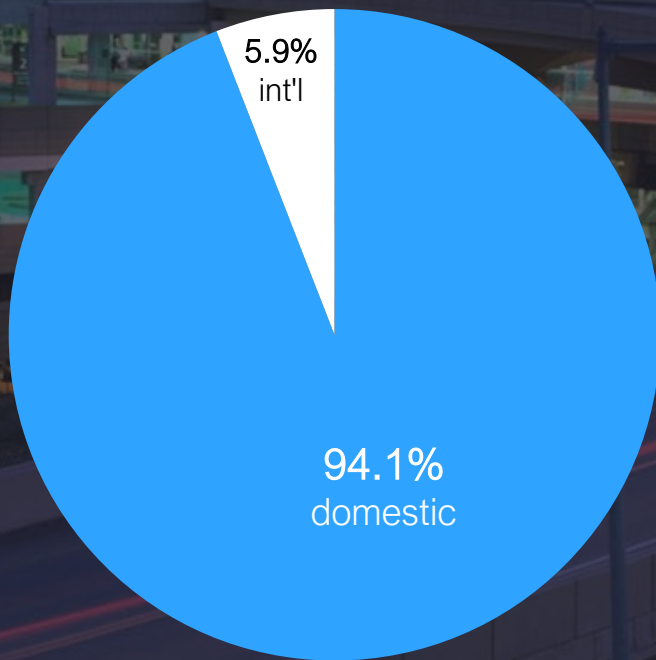
45%

of DEN travelers are
connecting passengers



**DEN EXPECTS TO
REACH 100M ANNUAL
PASSENGERS BY 2030**

KEY AIRPORT FACTS



3

CONCOURSES

28

AIRLINES

21+

COUNTRIES

263+

DESTINATIONS

AIRLINES BY CONCOURSE

CONCOURSE A

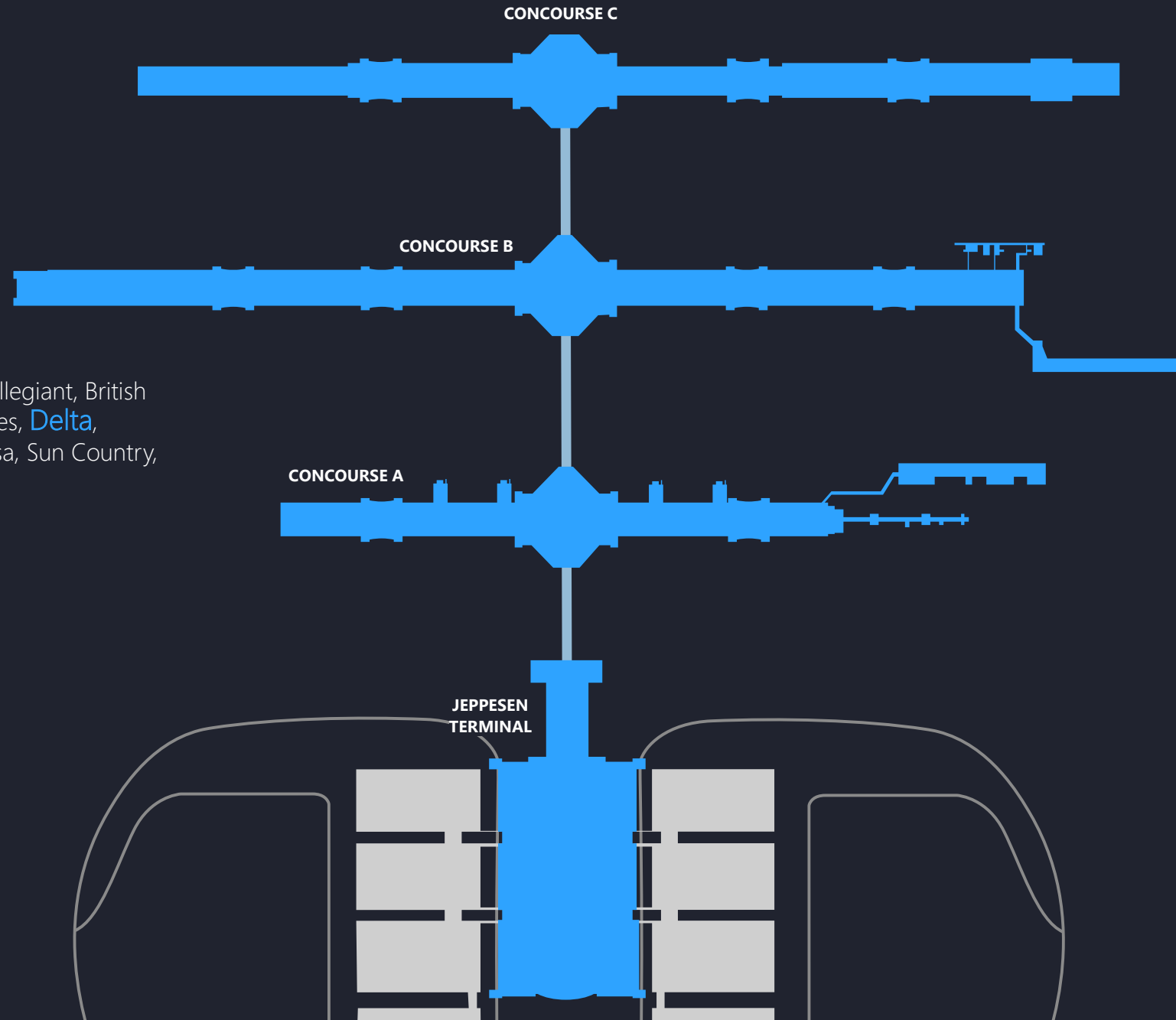
AeroMexico, Air Canada, Air France, Allegiant, British Airways, Cayman Airways, Copa Airlines, [Delta](#), [Frontier](#), Icelandair, [JetBlue](#), Lufthansa, Sun Country, [United](#), Volaris, WestJet

