



JCDecaux's airport advertising networks offer unbeatable access to Gen Z and Millennial consumers

Younger consumers represent the largest and most-traveled consumer group in the United States! JCDecaux's advertising networks have exclusive reach amongst these groups of open-minded young adults, offering extended brand exposure with long dwell times in these captive, brand-safe environments.

> **139 million**

Gen Z and Millennials in the US, representing nearly half of the nation's population

Younger consumers travel the most compared to any other generation.

35
Days/Year
Millennial

29
Days/Year
Gen Z

Advertising has a huge impact on younger consumers.

Airport campaigns can sway the

72% of millennials

who's decisions are influenced by advertising





Young Adult Passengers

Gen Z and Millennial adults make up a sizeable portion of the passenger traffic at JCDecaux airports.

More than half of millennials want to increase their volume of trips.

75% would reduce their physical purchases to facilitate this

	Gen Z and Millennial Adults (18-44)
LAX	37%
IAH	37%
DFW	37%
BOS	36%
HOU	36%
ORD	36%
MIA	35%
MCO	35%
PIT	34%



79% Millennials Travel Domestic

60% Millennials are willing to travel alone

58% Millennials prefer to travel with friends

40% Millennials plan to do so in the next year

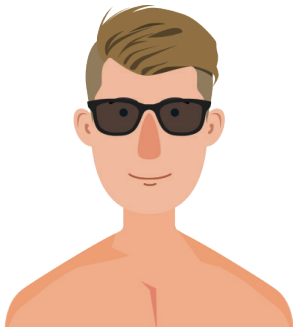
Other than visiting family, Gen Z's top trip types are:

relaxing **51%**

sight-seeing **45%**

attending special events **36%**





Spring Breakers

Millennials and Gen Z like to have fun in the sun! Young adults, especially college-aged Gen Z, use their spring break to check out warm weather destinations and have fun with friends.

77% of Spring Breakers plan to travel domestically

JCDecaux Airports are located near some of the U.S.'s best beaches in Florida, Cape Cod and LA (MCO, MIA, BOS, LAX) and greatest lakes (ORD).

Top Domestic Destinations:

#1 Orlando (MCO)

#2 Miami

Activities Participated Last 12M	Gen Z	Millennials
Personal Watercraft	216	121
Swimming	156	118
Sailing	154	107
Power Boating	150	93
Vacation Activities - Like To Do	Gen Z	Millennials
Water Sports	131	122
Boating	123	112
Go To The Beach	107	110





Millennial Music Markets

Younger consumers are the key music festival attendees and they're willing to travel to attend these types of events! In addition to the year-round music scene in Los Angeles and Chicago, **music festivals in all 8 of JCDecaux's airport markets** have appeal to these music-loving younger generations!

Major music festivals like Coachella draw in huge crowds, but Millennials are also interested in smaller events- **29% are more interested in intimate and creative music fests** rather than large events.

32M

people attend U.S. music festivals each year

46%

of festival goers are aged 18-34

1/3

millennials say music is the #1 factor when choosing a destination

23%

of Americans would travel somewhere for the local music style



2022 Music Events

Los Angeles

- Coachella | April 15-24
- Stagecoach Music Festival | April 29-May 1
- Skyline Festival | February
- Smokin Grooves Festival | March 19
- A State of Trance LA | April 9
- Cruel World Festival | May 14
- This Ain't No Picnic | August 27-28
- Primavera Sound | September 12-18

Miami

- Ultra Music Festival March | 25-27
- Rolling Loud | July 22-24
- Friendship Cruise Festival | January

Dallas

- Ubbi Dubbi Festival | April 23-24
- JMBLYA Festival | September
- Lights All Night Festival | December 30-31

Orlando

- Groove Cruise | January 20-24
- Orlando Music Festival | July

Boston

- Boston Calling | May
- DayWave Music Festival | June
- Mad Decent Block Party Festival | July
- Ten Boston | September 25-29

Houston

- Freaky Deaky | October 29-30
- Day For Night | December

Chicago

- Lollapalooza | July 28-31
- Pitchfork Music Festival | September 9-11
- New Orleans Jazz & Heritage Festival | April 29-May 8
- Riot Fest | September 16-18
- Arc Music Festival | September 2-4

Pittsburgh

- LadyFest Pittsburgh | June
- Migration Fest | July





Gen Z goes Outdoors

Younger consumers are traveling for outdoor adventures!

Gen Z travelers are more likely than other generations to take an activity-based vacation (skiing, hiking) or travel for a special event (concert, festival, sports) or party

Some of their top activities include snow sports, swimming and boating, hiking, and other outside adventures.

Gen Z + Millennials use travel to:

go outside + get active

89%

Millennial

83%

Gen Z

cross off bucket list items

83%

Millennial

81%

Gen Z

Winter sports activities:

LA is a key feeder airport to Lake Tahoe, reaching passengers on their way to this top U.S. ski destinations! With ice-skating rinks in town and proximity to their region's top winter sports resorts, BOS and ORD are also great places for advertisers to reach these seasonal tourists.

Outdoors adventures:

JCDecaux advertising networks reach young adults traveling to cities rich with outdoors experiences! **All nine of our airport markets** have easy access to hiking- from Houston's 53 acres of park space to the mountain peaks in LA!

Activities Participated Last 12M	Gen Z	Millennials
Ice Skating	334	119
Snowboarding	256	128
Snowmobiling	160	122
Downhill/Xcountry Ski	175	105
Vacation Activities - Like To Do	Gen Z	Millennials
Snow Skiing/ Snow Boarding	139	130

Activities Participated Last 12M	Gen Z	Millennials
Jogging/Running	171	137
Horseback Riding	164	103
Backpacking/Hiking	144	124
Camping Trips	136	121
Went Mountain/Rock Climbing	136	129
Vacation Activities - Like To Do	Gen Z	Millennials
Camping/ Hiking	133	122