CONCOURSE B

[United](#)

CONCOURSE C

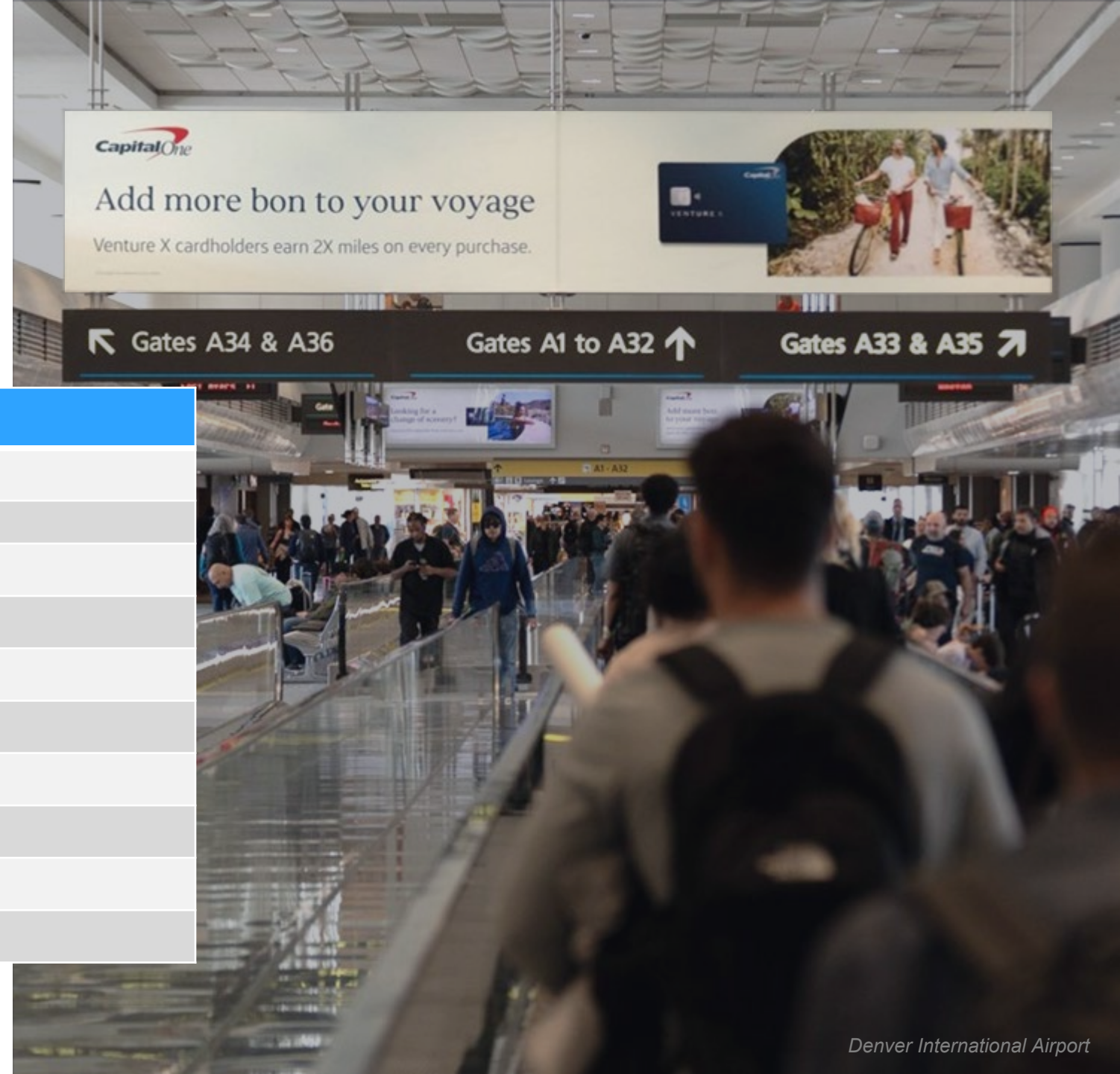
Alaska Airlines, [American Airlines](#), Southern Airways, [Southwest](#)



TOP FLIGHT DESTINATIONS

Domestic
Chicago
Dallas
Phoenix
New York City
Washington D.C.
Houston
Las Vegas
Los Angeles
Salt Lake City
San Francisco

Source: Forward Keys



Denver International Airport



LEADING U.S WINTER SPORTS DESTINATION

*Known for some of the best skiing in the nation,
including Breckenridge, Aspen, and Vail*

- Colorado ski resorts hosted **13.8 million visits** during the 2024-2025 season, representing more than 1/5th of the nation's skiing activity
- More than **one-third** of Colorado's ski resorts are located within 2 hours of Denver



YEAR-ROUND TOURISM DESTINATION

*Denver tourism had a record-breaking 2025, welcoming **37.6 million visitors** and generating \$10.5 billion in spending*

- Visitation is spread evenly across all four quarters, peaking with over **8M** passengers at DEN in July 2025 (22% of visitors came in Q1, 27% in Q2, 28% in Q3, 24% in Q4)
- **82%** of leisure visitors traveled from out-of-state
- **42%** of overnight visitors to Denver arrived by plane, an increase of **+50%** compared to the national average



CAPTURE AUDIENCES TRAVELING TO ONE OF THE NATION'S **MOST** **ICONIC VENUES:**

RED ROCKS AMPHITHEATRE

4th

most attended
global music venue

1.75M

paid fans in 2025

236

2025 events

A low-angle, nighttime photograph of the iconic marquee of the Sundance Film Festival. The marquee is illuminated with bright lights, and the words "SUNDANCE FILM FESTIVAL" are visible in large, glowing letters. The background is a dark blue sky.

DOMINATE THE GATEWAY TO A **GLOBALLY RECOGNIZED** FILM FESTIVAL

SUNDANCE FILM FESTIVAL | BOULDER, CO

#1

most influential film
festival in the U.S.

85K

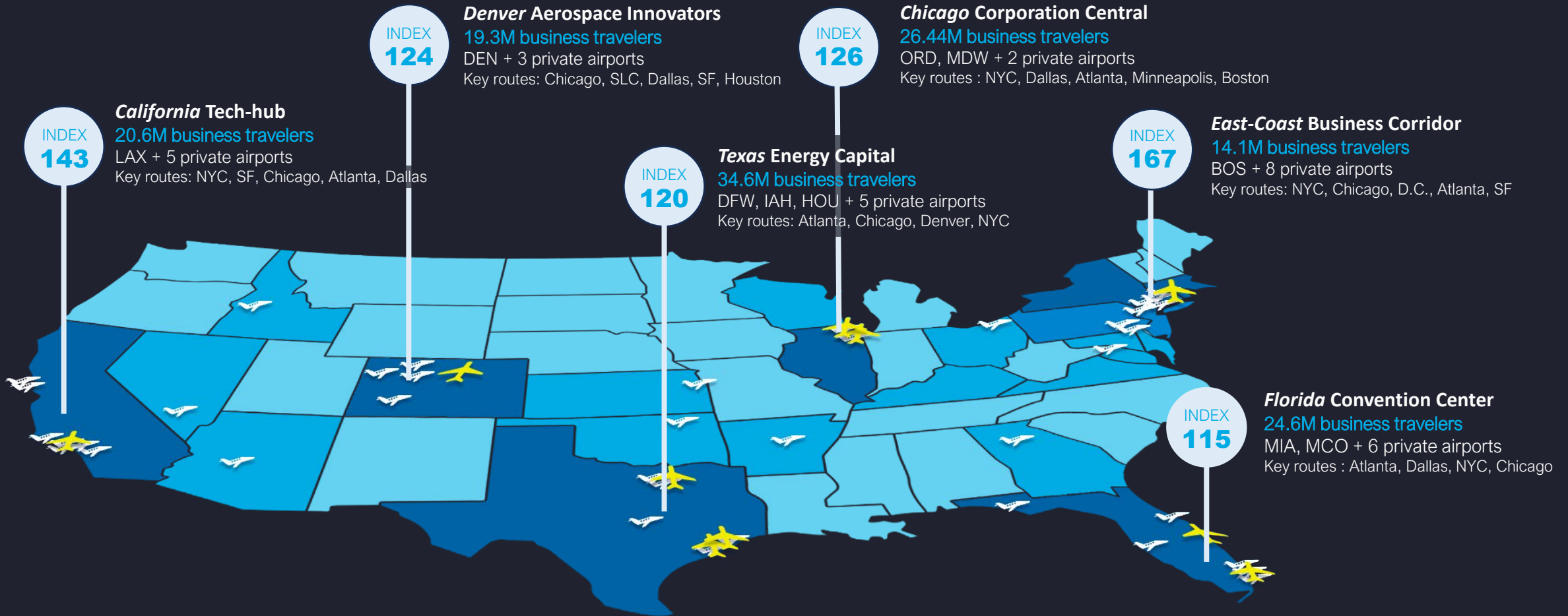
2025 in-person
attendees

\$196.1M

2025 economic
impact

DENVER IS A TOP BUSINESS TRAVEL MARKET

Leverage top airport networks and private aviation media to reach business travelers and elite C-suite executives across the U.S.



HOME TO **INDUSTRY LEADING** COMPANIES

Denver's 4 Fortune 500 companies and 12 Fortune 1000 companies generate \$83.99B in annual revenue, \$7.95B in annual profit and employ 176.47K people



DENVER'S TOP INDUSTRIES

Denver's economy, boasting an unemployment rate 14% lower than the rest of the nation, is driven by booming industries:

- Aerospace
- Aviation
- Bioscience
- Telecommunications
- Energy
- Fintech
- Food and Beverage Production
- Healthcare and Wellness
- IT and Software

The background image shows a person's hands interacting with financial technology. One hand holds a smartphone displaying a financial chart, while the other hand is on a laptop keyboard. The laptop screen shows a complex financial interface with multiple charts, including a candlestick chart and a line graph, along with various data tables and indicators. The overall scene is dimly lit, with the primary light source being the screens of the devices.

A GROWING FINANCIAL TECHNOLOGY MARKET

\$28.7B

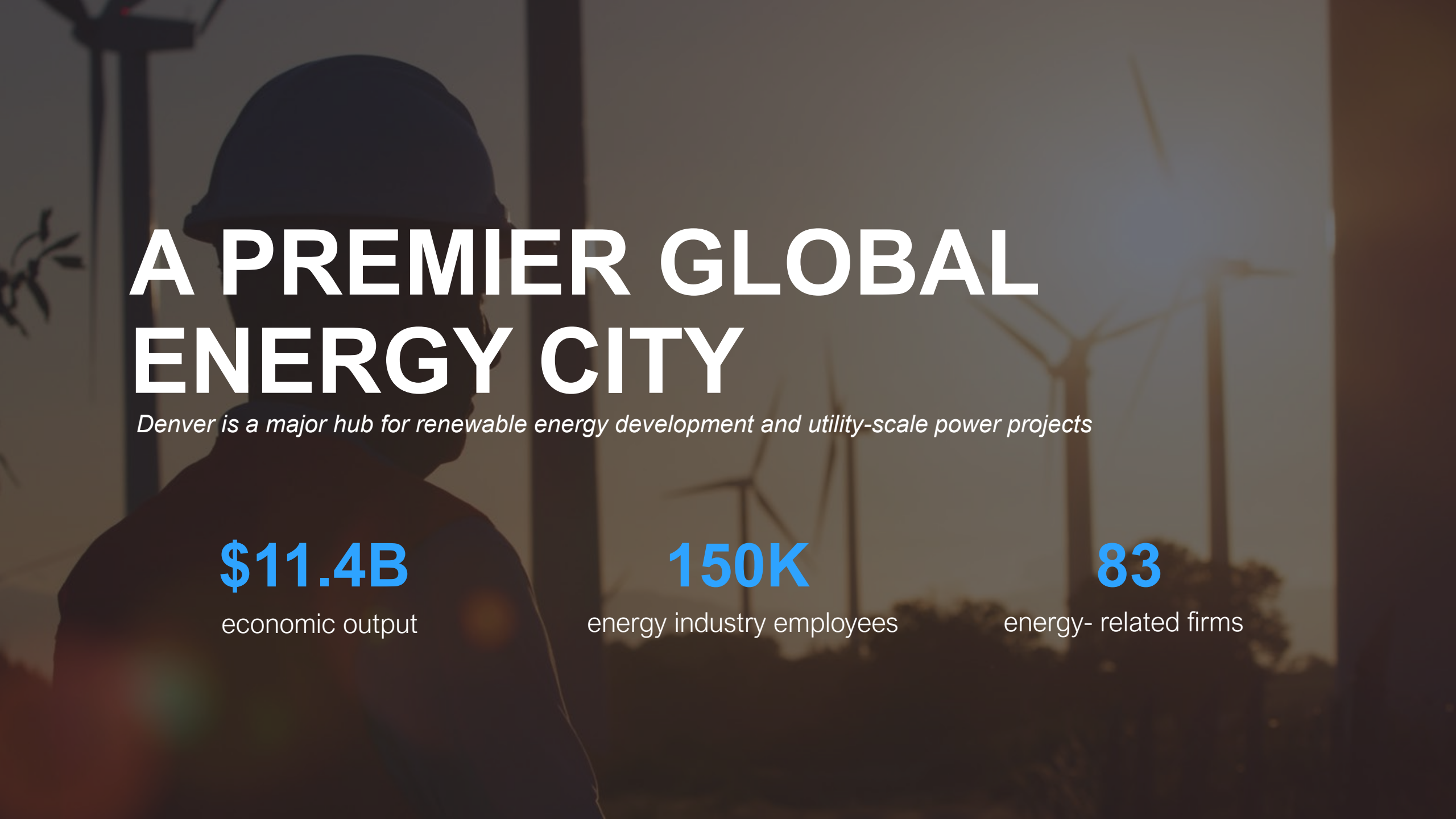
2023 revenue

82K

financial services
employees

\$1.4B

2023 venture
capital funding



A PREMIER GLOBAL ENERGY CITY

Denver is a major hub for renewable energy development and utility-scale power projects

\$11.4B

economic output

150K

energy industry employees

83

energy- related firms

THE SECOND LARGEST AEROSPACE ECONOMY

Nine of the nation's top aerospace companies have significant operations in Colorado

\$12.7B

economic output

330K

aerospace employees

350

companies



UNDERSTANDING THE DENVER TRAVELER

\$154k

HIGH HOUSEHOLD INCOME

The average income of the Denver traveler is \$150,000

57%

MILLENNIALS & GEN X

Most travelers passing through DEN are within the ages 25-54

35%

HIGHLY EDUCATED

More than 1 in 3 travelers in DEN hold a college degree or higher

UNDERSTANDING THE DEN TRAVELER

Passengers in DEN over-index as...



High Spenders - 134



Foodies - 132



Auto Enthusiasts - 129



Healthcare Workers- 129





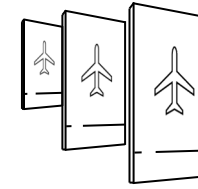
Denver International Airport

CITY DWELLERS IN TOP DMAS ARE VISITING DENVER

According to visitation data from Placer.ai, the top DMAs of residence for out of state DEN visitors are:

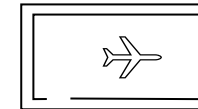
- Los Angeles
- San Francisco
- New York
- Phoenix
- Houston
- Chicago
- Dallas
- Washington, D.C.

CORE ADVERTISING NETWORKS



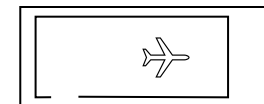
PRESTIGE DIGITAL NETWORK

Network of synched digital screens offers high frequency full airport coverage to reach arrivals and departures



DIGITAL SPECTACULARS

Larger-than-life advertising screens located in key pulse points to provide full airport coverage



STATIC BANNERS & IMMERSION ZONES

Strategically placed static banners offer 100% share of voice in high-traffic zones throughout all concourses

PRESTIGE DIGITAL NETWORK

SYNCHED SCREENS

Full-airport coverage reaches all arriving and departing passengers

Synchronized screen clusters are **100% head-on** to pedestrian flow

Unlimited creative flexibility and no production charge

Available **programmatically**

10% SOV



OUR LARGEST NETWORK OF DIGITAL SITES IN THE US: 194 SCREENS



📍 Terminal B's 60x double-sided PDN screens

DIGITAL SPECTACULARS

LARGE FORMAT SCREENS

Larger-than-life head-on digital spectaculars capture the attention of passengers

Strategically located in high foot traffic areas for **maximum exposure**

Full-motion advertising capabilities

10% SOV



STATIC UNITS & IMMERSION ZONES

HANGING BANNERS

Overhead hanging banners are **strategically located** in high traffic zones

Double-sided large overhead format

Extended exposure near gate hold areas

100% SOV reaches arriving and departing passengers



STATIC UNITS & IMMERSION ZONES

WALL MOUNTED BANNERS

Secure the most **premium locations** in the busiest concourses

Locations near airline lounges, central concourses and **high dwell time areas**

Larger than life placements are **highly impactful** to passing travelers



STATIC UNITS & IMMERSION ZONES

OVERSIZED BAGGAGE WRAPS

Unique position in iconic **ski and winter sports** destination offers 100% SOV to a single advertiser

Strategic positioning in baggage claim offers **high dwell time** exposure for extended read time

Larger than life placements are **highly impactful** to arriving travelers



AIR TRAIN STATION DOMINATION

STATION STATIC BANNERS

Static banners target **100%** of air train arrivals and departures

Strategically located for **maximum exposure**

Larger than life placements are **highly impactful** to passing travelers



BAGGAGE CLAIM NETWORK

SYNCHED SCREENS

Prominent placement in baggage claim offers **high-impact visibility** for all arriving passengers

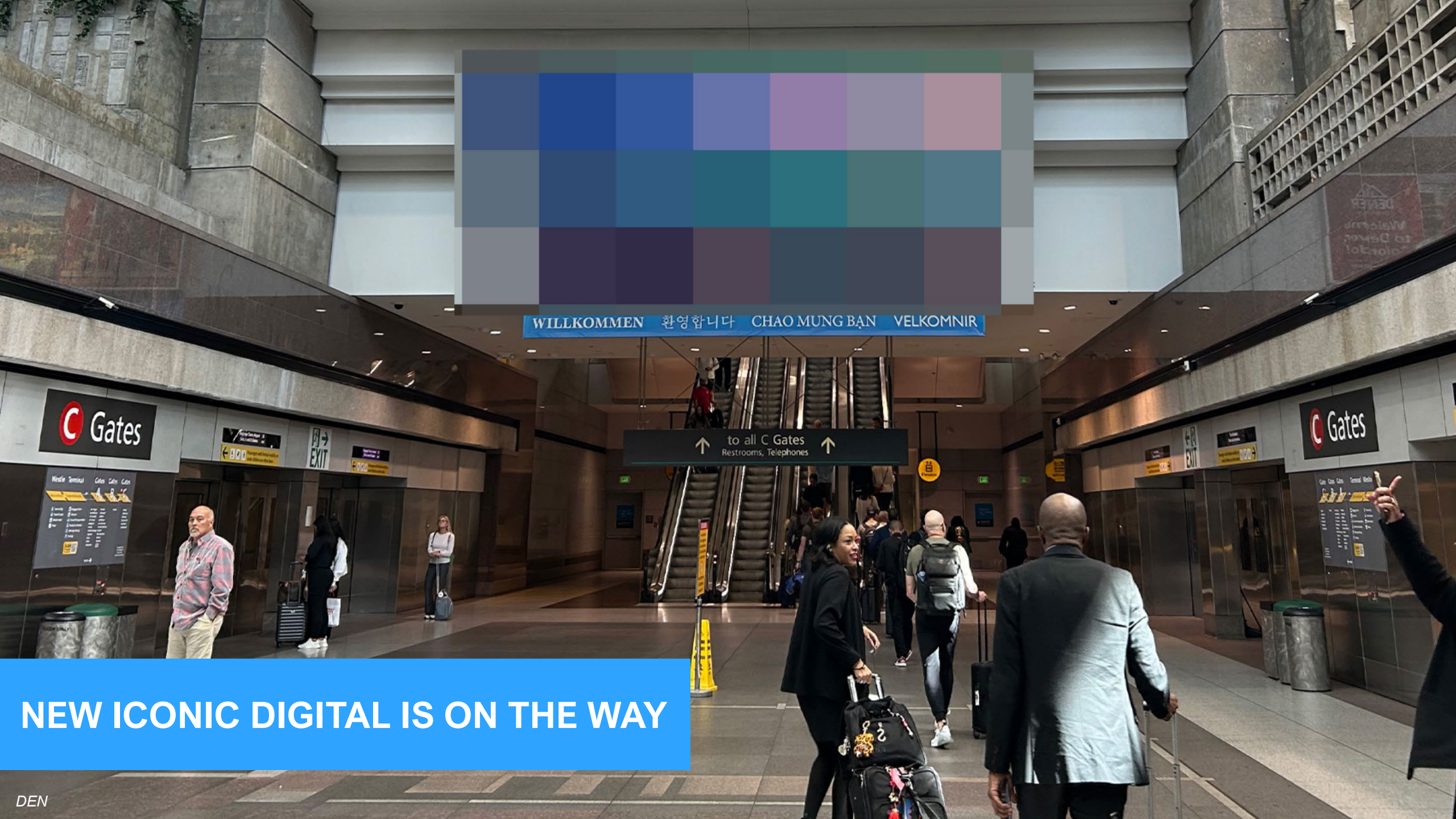
High dwell time exposure creates extended read time with waiting travelers

Unlimited creative flexibility and no production charge

Available **programmatically**

10% SOV





WILLKOMMEN 환영합니다 CHAO MUNG BAN VELKOMNIR

↑ to all C Gates ↑
Restrooms, Telephones

NEW ICONIC DIGITAL IS ON THE WAY

JCDecaux Airport



DRIVING CUSTOMERS & BUILDING BRANDS

WITH JCDECAUX AIRPORTS

